SES showcases LEO satellite services in APAC

At APEX FTE EXPO in Singapore on November 18 to 19, SES will showcase its growing momentum and expanding portfolio of regional airline customers

Passengers today are no longer content with just a seatback screen. They want to stream content on personal devices, either via an airline app or a subscription streaming service, throughout the duration of a flight.

As Victor Brault, Senior Advisor Airlines Accounts at SES observes, this is a dominant trend, particularly in Asia, and it is fueling unprecedented demand for high performing bandwidth.

“Airlines recognize that simply offering basic inflight connectivity is no longer enough. To deliver uninterrupted, buffer-free streaming experiences that passengers expect today, airlines need to work with a solutions partner that operates a multi-orbit network with global reach. This is precisely what SES is offering and delivering to commercial airlines in the region and around the world,” he tells *PAX Tech*.

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Victor Brault, Senior Advisor Airlines Accounts at SES

Brault says every airline has its own unique business model and operational requirements, with most viewing connectivity as essential, recognizing how consistent and reliable performance can help differentiate the service and strengthen passenger loyalty.

“As airlines seek to expand availability of high performing connectivity across more of their fleets and move away from charging passengers for connectivity, they are prioritizing inflight connectivity partners whose delivery models are flexible and can be tailored to meet their specific needs, business priorities and revenue objectives,” he explains.

He adds that SES sees substantial growth opportunities in APAC as larger airlines extend high-performance connectivity to smaller aircraft and regional carriers introduce premium inflight experiences that rival those of larger competitors.

“Currently we have active installations on more than 300 connected aircraft operating across the region. We expect that figure to exceed 480 aircraft by January 2028.”

On the ground

Looking ahead to the launch of the unified APEX FTE EXPO in Singapore this month, Brault reminds attendees, “SES remains the only IFC provider offering LEO satellite connectivity in Southeast Asia, a region where reliable coverage is essential.”

At the event, SES intends to continue highlighting how its multi-orbit network allows airlines to deliver high-quality connectivity entertainment experiences across all routes in a region with some of the world’s highest streaming consumption.

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“We will demonstrate how the SES solution blending GEO and LEO enables airlines to deliver consistent, high-quality connectivity throughout any flight, even in congested airspace and while flying over countries with regulatory restrictions. We will also emphasize the flexibility of our partnership approach, which makes our solutions particularly attractive to smaller and regional airlines.”

SES will also showcase its growing momentum and expanding portfolio of regional airline customers which now includes Air Astana, Japan Airlines, Cathay Pacific, Royal Brunei, and Thai Airways.

Finally, Brault says the company will preview its next generation electronically steered antenna which will deliver ever greater inflight connectivity performance and multi-orbit flexibility.

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