

# via

eutelsat newsletter  
September 2011



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bringing you eutelsat coverage from around the world



**eutelsat**  
communications via satellite

# via

inside

welcome



Welcome to this new edition of Via, the Eutelsat newsletter that gives news and insight on the marketplace for broadcast and broadband services and updates on the innovative solutions keeping the satellite community at large ahead of the game.

Since our last issue, Eutelsat has brought the KA-SAT High Throughput Satellite into full commercial service, ushering in a new age of innovative IP-based services for users in Europe, North Africa and the Middle East.



## 04/05 view from above

KA-SAT offers flexible and affordable satellite newsgathering

Eutelsat to target 3 degrees East with satellite operating in C, Ku and Ka-bands



## 06/07 take cover

Forthnet brings triple play broadband, pay-tv and VoIP to Greece



## 08/09 broadcast

GlobeCast launches new HD distribution platform

KabelKiosk opens Video on Demand services across Europe



## 10/11 broadband

EgyptSat extends internet connectivity

TeliaSonera connects more people in Finland

Vizada Networks continues to expand



## 12 over & out

DStv Eutelsat Star Awards

HOT BIRD™ TV Awards 2011

### Powerful platform

KA-SAT represents a powerful broadband access platform for homes and businesses beyond range of terrestrial infrastructure. It also opens the door for organisations to broaden and diversify their subscriber base by bundling internet and pay-TV in one offer delivered through a single satellite dish. Greece's Forthnet Group is the first company in KA-SAT's footprint to leverage this exceptional triple play opportunity, with a new offer providing broadband and VoIP through the Tooway™ service delivered through KA-SAT, and pay-TV through its NOVA platform that broadcasts from Eutelsat's adjacent HOT BIRD™ satellites.

KA-SAT will also offer benefits for news organisations that are constantly on the lookout for increased flexibility and cost efficiency. In this issue, you can read about our new SNG service, called NewsSpotter, which complements SNG operations in Ku and C bands.

### Highest levels of quality and reliability

These innovations address the increasing demand to deliver data in a way that is bandwidth efficient and maintains the highest levels of quality. Experts in their field, like Vizada Networks (profiled in this issue), are taking satellite-based network efficiency to new levels with processes and features that can be tailored to the needs of public and private users.

These are just some of the recent developments that underscore Eutelsat's ability to develop solutions that help clients meet user expectations and break new ground.

We look forward to meeting you in the coming months and to sharing views on innovations which can benefit our growing community of users.

**Andrew Wallace**  
Chief Commercial Officer

## TRACE Sports launches on EUROBIRD™ 9A

TRACE Sports is a new high definition sports channel available throughout Europe and the Middle East on Eutelsat's EUROBIRD™ 9A satellite. Launched in June 2011 by the TRACE group, which runs the TRACE TV music channel, TRACE Sports is available 24/7 offering 36 brand new programmes, all devoted to sporting celebrities.

The programmes bring audiences news of the careers, loves, passions and lives of the champions and their entourages, with sneak previews and exclusive insights into their private world. It is available in nine languages.

"The launch of TRACE Sports is the result of the TRACE team's incredible three-year long dealings with the champions, the world of sport and top quality partner producers and technical service providers," says Olivier Laouchez, CEO of TRACE. "TRACE Sports is complementary to traditional sports channels mainly focused on performances, live coverage and results. With TRACE Sports, you can learn about the true stories and lives of the heroes that excite and inspire us all. Sports fans and anyone who likes to hear amazing stories will love this channel."



## Satellite VoD for France

SelecTV, France's first satellite Video on Demand service, is gearing up for launch later this year, to complement the linear FRANSAT service.

The SelecTV service will push content via satellite to decoder hard disks. Viewers will be able to purchase VoD programmes such as films, or subscribe to a catalogue of documentaries, TV series, children's programming and other content. A bank of around 200 hours of programming will be regularly updated with new films and a range of popular TV shows.

The new service will be offered through TVNum, a pay TV distributor that will provide subscribers with the on-demand content and a FRANSAT-compatible decoder. The service will also feed France's DTT network, enabling the VoD system to be available to users throughout the country either terrestrially or by satellite reception.

FRANSAT, a Eutelsat service, complements DTT transmission in France by using the ATLANTIC BIRD™ 3 satellite to deliver French DTT channels to homes beyond range of terrestrial reception. With analogue switch-off on track for November this year, FRANSAT already offers satellite TV to almost one million homes. In addition to DTT and regional channels, the innovative FRANSAT platform has also broadcast a number of live 3D events, including Jean-Paul Gautier's Paris fashion show with NRJ.

## Monaco royal wedding in 3D

Orange TV broadcast this year's royal wedding of Prince Albert of Monaco in 3D. The 2 July wedding was relayed by Eutelsat's ATLANTIC BIRD™ 3 satellite from Monaco to the Orange distribution centre in Paris, so that all Orange TV customers eligible for HD and equipped with a 3D TV and 3D glasses could follow the entire event.

