

## SPOT ON

KA-SAT opens new market opportunities

## GROWTH STRATEGY

OSN leads HD growth in the Middle East

## REMOTE CONTROL

Harris CapRock targets energy sector

# A big leap into 3D

Who's driving the market for 3DTV?





# VIA

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Cover Photo: Gilles Cohen

## welcome!

Welcome to this new edition of Via, the newsletter from Eutelsat that gives the latest insight on commercial trends and technologies driving the market for satellite-based digital services.

Video and broadband, two of the star performers in the commercial satellite sector, continue to show a strong dynamic: broadband buoyed by the launch of Eutelsat's first High Throughput Satellite, and video propelled forward by the increasing take-up of HDTV, the emergence of 3D and the on-going transition into a fully digital broadcasting environment.



### A watershed for broadband

December 26 marked a watershed in Europe's broadband landscape with the launch of Eutelsat's KA-SAT satellite. This new spacecraft will enable over one million homes and businesses beyond range of fibre and ADSL to benefit from high-speed internet access, VOIP and television through a single small antenna. In addition to providing access to the benefits of the internet for users in not-spots, KA-SAT is a new European infrastructure adapted for enterprise networks, video backhauling and in the future, mobility. You can read much more on the KA-SAT programme in this edition, with an in-depth analysis of the significant scope of this new resource.

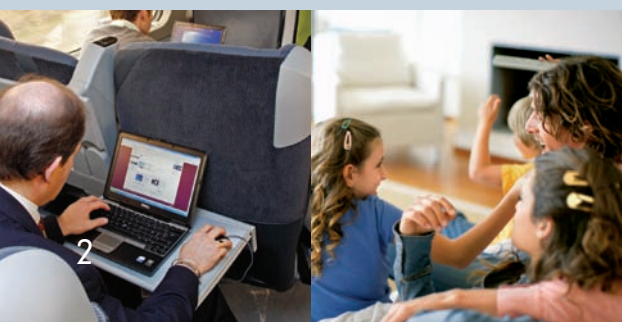
### TV retains super media status

As the internet continues to transform the way we work and play, every year continues to herald yet another new innovation in the TV market. From the advent of HDTV five years ago, to the emergence of 3D last year and the launch of connected TV sets six months ago, TV's status as a 'super media' looks solid.

According to predictions by Deloitte, 40 million new viewers around the world are expected to tune in for the first time in 2011 and more than 140 billion hours of content will be watched! The bandwidth needed to deliver such content to cable, ADSL and DTT headends, as well as Direct-to-Home, vindicates Eutelsat's investment in six new satellites to serve markets in Europe, Asia, the Middle East and across Africa.

We look forward to meeting you in the coming months to share our views on the tremendous potential of this market and collaborate on new ventures that take television and the internet to an even higher level.

**Andrew Wallace**  
Chief Commercial Officer



## new signals

### Digital TV expands in Indian Ocean

France Télévisions, France's national public broadcaster, has initiated a major upgrade of services in the French overseas territories of Reunion Island and Mayotte in the Indian Ocean, delivering DTT channels to terrestrial towers via Eutelsat's W2A. Homes can now receive 10 free-to-air digital channels.

To enable the entire population of both islands to immediately benefit from digital public broadcasting services, France Télévisions has also launched a second satellite signal, at Eutelsat's 16 degrees East position, which already serves commercial operators in francophone Indian Ocean islands. This signal complements terrestrial TV with Direct-to-Home satellite reception for homes beyond the range of terrestrial reception.

