

GLOBAL DISTRIBUTION SUMMARY

GLOBAL TOTALS



Region



Connected Homes



People per home



Potential Viewers

Africa	124,000,000	x 4	496,000,000
Asia	112,080,072	x 4.4 (India x 5.6)	503,632,403
AUSTRALIA & NEW ZEALAND	416,748	x 2.5	1,041,870
CIS	10,356,207	x 4	41,424,828
Indonesia	18,000,000	x 3.8	68,400,000
UK,EU,Nords	204,990,615	x 2.36 UK, x 2.37 EU	485,473,553
USA	69,014,887	x 2.5	172,537,220
VOD (Worldwide)	523,609	x2.5 (where applicable)	1,043,567 (OTT) 15,326,026 (web)

TOTAL







539,382,138

1,784,879,467

TOTAL POTENTIAL VIEWERS 1,784,879,467







*This document also excludes any social media promotional reach

AFRICA

 Region	 Provider	Type	 Name	 Connected Homes	 People per home	 Potential Viewers
Africa	AVO TV	DTH & DTT	ViewMedia	44,000,000	x 4	176,000,000
	IntelSat 20	SATELLITE	INTELSAT	40,000,000	x 4	160,000,000
South Africa	SES-5	DTH & DTT	SES	15,000,000	x 4	60,000,000
East Africa	Eutelsat	DTH & DTT	StarTimes	25,000,000	x 4	100,000,000
			TOTAL	124,000,000		496,000,000

TOTAL POTENTIAL VIEWERS **496,000,000**







ASIA

 Region	 Provider	Type	 Name	 Connected Homes	 People per home	 Potential Viewers
Asia	INTELSAT 17	SAT	Intelsat	2,000,000	x 4.4	8,800,000
	Cable	CABLE	473 NETWORKS	51,500,000	x 4.4	226,600,000
	Tataplay	DTH	TATAPLAY	18,400,000	x 5.6	103,040,000
	DTH	DTH	DTH	9,000,072	x 5.6	50,400,403
	Jio Fibre	IPTV	Jio Fibre	15,000,000	x 4.4	66,000,000
	Triple Play	IPTV	Triple Play	180,000	x 4.4	792,000
Pakistan Region	PCN	CABLE	210 local Affiliates	16,000,000	x3	48,000,000
			TOTAL	112,080,072		503,632,403

TOTAL POTENTIAL VIEWERS 503,632,403

*We have used average household numbers for India as this is where most of our distribution is for the Asian region

AUSTRALIA & NEW ZEALAND

 Region	 Provider	Type	 Name	 Connected Homes	 People per home	 Potential Viewers
Australia	VAST	SAT	Optus D3	416,748	x 2.5	1,041,870
TOTAL				416,748		1,041,870

TOTAL POTENTIAL VIEWERS **1,041,870**

CIS



Region



Provider



Type



Name



Connected Homes



People per home










Potential Viewers

CIS						
Azerbaijan	Azerspace-1	SAT	Azercosmos	2,500,900	x 4	10,003,600
Belarus	Azerspace-1	SAT	Azercosmos	1,237,000	x 4	4,948,000
Georgia	Azerspace-1	SAT	Azercosmos	3,136,213	x 4	12,544,852
Kazakhstan	Azerspace-1	SAT	Azercosmos	289,123	x 4	1,156,492
Kyrgyzstan	Azerspace-1	SAT	Azercosmos	2,023,480	x 4	8,093,920
Russia	Azerspace-1	SAT	Azercosmos	512,310	x 4	2,049,240
Tajikistan	Azerspace-1	SAT	Azercosmos	135,946	x 4	543,784
Turkmenistan	Azerspace-1	SAT	Azercosmos	65,498	x 4	261,992
Ukraine	Azerspace-1	SAT	Azercosmos	414,437	x 4	1,657,748
Uzbekistan	Azerspace-1	SAT	Azercosmos	41,300	x 4	165,200
			TOTAL	10,356,207		41,424,828








TOTAL POTENTIAL VIEWERS 41,200,000

INDONESIA

 Region	 Provider	 Type	 Name	 Connected Homes	 People per home	 Potential Viewers
Indonesia	MEASAT 3B	SAT	Azercosmos	18,000,000	x 3.8	68,400,000
			TOTAL	18,000,000		68,400,000