To offer the broadest possible access to this exceptional event, Orange and Eutelsat also delivered the 3D signal via satellite to mass-market retailers and specialist

distribution outlets in France. All those not yet kitted out with a 3D TV in France could therefore go to their nearest electronics or department store and participate in the world-scale event.

Orange TV customers were able to witness the guests arriving, the religious ceremony and the exchanging of vows between His Royal Highness Prince Albert II of Monaco and Ms. Charlene Wittstock.

This new event underscores



Eutelsat's objective to offer its customers new opportunities to push back the boundaries of broadcasting. Eutelsat also partnered Orange back in 2009 for its first 3D experiment for the French Open.

Satellite delivery allowed Orange to relay a very high quality 3D signal in a bit rate of 23 Mbps in MPEG 4. The ATLANTIC BIRD™ 3 satellite, positioned at 5 degrees West, is becoming the leading reference for the 3D broadcasting of prestigious events in France.

## San Marino TV selects Eutelsat

San Marino RTV started broadcasting its new satellite channel, SMtv, across Italy and Europe in June 2011.

In a three-year deal with Eutelsat, SMtv is broadcast via the HOT BIRD™ video neighbourhood and the EUROBIRD™ 9A satellite.

The 24-hour general entertainment channel is available free-to-air to satellite TV homes and is also carried in the Sky Italia and TivuSat DTH platforms. The channel is uplinked from the Cagliari (Sardinia) teleport

owned and operated by Eutelsat's affiliate, Skylogic.

"We are excited to broaden our brand and to take this important step towards international distribution with Eutelsat," says Carmen Lasorella, CEO of San Marino RTV. "Through satellite broadcasting, the small state of San Marino is now able to deliver a new perspective on news for viewers in Italy and Europe. Our commitment is to leveraging these new platforms to offer an innovative, complete and

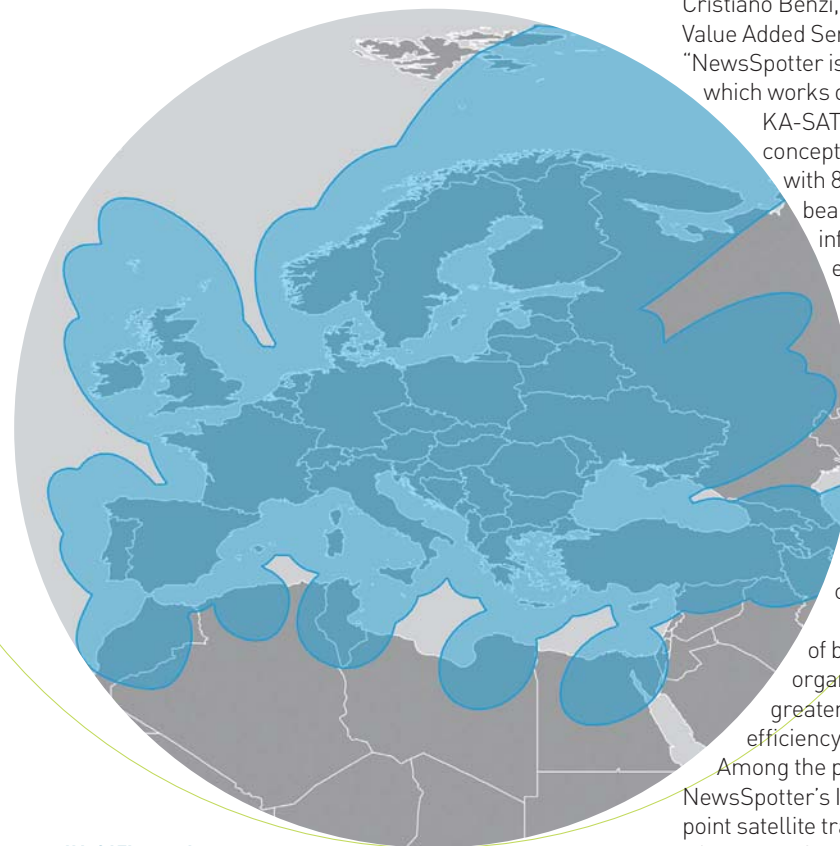
continually upgraded service."

Launched in 1993, San Marino RTV has progressively built up its broadcasting capability, reaching viewers through the DTT network in San Marino and Italy's Emilia Romagna region. Its new satellite venture features a strong editorial focus on San Marino and bordering Italian regions, but also events across the world, particularly political and economic issues in the Balkans and the Mediterranean Basin.

