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News from next week's Streaming Media Europe



TV Genius Powers Enhanced Content Discovery for ASTRA

London, UK – Exhibitors at next week's Streaming Media Europe (London 14 & 15 October), **TV Genius** have announced that **ASTRA**, Europe's leading provider of satellite services, has selected TV Genius' Content Discovery Platform as it re-launches its website for consumers of DTH satellite in the UK, France and Germany. The TV Genius platform will enable consumers to search channel listings on the web for specific programmes or more general subjects, as well as schedule reminders. ASTRA is part of SES, a group of satellite operators and network providers which, combined, offers global reach.



"We're delighted to bring TV Genius' Content Discovery Platform to an even wider satellite TV consumer audience, enabling them to navigate the multi-channel landscape with greater ease and ensure they benefit from the whole range of programming that is on offer," said Neill Henderson, Web & E-Marketing Manager, SES ASTRA. "We're committed to providing the highest quality of experience through our satellite services to the home, and are therefore pleased to offer a reliable and relevant TV listings search solution. By enabling viewers to find exciting programming, we can maximize the value of satellite TV services and increase the visibility of our customers' content."

ASTRA's deployment of TV Genius' Content Discovery Platform will begin on its website www.onastra.com, with consumers able to search listings for their preferred content through title, genre, actor or subject matter. The solution enables viewers to discover more of the content they like, as well as a range of programming they may never have previously watched before, increasing the perceived value of satellite services. This helps satellite operators to increase ARPU and reduce churn.

"Finding something to watch on TV is no longer just about scrolling through listings. Consumers need quick and easy access to exactly what they want so that they discover more from their TV service," said Tom Weiss, CEO, TV Genius. "By integrating our unique solution, ASTRA can increase customer satisfaction for its satellite TV services. We're pleased to power this exciting offering on behalf of ASTRA."

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Notes for Editors

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About SES ASTRA

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 16 satellites. The ASTRA satellite system delivers services to more than 125 million DTH and cable households and transmits more than 2,600 analogue and digital television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With 150 High Definition (HD) channels on its main orbital positions, ASTRA represents the most important HDTV platform for Europe's leading broadcasters. The prime orbital positions for ASTRA are 19.2° East, 28.2° East, 23.5° East, 5° East and 31.5° East. For more information visit www.ses-astra.com

About TV Genius

TV Genius enhances the TV experience with personalized search that provides relevant recommendations consumers want across TV, mobile and the web. Brands including AOL, Sky, What's on TV and ITV.com provide services powered by TV Genius to over 8 million users per month across the web, mobile, and set-top box. For more information visit www.tvgenius.net