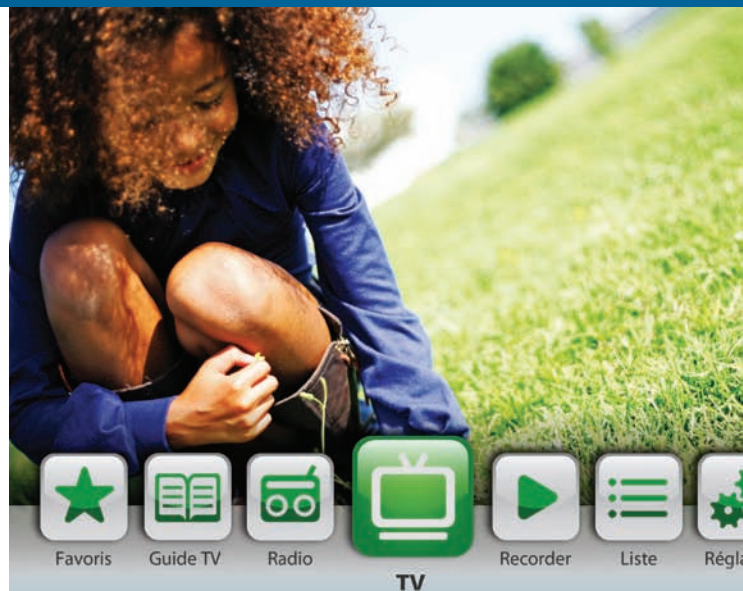


### Xinhua's CNC World selects Eutelsat

CNC World, the English-language channel of Chinese Xinhua News Agency's TV arm, CNC, was made available to homes across Europe, the Middle East and Africa from 1 January 2011 following distribution agreements on Eutelsat's HOT BIRD™, EUROBIRD™ 1 and W7 satellites.

Delivering on its ambition to grow into a global network providing the best quality of service to viewers, CNC World has privileged access to cable and satellite markets across Europe, the Middle East and North Africa via the HOT BIRD™ satellites at 13 degrees East, with potential access to over 120 million homes. Premium coverage of the UK and Ireland is being provided on a digital platform operated by Arqiva via EUROBIRD™ 1 at 28.5 degrees East, which reaches over 10 million homes.

CNC has also reached agreement with MultiChoice Africa for the carriage of CNC World on the DStv pay-TV platform, which broadcasts via Eutelsat's W7 satellite to sub-Saharan Africa.



### TéléSAT channels join Mobistar service

TéléSAT, the M7 Group's French-speaking Belgian DTH platform, is becoming part of Mobistar's Digital TV offering, available through the Eutelsat HOT BIRD™ satellites.

Mobistar, part of the France Télécom group, has launched Mobistar Digital TV, offering over 500 radio and TV channels, including High Definition channels and TéléSAT's TV services.

"It's a win-win relationship," says Mobistar press spokesman, Mathieu Van Overstraeten. "Working with the M7 Group has allowed Mobistar to launch a TV offer very rapidly, while TéléSAT will be able to rely on Mobistar in the future to also launch a triple-play offer combining TV, broadband internet and IP telephony."

TéléSAT's HD channels are a key part of the mix, he adds. "Our TV decoder is fully HD compatible. One of the advantages of satellite is that it guarantees the best HD quality (full HD 1080) without any restriction."

### Digital switchover in France gets a boost with FRANSAT

In January 2011, FRANSAT, the Eutelsat subsidiary that provides French Digital Terrestrial Television (DTT) channels via satellite to homes in metropolitan France, reported sales of 800,000 individual set-top boxes and connections to 200,000 collective accommodation points, such as local authority housing, retirement homes and hospitals.

The switch from analogue to digital is well underway in France, with ten regions transferring by the end of last year. FRANSAT expects sales to climb sharply as the remaining 14 regions switch by November 2011. These include all the mountainous regions of the south of France particularly affected by poor terrestrial reception.

To escape from digital shadow areas, a viewer needs only to acquire a FRANSAT decoder and a dish directed toward the ATLANTIC BIRD™ 3 satellite at 5 degrees West to have access to the 19 digital terrestrial channels, 4 HD channels, 24 regional versions of the national France 3 channel, as well as other local and thematic channels, without any subscription, anywhere in France.