## KA-SAT OFFERS FLEXIBLE AND COST EFFECTIVE SATELLITE NEWSGATHERING SERVICES FOR BROADCASTERS

ADRIAN PENNINGTON REPORTS

# spot the difference



KA-SAT's spot-beams provide coverage across Europe, the Middle East and North Africa

Eutelsat's ground-breaking KA-SAT is a High Throughput Satellite providing more capacity than any existing satellite. In operation since May 2011, the state-of-the-art technology used by this new platform opens the way to a broad range of IP-based applications including cost effective and highly flexible Satellite News Gathering (SNG) services.

Offered via KA-SAT under the NewsSpotter brand, the Ka-band News Gathering and Data service offers some unique advantages over more traditional systems used for news applications.

"NewsSpotter complements traditional satellite uplinking" says Cristiano Benzi, Head of Video Value Added Services at Eutelsat. "NewsSpotter is a new SNG system which works over IP networks."

KA-SAT's revolutionary concept is based on a payload with 82 circular spot-beams fed by a ground infrastructure of eight earth stations. These are interconnected through a fully redundant fibre ring, providing connectivity to and from any customer's headquarters via six major European PoPs interconnected to all major telco carriers.

This offers a number of benefits for news organisations looking for greater flexibility and cost efficiency in newsgathering.

Among the pluses are NewsSpotter's IP-based point-to-point satellite transmission capability, a lower service cost, and uplink technology that will allow stations to outfit SNG vans for a fraction of the cost of a comparable Ku or C-band rig. Moreover, nomadic Ka-band terminals are extremely light and compact and enable operators to install a fully motorised and auto-aligning antenna system for SNG into much smaller vehicles.

"An operator or broadcaster could commission a fleet of SNG vans with a minimal satellite footprint, instead of using much larger trucks," says Benzi.

With the recently deployed service, download speeds of up to 50 Mbps with up to 20 Mbps uplink return can be reached, ample for SNG. Since the technology can be used to transmit with resiliency on the move it offers excellent mobility. This opens up a wide variety of applications for SNG over KA-SAT, with new possibilities in terms of speed of deployment.

Broadcasters can increase the amount of live content they show, because they are able to deploy more news teams to gather more content in more places. In addition, many personal stories surrounding global news events from urban areas or remote locations go untold because of the impracticality or sheer expense of access with conventional microwave trucks.

### Native IP Connectivity

The KA-SAT satellite and its ground infrastructure provide IP connectivity via the terminals, making it an extremely flexible architecture for streaming video.

"We provide committed information-rate bidirectional IP connectivity, either between terminals or from a terminal to a site connected to the backbone," says Benzi. "Video contributions via IP can be easily integrated into today's IP workflows and offer exceptional value for SNG work."

"For example, if your SNG van contained four camera channels, you could encode all those camera feeds and stream them in parallel to your broadcast HQ for editing, rather than perform that function on-site and contribute just the final feed," explains Benzi. "Alternatively an operator could field a van, servicing two clients simultaneously from two stand-up positions. Each feed could be routed to an IP address at the destination broadcaster in different territories. "The newsgathering production environment is already perfectly integrated into IP workflow," adds Benzi. "File-based technologies have revolutionised newsgathering from camcorder recording, to offline editing over laptops in the field. IP contribution by KA-SAT provides the missing piece in the workflow. Whereas existing cabled transport modes support linear video, over

HD SDI for example, an IP mechanism is capable of almost unlimited flexibility carrying multiple streams to multiple destinations in parallel.”

KA-SAT’s spot beams are broadly 300 km in diameter (for example, the UK is covered by four beams, Italy by ten, France by nine beams). This gives the operator enhanced flexibility to distribute regional feeds via a single beam. This characteristic, unique to KA-SAT, is particularly attractive to broadcasting organisations wishing to feed stations at a regional level for either regional DTH or Distribution.

### GlobeCast ready to test the system

The innovation has attracted the interest of GlobeCast, a leading provider of media management and global delivery services for broadcasters and content creators, which plans to test the system in partnership with Eutelsat. “GlobeCast is very active in the

provision of SNG services with more than 60 Mobile SNG Units and Flyaways both in C and Ku-band,” explains Alessandro Alquati, Sales Director GlobeCast Italia, Head of Procurement Global Contribution. “SNG is an important part of our business in which we have always worked in Ku-band or C-band. Because we want to be at the forefront of experimenting with and testing new technology, we have partnered with Eutelsat to test services via KA-SAT.

For GlobeCast the reliability of the service is absolutely key when transmitting live content and this will form a fundamental aspect of the test. “Reliability is essential for broadcasters, as they cannot afford to lose any part of their service,” confirms Alquati.