TOTAL POTENTIAL VIEWERS **68,400,000**

UK, EU & NORDS

 Region	 Provider	 Type	 Name	 Connected Homes	 People per home	 Potential Viewers
UK	Eutelsat 2E	SAT	SKY	10,600,800	x 2.36	25,017,888
	Virgin Media Cable	CABLE	VIRGIN MEDIA	2,926,523	x 2.36	6,906,594
	Freeview Online	IPTV	FREEVIEW	13,000,000	x 2.36	30,680,000
	Astra 2A	SAT	FREESAT	1,300,000	x 2.36	3,068,000
	Astra 2E WB Transponder	SAT	FREE TO AIR	2,500,000	x 2.36	5,900,000
	Freevee	IP	FREEVEE	1,200,000	x 2.36	2,832,000
EU & Nords	Hotbird 13F & 13G	SAT	Hotbird	156,000,000	x 2.37	369,720,000
NORDS	Altibox, Norway	IPTV	ALTIBOX	12,000	x 2.37	28,440
	Sappa -Sweden	IPTV	SAPPA	3,400	x 2.37	8,058
	Viasat-Finland	SAT	VIASAT	700,000	x 2.37	1,659,000
	Alcom-Finland	SAT	ALCOM	9	x 2.37	21
Germany	Zattoo Germany	IPTV	ZATTOO	23,500	x 2.37	55,695
Switzerland	Zattoo Switzerland	IPTV	ZATTOO	5,000	x 2.37	11,850
Spain	Hispasat	SAT	HISPASAT	11,689,000	x 2.37	27,702,930
	OVERON	CABLE IP	OVERON	5,000,000	x 2.37	11,850,000
Malta	Melita cable	CABLE	MELITA CABLE	28,416	x 2.37	28,416
Poland	Home-Net	IPTV	Home-Net	1,967	x 2.37	4,661
TOTAL				204,990,615		485,473,553

TOTAL POTENTIAL VIEWERS **485,473,553**

USA







 Region	 Provider	Type	 Name	 Connected Homes	 People per home	 Potential Viewers
USA	T10/T12	SAT	DIRECT TV	13,500,000	x 2.5	33,750,000
	Eutelsat 65 West A	SAT	Eutelsat	18,000,000	x 2.5	45,000,000
	Eutelsat 117 West A	SAT	Eutelsat	10,000,000	x 2.5	25,000,000
	SES-22	SAT	SES	10,000,000	x 2.5	25,000,000
	Roku	IPTV	ROKU	14,000,000	x 2.5	35,000,000
	NCTC	CABLE	NCTC	511,746	x 2.5	1,279,365
	*Local OTA	DTH	WFBD - Pensacola	52,601	x 2.5	131,502
	*Local OTA	DTH	WWJX Jackson, MS	61,480	x 2.5	153,701
	*Local OTA	DTH	KAIL - Fresno, CA	200,017	x 2.5	500,042
	*Local OTA	DTH	KONC - Minneapolis	171,981	x 2.5	429,954
	*Local OTA	DTH	KCWV - Duluth, MN	34,678	x 2.5	86,697
	*Local OTA	DTH	WSPF - Tampa	153,984	x 2.5	384,959
	*Local OTA	DTH	WACP - Philadelphia	2,328,400	x 2.5	5,821,000
	SHAW	IPTV	SHAW	TBC (JULY 24)	TBC (JULY 24)	TBC (JULY 24)
TOTAL				69,014,887		172,537,220

TOTAL POTENTIAL VIEWERS 172,537,220

* New local stations being added every month.

VOD DELIVERABLES

Also available on RED 360, Android TV, LG TV, Samsung and Tizan

 Region	 Provider	Type	 Name	 Connected Homes	 People per home	 Potential Viewers
Worldwide	Roku	VOD	Roku	283,987	x2.5	709,968
	AppleTV	VOD	AppleTV	19,130	x2.5	47,825
	iOS Mobile	VOD	iOS Mobile	74,678	NA	74,678
	Android Mobile	VOD	Android Mobile	102,293	NA	102,293
	Web APP	VOD	Browser	Users	NA	15,326,026 (Dec 24)
	Amazon Fire		Amazon Fire	43,521	x2.5	108,803
TOTAL				523,609		16,369,593

TOTAL OTT USERS 1,043,567
TOTAL WEB USERS 15,326,026

Total amount of web users each month (not unique visitors)