



Press Release

Satellite HDTV service continues to grow: HD+ now has over half a million customers

- **Number of customers rises by 400,000 to 513.207 within a year**
- **Number of customers expected to double by year's end**
- **Technology will soon reach the 3 million mark**
- **Programming expanded: channels 13 and 14 on air since May 1**
- **The switch to digital satellite programming creates extra momentum**
- **Wilfried Urner: "HD+ is driving forward the HD revolution in Germany"**

Unterföhring, May 10, 2012 – After a successful year in 2011, HD+ has continued its successful run into 2012. On 31 March, the HDTV service reported that it had amassed 513,207 paying customers. Just one year earlier, it had 114,238. Over 2.1 million households were using HD+ at the end of the first quarter as part of a 12-month trial period (March 31, 2011: 655,187). The technology's reach is approaching the 3 million mark. As of the end of March, 2,911,579 HD+ compatible devices (set-top boxes and modules) had been sold. As a result of this rapid growth during the first three months, HD+ is predicting it will double its number of paying customers to more than 1 million by the end of the year. A subsidiary of SES S.A., HD+ is a technology platform that allows households across Germany to receive 14 HD programs offered by commercial free TV stations via the ASTRA satellite. Customers with an HD+ set-top box can get another 19 HD channels at no extra charge.

Wilfried Urner, chairman of the executive board at HD PLUS GmbH, said: "After years of trailing behind, Germany is now at the forefront of HDTV in Europe. HDTV will change the face of television. TV audiences are intentionally choosing channels that broadcast in HD. The latest HD+ figures are great evidence for this trend. They show that HD+ is driving the switch to HD in Germany. HDTV is also shaking up the competition when it comes to TV distribution. Compared to cable TV, HD+ with ASTRA satellite service offers the best value for money." HD+ is free for the first 12 months. Afterwards, customers are required to pay an annual €50 service charge for the HDTV service, which equates to €4.16 per month. They are free to cancel at any time. In its February 2012 issue, consumer organization Stiftung Warentest pointed out that satellite HD offered excellent value for the money.

After switching off analog satellite television on April 30, Urner is also expecting further growth. "German television audiences have accepted the switch to digital, along with all the benefits it brings. We are predicting that the trend towards HD television will pick up speed this year." He expects major sports events, such as the upcoming European Football Championship and the

Olympic Games, will drive stronger demand for HD service. Over 50 HD channels have been available from ASTRA since early May. Just a few days ago, ARD and ZDF significantly expanded their HD service. HD+ also announced two new additions – Super RTL HD and DMAX HD – at the beginning of May. Uerner commented on the new channels, saying: “A broadcaster for families and one for men – these new channels are symbolic of the wide variety of programming we provide. Only HD+ households can be sure that they are getting all the satellite HD channels available for free TV.”

HD+ is the exclusive provider of the following 14 satellite channels in Germany: RTL HD, Sat.1 HD, ProSieben HD, VOX HD, kabel eins HD, RTL II HD, SUPER RTL HD, N24 HD, TELE 5 HD, SPORT1 HD, DMAX HD, Nickelodeon HD, sixx HD and COMEDY CENTRAL HD.

Key HD+ figures for Q1 2012 compared with Q1 2011

	Mar. 31 2012	Mar. 31 2011	Change
HD+ devices ¹	2,911,579	827,232	+ 2,084,347
Active HD+ households ²	2,620,699	769,425	+ 1,851,274
HD+ users in free trial period ³	2,107,492	655,187	+ 1,452,305
HD+ customers ⁴	513,207	114,238	+ 398,969
HD+ set-top boxes (models)	80	57	+23

Key HD+ figures for Q1 2012 compared with Q4 2011

	Mar. 31 2012	Dec. 31 2011	Change
HD+ devices ¹	2,911,579	2,497,972	+ 413,607
Active HD+ households ²	2,620,699	2,301,195	+ 319,504
HD+ users in free trial period ³	2,107,492	1,897,072	+ 210,420
HD+ customers ⁴	513,207	404,123	+ 109,084
HD+ set-top boxes	80	72	+8

¹ HD+ Set-top Boxes, CI modules or CI+ modules for HD+ Technology reach includes Sky satellite HD set-top boxes and the MR 500 media set-top box for Deutsche Telekom's Entertain Sat service.

² Households currently receiving HD+ channels

³ Households in the initial 12-month trial period

⁴ Households paying the annual €50 service charge

Source: This information comes from analyses by GfK, which are based on data provided by HD PLUS GmbH and its partners.

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About HD+

HD PLUS GmbH is headquartered in Unterföhring near Munich and is a subsidiary of satellite provider ASTRA, which belongs to the Luxembourgish satellite company SES. HD PLUS GmbH was founded in May 2009 and markets the HD+ product, an additional range of channels in high definition (HD) via satellite. The open HD+ platform brings popular free TV channels to the market with high definition quality. The range of HD+ channels currently comprises RTL HD, Sat.1 HD, ProSieben HD, VOX HD, kabel eins HD, RTL II HD, SUPER RTL HD, N24 HD, TELE 5 HD, SPORT1 HD, DMAX HD, Nickelodeon HD, COMEDY CENTRAL HD and sixx HD. Each HD+ Set-top Box also transmits the unencrypted HD channels Das Erste HD, ZDF HD, ARTE HD, 3sat HD, BR HD, KI.KA HD, NDR HD, PHOENIX HD, SWR HD, WDR HD, ZDFinfokanal HD, ZDF.kultur HD und ZDFneo HD, ServusTV HD, Anixe HD, QVC HD, HSE 24 HD.

By purchasing an HD+ set-top box, HD+ is free for the first twelve months. After the end of the first year, a technical service fee of EUR 50 per year will be charged. In comparison to common subscriptions that can only be terminated by the customer, HD+ is automatically cancelled after a year. HD+ viewers can extend the length of time they receive HD+ quickly and easily using an extension code, which can be bought in-store, online at www.hd-plus.de or by telephone (0900 1 1904 599; 49 cent/min. from a German landline). In addition to extending the validity of their HD+ cards, customers can also buy new ones for EUR 55.

www.hd-plus.de

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