GlobeCast is exploring the use of KA-SAT for newsgathering and emergency services. “KA-SAT offers potential advantages because it offers connectivity where other resources are not available,” says Alquati.



newspotter  
powered by  
KA-SAT

**Broadcasters are able to access SNG services via KA-SAT**

## E open for business at 3° East

Eutelsat is expanding its commercial response to high-growth video, data, telecom and broadband markets with the opening of business at the 3 degrees East orbital position. To support long-term expansion, Eutelsat has selected Astrium to build a tri-band satellite, which will increase and diversify its resources for markets in Africa, the Middle East, Central Asia and South America. Called Eutelsat 3B, the satellite will operate in C, Ku and Ka-bands and be launched in early 2014.

In advance of Eutelsat 3B, resources on a satellite now called Eutelsat 3A were deployed in August 2011 to 3 degrees East. This capacity is able to deliver users powerful coverage of Europe and North Africa for services that include GSM backhaul, data networks, IP backbone connectivity and maritime applications.

To complement Eutelsat’s capacity portfolio and geographic reach, the

Eutelsat 3B satellite will add resources in three frequency bands connected to fixed and steerable antennas for maximum flexibility. With a single platform assembling Ku, C and Ka-band transponders, users will be able to select the most relevant frequency band for different types of service.

“By opening a new orbital position for business now with Eutelsat 3A, and securing varied and highly flexible capacity for the future with Eutelsat 3B, we are adding a new layer of diversity to the resources we can provide to multiple markets with long-term growth potential,” says Michel de Rosen, Eutelsat CEO.

“This is an exciting step forward for Eutelsat. It underscores our commitment to pursuing an active investment strategy in innovative satellite programmes in order to win and retain the confidence of customers operating in differentiated and vibrant markets.”

Up to 51 transponders on Eutelsat 3B will be configured for the three frequency bands. A Ku-band payload of up to 30 transponders will be connected to widebeam footprints over extended Europe and East Africa. A steerable beam will add further flexibility, with coverage possible of South America or African regions. This capacity will address video contribution, corporate networks, data and telecom markets.

A C-band payload with 12 transponders connected to a pan-African beam will respond to continued high demand for capacity for telecom services.

A Ka-band payload of nine transponders connected to steerable beams that are, in particular, expected to cover Africa and South America will meet expanding connectivity requirements for corporate networks and internet access.

# Forthnet offers triple play to Greece

**TWO-WAY BROADBAND, VOIP AND PAY-TV AVAILABLE TO GREEKS UNABLE TO ACCESS SERVICES TERRESTRIALLY**  
KATE BULKLEY REPORTS



Forthnet will connect users across Greece's many islands

The launch last December of Eutelsat's KA-SAT was also blast off for two-way satellite broadband services and pay TV through a single residential dish.

Forthnet Group, the pioneering Greek media company and operator of the NOVA pay TV platform, is the first operator in Europe to leverage this exceptional opportunity. Broadband services to be provided through Eutelsat's KA-SAT satellite will be combined with pay TV via Forthnet's NOVA platform that broadcasts from the HOT BIRD™ satellites. The triple play service will launch in October, offering pay TV, broadband and VoIP through a single dish equipped with a dual-feed Ku and Ka-band LNB.

The five-year deal between Eutelsat's Skylogic subsidiary and Forthnet Group is designed to appeal to the 800,000 Greek homes unable to have any kind of terrestrially-delivered broadband service, mostly because of their location in island communities, according to a public consultation for the "White Areas of Greece for 2011" published by the Ministry of Regional Development and Competitiveness for the Digital Agenda.

Forthnet Group also aims to attract current broadband customers whose terrestrial ADSL service is below par, as well as an estimated 20,000 Cypriots beyond reach of any terrestrial broadband service. Greece is near the bottom of European member states for broadband penetration, ranking number 23 of the EU27.

The innovative Tooway™ service uses a dual Ka and Ku-band dish for customers to access all three services in their own home



"Imagine in Greece, many people don't have any kind of terrestrial service at all, so 10Mb is an excellent speed to start with," says Apostolos Triantafyllou, regional director of sales for central and eastern Europe for Eutelsat. "This will be enough for the next two to three years, but we do have the possibility to upgrade the service and see how the trend will go and the demands of the market."

Forthnet Group is already a provider of terrestrially-delivered ADSL broadband services in Greece. Following its acquisition of NOVA in August 2008 it launched a bundled package of terrestrial ADSL and satellite-delivered pay TV which had already attracted 121,000 subscribers by the second quarter of 2011.

### Expansion plans

Forthnet Group clearly sees an opportunity to expand its broadband footprint in Greece and Cyprus using the power of two-way satellite. "The combination of the premium content offered by NOVA's pay-TV services and broadband through Eutelsat's specialised High Throughput Satellite, is in line with our strategy to offer affordable, easy to use and quality services to Greek households," says Yiannis Kavaklis, Forthnet Group's chief commercial officer. "Covering the unserved areas is also a commercial opportunity for the group to extend its broadband customer base beyond its fixed line coverage. Moreover this agreement allows us to complement our pay-TV offering in Cyprus with high speed broadband

services offering a complete solution to the dynamic Cypriot market."

