





Satline Introduces Industry's First "Pay-Per-Season" Satellite Infrastructure to Cut Off-Season Costs



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Seasonal satellite hosting model bills operators only while they are on air - bringing cloud-style billing elasticity to dedicated broadcast hardware

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Sports broadcasters have long paid for satellite infrastructure twelve months a year to cover seasons that run half that long. Satline wants to end that. The European IPTV DVB and SAT>IP infrastructure provider recently launched its Seasonal Satellite Server - a hosting model that bills sports networks and OTT operators only for the months they are actually broadcasting, and lets their servers hibernate, fully configured, in between.

The logic is simple arithmetic the industry has lived with for years: a broadcaster covering a nine-month domestic league still pays for the three off-season months - roughly a quarter of its annual server bill - during which it transmits nothing. Satline's model removes that idle cost by treating broadcast infrastructure the way the cloud treats compute: as something you switch on for the window you need and switch off when you don't.

"For decades, sports broadcasters have been forced into rigid annual contracts, essentially paying a tax on the months their teams aren't even playing," said Gleb Sazanov, CEO of Satline. "We're finally bringing the flexibility of the cloud to physical satellite infrastructure. If you aren't broadcasting, you shouldn't be paying." When a season ends, a server enters hibernation rather than being decommissioned: its satellite positions, CAM settings, and tuner alignments are preserved intact, ready to resume within one business day. Hibernation is earned alongside active use - every active month banks up to a month of free hibernation - so the longer a broadcaster runs with Satline, the more off-season time it can pause at no server cost. There is no annual lock-in and no early-termination fee.

Sazanov argues the rest of the broadcast-infrastructure market will have to follow. "Compute, storage, and CDN all moved to pay-for-what-you-use years ago. Bare-metal satellite hardware is one of the last corners of the broadcast stack still sold on rigid annual terms," he said. "For a business whose revenue is openly seasonal, that mismatch stopped making sense a long time ago."

How it works

- **Seasonal billing.** Operators pay only for active broadcasting months; hibernation carries no server fee within earned, one-to-one free hibernation time.
- **One-business-day wake-up.** Satellite positions, CAM configuration, and tuner alignment are preserved during hibernation, so networks resume live operations within one business day of a request.
- **Broadcaster-grade hardware.** Multi-tuner DVB capacity built on Digital Devices Max SX8 Pro tuners, up to 1 Gbps unmetered transit for matchday concurrency, and hardware-level CAM support for encrypted feeds.
- **Dual-region delivery.** Deployed from data centres in Vilnius, Lithuania and London, UK, so operators can sit close to their audience or their satellite feed source. Plans start at €28 per month during active periods.

The Seasonal Satellite Server is available immediately for both Dedicated DVB and Virtual SAT>IP deployments. It is aimed at three operator types in particular: league and tournament broadcasters provisioning for a defined competition window; regional sports networks rotating across seasonal sports through the year; and live re-distributors and OTT operators trialling a new sport for a single season without committing to year-round infrastructure.

Full specifications and seasonal terms are available at satline.tv.

About Satline

Satline is a European provider of data center and satellite infrastructure services for SATCOM businesses, with over a decade of experience. The company offers innovative and easily adaptable infrastructure solutions that help clients maintain efficient connectivity in the rapidly evolving satellite technology market. For more information, visit satline.tv.

Media Contact

Satline PR Team pr@hostline.it.

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Newsroom: <https://wireassociation.eu/newsroom/europa>

Website: <https://europa.eu/>

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