# flying high

KA-SAT blasts off on 26 December 2010 from Kazakhstan

## THE GROUND-BREAKING HIGH THROUGHPUT SATELLITE KA-SAT OPENS NEW MARKETS FOR TELECOM OPERATORS, CORPORATIONS AND BROADCASTERS, REPORTS PRISCILLA AWDE



aking a bold step into the future, Eutelsat successfully launched its ground-breaking High Throughput

Satellite on 26 December 2010. Located at 9 degrees East and due to start commercial service by the end of May, the Astrium built bird is designed to provide more capacity than any other satellite. Covering 55 countries, KA-SAT has the equivalent capacity of more than 35 current Ku-band satellites and is ideally positioned to provide the on-demand capacity which telecom operators, corporations, broadcasters and Internet Service Providers (ISPs) need to reliably supply customers with data and video services throughout Europe, the Mediterranean Basin and reaching into the Middle East.

KA-SAT operates in conjunction with an advanced ground network of 10 gateways linked by a high capacity fibre ring to four major European Points of Presence. Each of the satellite's 82 spotbeams delivers a total capacity of 900 Mbps shared between the up and downlink paths. Frequencies can be reused 20 times boosting total throughput to over 70 Gbps, thereby opening up more resources for

bandwidth hungry, quality dependent services. These new resources will benefit telcos and ISPs in particular, enabling them to extend broadband to consumers and enterprises in areas underserved by terrestrial networks.

Connection speeds for the fast-internet service Tooway™, commercialised for the consumer market by Eutelsat's Skylogic affiliate since 2008, will rise to up to 10 Mbps download with an up to 4 Mbps upload speed with the arrival of the new satellite. In addition to broadband internet access, Tooway™ customers can also enhance their television experience, by equipping their satellite antenna with a dual feed to combine broadband connectivity and broadcast services delivered by Ku-band DTH satellites such as the HOT BIRD™ satellites at 13 degrees East.

### Business services

"As well as consumer broadband, an entire range of business services are possible on the large European coverage – network interconnection, professional internet access, back-up services, emergency communications and Supervisory Control and Data Acquisition (SCADA), applications," explains Jean-François Fremaux, Business Development Director at Eutelsat.

Enterprise customers throughout the satellite's coverage area will have access to the full range of high-speed broadband services they require, since KA-SAT fills in the grey areas where there is no reliable high-speed terrestrial infrastructure. For these professional applications, KA-SAT can support download speeds of up to 50 Mbps with up to 10 Mbps return.

KA-SAT also handles low volume high frequency SCADA applications for equipment surveillance, supporting high quality connections anywhere, anytime to ensure connected equipment can communicate fast and automatically with control centres.

Redundancy is a big and growing market especially in Europe. Telecom service providers and corporations place a high priority on prevention of service interruption and customers needing this critical business tool can rely on KA-SAT. Traffic is automatically routed to KA-SAT if terrestrial systems fail. "Currently, back-up solutions include 3G GSM, but this technology has a random quality of service which varies with the number of simultaneously connected users. Satellites provide guaranteed, on-demand connections at all times making them ideal for network back-up," continues Fremaux.

In major Middle Eastern markets, KA-SAT will support cost effective connections to fibre infrastructure as well as essential back-up capacity for fibre and submarine cable systems, and will provide high-speed connections for Middle Eastern companies doing business throughout Europe. KA-SAT will have a dedicated Middle East spotbeam which includes Dubai, Qatar, the United Arab Emirates and parts of Oman. In countries where terrestrial broadband networks are limited, but demand significant and growing, Fremaux says there are opportunities to supply high-speed consumer services. Equally, demand is there for internet trunking.

Furthermore, KA-SAT will provide more cost effective IP services for enterprise and public sector customers, and will further boost the VSAT (Very Small Aperture Terminal) market where satellites are used for primary enterprise networks, redundancy, emergency services and transport links.