Forthnet Group is also trailblazing many IPTV operators across Europe who have begun offering pay-TV services by satellite to complement their terrestrially-delivered pay-TV and ADSL broadband services, but few in western Europe are yet offering fast internet by satellite, according to Screen Digest.

### Long-standing relationship

NOVA has been a Eutelsat customer since 1996 and counts 391,000 customers for its pay TV services, which include five subscription packages as well as a service offering five cinema channels, eight sports channels, 47 channels with programming covering children's, music and news, six HD channels, and on-demand programming. About 20% of NOVA pay TV subscribers are also subscribing to broadband via Forthnet's terrestrial ADSL offer.

"Our new agreements with Forthnet Group underline Eutelsat's commitment to providing clients with a range of state-of-the-art and complementary services that equip them to retain, broaden and diversify their subscriber base," says Andrew Wallace, Eutelsat's chief commercial officer. "By bundling pay-TV services from our HOT BIRD™ neighbourhood with the Tooway™ broadband service from KA-SAT, Forthnet is leveraging an exceptional opportunity to offer users simple and immediate access to premium programming and internet access in one package."

**GLOBECAST HAS LAUNCHED A NEW HD DISTRIBUTION PLATFORM USING EUTELSAT'S EUROBIRD™ 9A SATELLITE**

PIPPA CONSIDINE REPORTS

# high demand



GlobeCast, the leading global provider of content management and worldwide transmission services for professional broadcast delivery, recently concluded a five year contract with Eutelsat for a third transponder on the EUROBIRD™ 9A satellite, to carry a full HD DVB-S2 platform. The move is to address the increasing demand from worldwide broadcasters for HD in Europe.

The first clients to use GlobeCast's HD DVB-S2 platform after its launch in April this year are Eurosport and Fashion One TV. Eurosport, the pan-European sports broadcaster, simulcasts its HD channel with its standard definition channel. Fashion One TV, the fashion and entertainment channel owned by Bigfoot Entertainment, produces content in HD and in 3D. It broadcasts programming 24/7, covering lifestyle, travel, entertainment, film and fashion.

five million Direct-to-Home and cable homes. Its closeness to Eutelsat's HOT BIRD™ video neighbourhood at 13 degrees East gives the platform further potential, as it brings together many of the best regional and international channels in Europe, the Middle East and Africa.



Being close to the HOT BIRD™ neighbourhood adds the opportunity for broadcasters to reach homes equipped for dual-feed reception from both positions, with viewers only needing to purchase an off-the-shelf dual-feed domestic dish.

As a neighbourhood of choice for flagship broadcasters, GlobeCast's new platform offers its clients prime access to cable networks and ISPs.

### Paris uplink

With the ability to uplink to EUROBIRD™ 9A from Paris, GlobeCast, which is a subsidiary of France Telecom, can also take advantage of the French capital's connectivity to over 30 PoPs, via GlobeCast's five continent fibre network. GlobeCast's secure fibre and satellite network is connected to dozens of teleports, technical operations centres and points-of-presence worldwide.

GlobeCast's decision to go with the EUROBIRD™ 9A satellite was down to its potential to reach over

### HD channels

It is also an attractive option to existing HD channels and to channels looking to broadcast in HD. As well as offering a delivery platform to broadcasters, GlobeCast can provide content management services, playout, origination and encoding.

EUROBIRD™ 9A is already used by 250 channels in more than 20 languages, with 39 channels in HD (eight free-to-air and 31 encrypted). It also features a permanent 3DTV demonstration channel. Six platforms using EUROBIRD™ 9A include European cable platform KabelKiosk, Hungarian platform HELLO HD, Russian pay-TV platforms Platforma HD and DV, Tele Columbus and Hong Kong-based TVB.

GlobeCast is operating a complete HD platform on EUROBIRD™ 9A



# interactive television

## KABELKIOSK OPENS VIDEO ON DEMAND SERVICES TO SMALL AND MEDIUM-SIZED CABLE NETWORKS ACROSS EUROPE

PIPPA CONSIDINE REPORTS



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KabelKiosk is launching a new service, which will allow many small and medium-sized cable operators in continental Europe to offer a wide range of interactive services and Video on Demand for the first time.

Eutelsat's German affiliate is offering cable operators KabelKiosk interaktiv, a comprehensive interactive service. It is designed to complement existing linear services, adding a two-way viewing experience, with VoD as a central plank. "As a first, KabelKiosk interaktiv will offer innovative hybrid TV services based on HbbTV to digital cable networks in Europe," says Martina Rutenbeck, MD of Eutelsat Germany.

