

# 3 Reasons to Tap into the 1° West Audience

Discover the distribution solution that grows viewership with better quality content – economically



Programmers today are under increased pressure to reach as many viewers as possible, while maximizing reach and minimizing cost. This is particularly true in Central and Eastern Europe, where the 1° West video neighborhood has the attention of many viewers, and is becoming the most sought-after community to join.

**Here's how Intelsat's 1° West media distribution solution answers the challenge of reaching this highly coveted audience.**

1

## Demand

**Challenge:** Viewers are increasingly looking for higher quality content and more accessibility options to programming such as over-the-top (OTT) and video-on-demand (VOD). In fact, the number of multi-channel households in Central and Eastern Europe is expected to grow from 93M to 96M over the next two years.



**Solution:** The 1° West media distribution solution is the perfect way to reach this audience. With a current reach of about 18 million TV households, this video neighborhood is poised to address viewers' diverse access methods and content preferences through multiple forms of distribution including cable, IPTV, and DTH platforms – and with over 900 channels including CNN, AMC, Disney, and more in 15 languages.

2

## Growth

**Challenge:** For media distributors to be successful, they need viewership growth and continued geographic expansion. With such a fragmented audience, it can be challenging to know how best to reach new viewers.



**Solution:** With access to an extensive footprint through the 1° West satellites, content programmers now have a cost-effective and reliable way to test new markets and launch new channels across all of Central and Eastern Europe.

## Multiple Distribution Channels, One Source

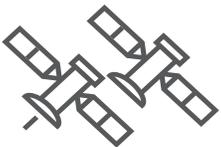
**Challenge:** Traditional distribution practices are seen as passé and struggle to keep pace with increasing demand. Terrestrial and fiber connections limit the number of households media companies can service, and network congestion causes content quality to suffer.



**Solution:** The high-power wide beams from the 1° West satellites cover Central and Eastern Europe completely with access to the five leading DTH platforms. The boost from the satellites means distributors can confidently push high quality content, including 4KUHD, with zero lag and perfect content clarity.



## Reliable, Always-on Coverage with Intelsat



Intelsat 1° West video neighborhood is a multi-satellite video distribution solution that supports major Direct-to-Home platforms and reaches millions of Cable and IPTV headends. For over 50 years, Intelsat has used its advanced satellite fleet to support media services, providing the expertise, quality, and cost-effective solutions needed to make your content distribution a success.

**To learn how Intelsat can help you deliver programming efficiently and seamlessly, in Europe's hottest video market, contact us today.**



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