



David Treadway, RR Media's Joint Managing Director, Europe ●●●

RR Media works in partnership with the world's leading media players to create the richest possible media and entertainment experiences for the world's consumers. RR Media's complete ecosystem of digital media services maximize the potential of media and entertainment content, covering four main areas: smart global content distribution network with an optimized combination of satellite, fiber and the internet; content management & playout; sports, news & live events; and online video services. RR Media provides scalable digital media services to more than 1,000 channels, with over 200 channels fully managed. RR Media also distributes over 350 hours of live events daily and delivers content to 95 percent of the world's population reaching viewers of multiplatform operators, over 100 VOD platforms, online video and direct-to-home services.

Leading digital broadcast company

RR Media was founded in 1981 as a communications provider. In 1995, the company started to provide SNG services and celebrated its first live news broadcast, and, in 1996, it entered the digital broadcast market with the purchase of its first remote uplink unit. Today, RR Media is a world-leading digital broadcast company, providing more than 350hrs/day of live events over satellite, fibre and the Internet. The company serves more than 1,000 channels and delivers content to 95 percent of the world's population on a variety of platforms, including VoD, DTH and online video. Amy Saunders spoke with David Treadway, RR Media's newly-appointed Joint Managing Director, Europe, about current trends in the broadcast market, and RR Media's recent major deals, including its proposed acquisition by SES.

Question: RR Media provides a large variety of services to a number of sectors. What are the company's major business areas, and how is it looking to develop these?

David Treadway: As a leading provider of digital media services, our business is the management and distribution of media and entertainment content to audiences worldwide. It means that our customers can focus on creating exciting content, whilst we can take care of everything else.

Our major business areas cover a whole range of managed broadcast and media services, including global content

distribution utilising a hybrid network of optimised satellite, fibre and Internet delivery, content management and channel origination, sports, news and live events, as well as multi-platform services including video on demand (VoD) and other online video services. Last year, we launched solaRR, our open service platform, and solaRR Active, our customised sports media service platform, to help our customers maximise exposure and increase revenues through a virtualised, one-stop platform.

Question: RR Media uses satellite, fibre and the Internet for content distribution. What are its capabilities, and which delivery method is growing fastest?

David Treadway: Let's put it this way, our capabilities really are unlimited. We have media centres in Central and Western Europe, the Middle East and in the USA, and, in fact, we have just opened a new regional LATAM media centre in Miami. The recently-announced proposed merger with SES Platform Services will also give our customers access to another media centre, based in Munich, along with many other facilities around the globe.

Our entire managed service business continues to grow at a very healthy rate. Cloud playout, IP delivery and multi-platform are key growth areas



RR Media is offering a full suite of media services at the UEFA Euro 2016 finals in Paris. Photo courtesy of RR Media ●●●

for us. I'm particularly excited about building up our managed services business here in Europe to complement the content preparation side of the business based in London, which RR Media acquired back in 2013.

Question: What emerging trends are you taking note of in the satellite industry right now, and how will RR Media respond to them?

David Treadway: Satellite continues to be an immensely important part of our business, but, as a key player in the huge digital media market, satellite is just one factor in our ability to deliver content to audiences wherever they might be in the world. The name of the game now is all about hybrid solutions – whether you're talking satellite, fibre, or IP. The concept of TV anywhere, anytime and on any device is the major growth area for the industry, and RR Media is right at the heart of that by ensuring our clients' content can be seen wherever and whenever the audience chooses to view it.

Question: You joined RR Media as Joint Managing Director, Europe in January 2016. What have your experiences been so far, and how do you plan to move the company forward?

David Treadway: It's fair to say it's been a busy few months and right now, I'm in the process of recruiting a sales team, so there's a lot going on. I've joined RR Media at an exciting time because we are really well-positioned to build the business here in UK, and we have plenty of potential projects in the pipeline, especially in the sporting field. My lips are sealed, as we're still in negotiations, but I'm confident that we'll soon be announcing some major deals with several of the best names in sports. Watch this space!

Question: In February 2016, RR Media agreed to be acquired by SES and will be merged with SES Platform Services. What can you tell us about the deal, and do you think the industry will see more consolidation going forward?

David Treadway: The deal, which is subject to regulatory and other approvals, is expected to close later this year. It will strengthen our ability to deliver services immensely and provide

us with a fantastic growth opportunity, not just in Europe, but worldwide.

RR Media and SES Platform Services are a perfect fit as our capabilities and capacities complement each other. Munich-based SES Platform Services has been highly successful in providing a range of digital media services to its clients, many of whom are based in Western Europe. Together we'll focus on what we're good at, which is digital media services. The resulting global media services entity will offer enormous scale, with state-of-the-art facilities globally and the infrastructure to serve customers wherever they are based in the world.

I absolutely believe the industry will see much more consolidation going forward. In fact, I predict that we'll see some extremely well-known media services brands belonging to a number of major world players disappear in the next few years – and some very close to home at that.

Question: RR Media and WTS Live have agreed to combine forces to serve the UEFA Euro 2016. What services will the parties provide and to whom?

David Treadway: Together, we'll be offering broadcasters, news organisations, content owners and sports rights agencies a full suite of digital media services at UEFA Euro 2016. WTS Live has tremendous capabilities on the ground, so, combined with our global reach and capabilities, we're looking forward to providing the full suite of digital media production and distribution services from France this summer. By combining

our capabilities, we can offer complete media packages, including live stand-up/recorded transmission, turnaround, production and content delivery to operators worldwide, over multiple platforms, in different configurations. This includes live positions from famous landmarks like the Eiffel Tower, live positions within the 10 host stadiums and within the fan areas.

Question: RR Media recently expanded its VoD platform population services, with over 100 platforms currently serviced. How is the VoD market developing right now?

David Treadway: VoD is a key area of development for most managed service clients in the broadcast sector and is a vital part of the multi-discipline, multi-platform ecosystem in which all broadcast players need to play a part. Whether you are delivering or buying services, it's critical to maximise the ability to reach wider audiences in order to effectively monetise content. If you don't, you'll get left behind. I think we'll see the VoD market growing at some pace. Other online video services, such as content management systems, branded platforms, multi-screen delivery, connected device applications, web video portals and viewers' measurement tools, using digital analytics, are important too, which is why we're active in those areas as well. Today, broadcasters have to do so much more than merely provide linear channels and an Internet based service. In today's multi-platform environment, broadcasters have to be everywhere to survive.



Global media centre. Photo courtesy of RR Media ● ● ●