### White label service

It will be a white label service, so operators using KabelKiosk interaktiv will be able to customise their service with their own branding. They can include their own local content in the interactive service, such as traffic or weather information, as well as choose from KabelKiosk's extensive content, including Hollywood films and programming aggregated through channels in Germany and internationally.

With over 270 cable operators and city carriers in Germany, Switzerland and Austria currently using its services, KabelKiosk has planned to bring an interactive element to its offer for some time. Two years ago it began to investigate the possibilities beyond a linear platform and in May this year a Beta version of KabelKiosk interaktiv was launched at the ANGA Cable fair in Cologne.

The application is compliant with the ETSI standard HbbTV to ensure wide range compatibility. Working closely with Rovi, a comprehensive VoD offer was also integrated into KabelKiosk interaktiv.

Rovi delivers solutions that enable businesses to quickly launch digital distribution services to end consumers. "Working with Rovi and using their Nowtilus platform is a very important step to powering the Video on Demand component of KabelKiosk," says Rutenbeck. "It strengthens our objective to build a hybrid portfolio, especially in terms of VoD and to offer network operators a competitive portal that underscores the advantages of digital cable networks."

The Nowtilus platform has the technical infrastructure to power user-friendly digital entertainment services, but Nowtilus will also provide content to add even greater variety to the KabelKiosk content already available to cable and DSL operators. In addition, Nowtilus offers billing and reporting services, supplying comprehensive administrative and technical support – via KabelKiosk – to operators who take up the interactive service.

### HbbTV

The KabelKiosk interactive option will be available on HbbTV receivers and TV screens, allowing for a smart connection of TV and internet and a smooth transition from the linear KabelKiosk TV offering to non-linear content. As with other interactive services, viewers will use a red button to access on-demand content – both

text-based information and video clips. The lay-out of KabelKiosk interaktiv has been designed to include a range of new features and to make the system easy for viewers to navigate, using just a few keys of the remote control.

"Based on our comprehensive digital entertainment experience in retail, telco and publishing, we are working with Eutelsat to provide instant access to premium content to as many end users as possible," says Leander Carell, MD of Sales and Marketing Nowtilus, Rovi.

This interactive offering will allow the many cable operators that choose to adopt two-way services to compete with the bigger cable operators in the market, as well as giving them an edge in the increasingly competitive marketplace that now includes other players, such as telcos. "This will open up new and tangible business opportunities for all KabelKiosk clients," says Patrick Knippel, MD of Business Development, Nowtilus, Rovi.

KabelKiosk uses Eutelsat's EUROIRD™ 9A satellite to offer a simple and cost-efficient distribution of German and multi-national TV channels, together with hybrid services, to cable and broadband networks. Currently, KabelKiosk's offer consists of more than 120 channels in SD and HD quality. As well as allowing operators to compile digital TV packages, it supplies a range of services, including technical and legal support, encryption and satellite-based signal contribution to network headends.

# broadband expands in Egypt

EGYPTSAT EXTENDS INTERNET  
CONNECTIVITY WITH THE  
HELP OF KA-SAT  
PRISCILLA AWDE REPORTS

Tooway™ brings  
broadband  
connectivity



Thanks to a new agreement between EgyptSat and Eutelsat's subsidiary Skylogic, internet connectivity will be extended in the north of Egypt. EgyptSat has signed a six year, agreement to deliver high speed broadband services to customers in the country's 'not spots' starting this autumn. Customers will be guaranteed minimum speeds delivered reliably to VSATs connected to PCs via Ethernet – eliminating the need to access the internet via phone lines.

### Social networking

This is a welcome relief in a country which has seen exponential growth in the number of internet users – reported statistics show a 30%

increase over the last year. This put enormous strain on the terrestrial system and, despite their best efforts, it will take operators years to build the necessary infrastructure to meet on-going demand. "Although this level of growth will not continue, internet connectivity has become a daily tool," explains Dr Mohamed Elghamry, CEO, EgyptSat. "Satellites are a logical response as internet services can be rolled out quickly. C and Ku-band solutions are expensive compared to the higher speed Ka-band systems offered by Eutelsat. Which is why EgyptSat will deploy the next generation Tooway™ service running on Eutelsat's recently launched KA-SAT satellite."

### Broadband solution

Using the spot beam allocated for the country, EgyptSat customers will be able to choose between standard Tooway™ packages – either 6, 8, 10 or 10+Mbps downstream connections with a one or 2Mbps return. This

competitively priced, one-stop-shop broadband solution is aimed at SOHOs and residential users who currently have either no, unreliable or slow internet access. Businesses can use Tooway™ for primary resilience – important in a country which has suffered from recent cuts to submarine cables.

Complementing existing infrastructure, Tooway™ extends broadband coverage to areas outside the reach of terrestrial networks. "Tooway™ is the ideal broadband service to meet the needs of customers in rural and difficult to reach areas," says Arduino Patacchini, CEO of Skylogic.

