

Televisa to launch a new satellite to strengthen Sky

The company stated that the new satellite would boost the quality of its SKY pay-TV television service, in order to migrate all its channels to high definition over a three-year period.

Axel Sánchez

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Televisa Group will launch a new **satellite** to strengthen **Sky**, its pay-tv business that it operates in partnership with DirecTV, a company now owned by AT&T.

According to William Aguirre, Director General of satellite operations at Televisa, this launch aims to improve **Sky's** high definition (HD) service coverage.

After participating in the Latin American Satellite Communication & Broadcasting Summit, **LATSAT 2015**, he stated that they were working towards Sky launching all its channels in HD.

“This **satellite** is intended to deliver services in Mexico and it will help to have two improved beams, which will drive the improved HD content, so that, in the future, regular broadcasting is eliminated,” he explained.

Currently, **Sky** customers have the option to choose between regular and high definition services, but from 2020, only HD will be available.

Between 2009 and 2014, **Sky** added a further 4.640M subscribers to its pay-TV services, jumping from 1.960M to 6.6M customers, while its annual profits rose 11.9% on average during the same period.

At the end of 2014, Sky's profits were \$17.499M MXN , up 8.7% from 2013.

As for the transition to **Digital Terrestrial Television (DTTV)**, Aguirre stated that Televisa is working on its infrastructure in response to the so-called analogue blackout, and will invest \$45M USD to finish converting its 132 repeaters located across the Mexican Republic.

“We are already operating with 70% digital coverage, although for many regions, there is no specific date for analogue blackout. We have planned that the compression systems will be ready by August this year and the transmitters by October. We are ahead of the deadline set (by the government),” Aguirre explained.

Over the last two years, the federal government has started migration to new **FTA television** broadcasting standards nationwide, launched in the North, but changes will gradually be made in the South and South West.

Original Article: <http://www.elfinanciero.com.mx/empresas/televisa-prepara-lanzamiento-de-nuevo-satelite.html>