Once up and running, projections are that at least 8,000 new satellite subscribers in Egypt will sign up in the first year with 30–40,000 buying in within three years.

"Tooway™ is a pioneering, superior and extremely reliable service offering high speeds with built in security and back-up measures," concludes Dr. Elghamry.

## Digital connections

TELIASONERA  
USES TOOWAY™  
SERVICE TO CONNECT  
MORE PEOPLE  
TO BROADBAND  
IN FINLAND

Telecoms giant TeliaSonera is to use the Tooway™ satellite broadband service, delivered via Eutelsat's new KA-SAT satellite, to help connect more people in Finland to broadband by providing high-speed services to customers beyond the reach of terrestrial or wireless networks. Under the agreement between TeliaSonera and Eutelsat's Skylogic subsidiary, the service will roll-out first in Finland, with TeliaSonera expecting to connect thousands of customers over the next three years.

"We are proud and pleased to be able to bring this latest consumer technology to Finland. The service will make broadband available to all Finns", says Managing Director

Juha-Pekka Weckström. "We believe that the service will be popular with users in both sparsely-populated and built-up areas, because we are convinced that the high data transfer rates and reasonable pricing are an attractive combination."

With download speeds of up to 10Mbps and upload speeds of up to 4Mbps, Tooway™ satellite broadband will bring fast, reliable and affordable internet access for TeliaSonera customers in areas with limited alternative solutions for broadband. The Tooway™ solution consists of a small satellite dish and a modem connected to the PC giving customers internet access with no need for a telephone line.

This new-generation Tooway™ service will be delivered via Eutelsat's innovative KA-SAT satellite, which

was launched in December 2010. With its total capacity of more than 70Gbps, KA-SAT ranks as the world's most powerful spacecraft and, as Europe's first High-Throughput Satellite (HTS), will usher in a new era of competitively-priced satellite-delivered services for homes and small businesses across Europe and the Mediterranean Basin. The satellite forms the cornerstone of a new European satellite infrastructure which includes eight main satellite gateways across Europe connected to the internet by a fibre backbone ring.

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain.

Vizada Networks  
is able to connect  
customers even in  
remote locations

## VIZADA NETWORKS CONTINUES TO EXPAND ITS BROADBAND INTERNET AND VOICE AND DATA SERVICES TO CUSTOMERS

PRISCILLA AWDE REPORTS

# growth

# sector

Seeing dramatic growth in demand for broadband internet access plus voice and data services, global satellite communications and telecoms specialist Vizada Networks recently increased its capacity on Eutelsat's W7 satellite.

Co-positioned with W4 at 36 degrees East, W7 has up to 70 Ku-band transponders connected to five downlink beams covering Europe, Russia, Africa, the Middle East and Central Asia – all important geographies for Vizada Networks. This new capacity agreement extends the close working relationship between the two companies to 2014.

### New platform

At the same time, Vizada Networks has just launched a new technology platform – JanUX Mark II – which succeeds Taide Broadband and complements the iDirect services it currently runs. Like iDirect, this new platform is based on a DVB-S2/ACM foundation and supports a range of value-added next-generation solutions. JanUX Mark II is designed to serve businesses with high capacity needs or continual traffic peaks more efficiently. Incorporating cutting edge technologies, it fully exploits recent developments in satellite systems, particularly in broadcast point-to-multipoint services. Importantly, this new platform gives customers a standardised, reliable, cost effective and feature-rich service package.

Building on the success of the previous generation Taide Broadband, which is based on the earlier JanUX platform, Vizada Networks has introduced Viznet Broadband, a flexible and future proof portfolio

of products gathered under the new Viznet brand. Scalable and supporting high downlink speeds, Viznet Broadband is designed to optimise the efficiency and performance of IP applications throughout satellite footprints. Partly built on the new JanUX Mark II platform, this is an innovative and cost effective value added solution for customers wanting permanent dedicated capacity.

### Significant benefits

Viznet Broadband offers significant new benefits to Vizada Networks customers which include telcos, ISPs, multinationals, SMEs (Small and Medium-sized Enterprises), SOHOs (Small Office, Home Office), the mining industry, plus public sector and humanitarian organisations. It integrates proprietary, cutting edge bandwidth management systems, Adaptive Coding and Modulation (ACM) and centralised remote monitoring and control.

The integrated bandwidth management system is based on an hierarchical tree structure, so the configured amount of capacity can be shared between sites and guaranteed at any node, thereby delivering high quality transmission and full utilisation throughout the network. Traffic can be prioritised at multiple levels to meet customers' SLAs and even exceed their expectations. Having developed its own proprietary bandwidth management system is a major benefit for Vizada Networks and its customers since adaptations can be made as and when required and without reference to a platform provider. New features and processes

can be tailored to actual need and quickly implemented.

Using the new centralised remote management system, skilled engineers can efficiently control and maintain installed JanUX terminals remotely from the NOC.

Viznet Broadband offers standardised coverage throughout Africa and the Middle East terminating on industry standard Newtec satellite IP receivers and optional antenna, sized from 1.2m for Ku-band in the Middle East.

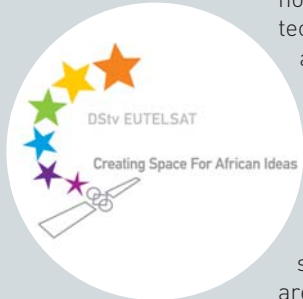
### One-stop-shop

Vizada Networks offers a one-stop-shop for fully managed turnkey, network solutions for customers needing guaranteed connectivity and high levels of reliability wherever they are. It delivers competitive prices from a reliable supplier with a track record of offering and supporting a range of VAS and supports internet services and high volume trunking for complex networks or single sites. Traffic is routed through the Vizada teleport in Oslo and terminates on Ku-band VSATs. Connections are protected by strict SLAs and QOS agreements and customers benefit from 24/7 help desks.

"Our new guaranteed capacity on W7 enables us to expand and enhance our dedicated and shared services to our customers particularly in the Middle East. It also supports the consolidation of our Eutelsat capacity and future growth on W7," concludes Stefano Vittor, CEO, Vizada Networks. "JanUX/Mark II allows us to offer a new standardised service package that is reliable, cost-effective and functionality rich."

## DStv Eutelsat Star Awards

**EUTELSAT AND MULTICHOICE AFRICA LAUNCH AWARDS TO PROMOTE SCIENCE AND TECHNOLOGY LEARNING IN AFRICAN SCHOOLS**



MultiChoice Africa and Eutelsat, supported by Mindset Learn, have initiated a pan-African student competition called the DStv Eutelsat Star Awards. The aim of the Awards is to inspire innovative thinking among secondary and high-school students, to create awareness on how science and technology can be applied to everyday life, and to show the many ways that satellites already impact on the development of the African continent.

The Awards take the form of a competition open to 14–19 year old students in 42 countries. Students are invited to write an essay or design

a poster on satellite technology and how it can assist further development of their communities, country or the African continent.



### Investing in young people

Commenting on the new initiative, the President of MultiChoice Africa, Collins Khumalo, said, "We are very excited about this new initiative. Investing in the development of our continent is always a priority for us. Investing in young people and education is an ideal we take very seriously. The DStv Eutelsat Star Awards is another way of showing our continued commitment and support for Africa and its next generation. Africa and its people will benefit from a new generation of big thinkers who will take

on the new world and become change agents and leaders."

Adding to this, Michel de Rosen, CEO of Eutelsat, said, "The information society opens a myriad of opportunities for emerging countries to accelerate their economic development on an equitable basis. Working with MultiChoice and Mindset Learn on this new Award is a way for Eutelsat to show our commitment to encouraging African students to engage with new technologies. Over half a century since Arthur C. Clarke developed his vision for using satellites to connect the world, space still represents a field of adventure which can stimulate the minds of students."

Winners will be announced in September 2011.

For more information, go to [www.dstvstarawards.com](http://www.dstvstarawards.com)

**THEMATIC CHANNELS TO BE HONoured FOR HIGHEST QUALITY OF CONTENT AND INNOVATION**



## HOT BIRD™ TV Awards 2011

The winners of this year's prestigious HOT BIRD™ TV Awards, the only international event recognizing the highest quality of content creation and innovation by thematic satellite television channels, will be honoured on 25 November 2011 at a gala ceremony in Venice.

The Awards are bestowed by a jury of media experts and organized annually by Eutelsat in partnership with Eurovisioni and Satexpo. Almost 150 channels from 20 countries entered last year's event, making it the most significant since the HOT BIRD™ TV Awards were established in 1998.

## Calendar

### FUTURECOM

12–14 September, Sao Paulo  
[www.futurecom.com.br](http://www.futurecom.com.br)

### COMSYS

14–16 September, London  
[www.comsys.co.uk](http://www.comsys.co.uk)

### MIPCOM

3–6 October, Cannes  
[www.mipworld.com/mipcom](http://www.mipworld.com/mipcom)

### SATCON

12–13 October, New York  
[www.satcon.com](http://www.satcon.com)

### PIKE

16–19 October, Poznan  
[www.konferencjepike.pl](http://www.konferencjepike.pl)

### AFRICACOM

9–10 November, Cape Town  
[www.africa.comworldseries.com](http://www.africa.comworldseries.com)

### GLOBAL MILSATCOM

29 November–1 December, London  
[www.smi-online.co.uk](http://www.smi-online.co.uk)

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