The High Throughput Satellite is also

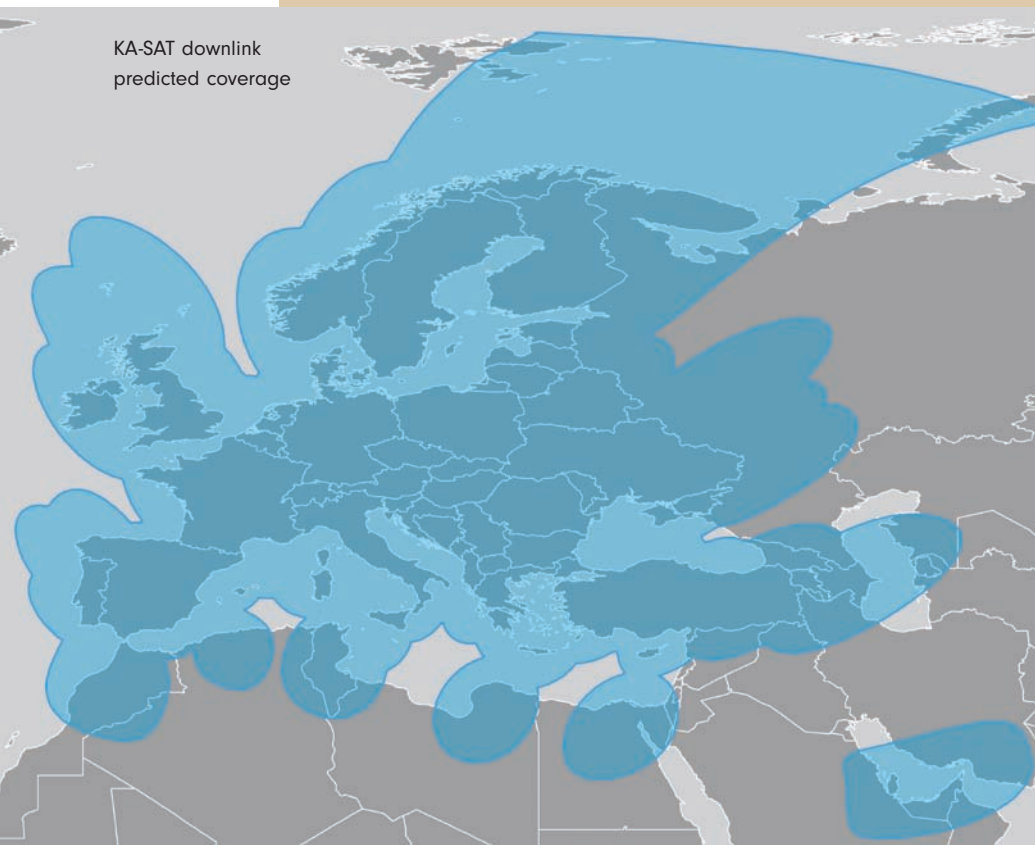
ideally suited for professional video solutions such as regional and corporate television, and Satellite News Gathering services, and is ideal for High Definition broadcasts given the bandwidth available.

Looking ahead, Fremaux sees a bright future for mobility services. Eutelsat has plans for a mobile service with spot-to-spot automatic roaming supporting seamless transition between planes, trains and lorries. Due at the end of 2012, these mobility services will equally increase opportunities in the public sector, emergency services, and humanitarian organisations.

Given the importance of broadband services for economic development, KA-SAT provides an important role in bridging the digital divide and underscores the increasing contribution of satellites in providing a booming digital economy. SFR, Swisscom and Satellite Broadband Ireland are among the first companies to have signed major contracts for KA-SAT, to meet the demand for broadband from their customers beyond ADSL coverage. ●

As well as consumer broadband,  
an entire range of business  
services are possible on KA-SAT

KA-SAT downlink  
predicted coverage



## Future satellite launches

Eutelsat is continuing the expansion of its fleet, providing significant new capacity for Central and Eastern Europe, Russia, Africa, the Middle East and Asia.

### W3C

Scheduled launch 3rd Qtr 2011

Replacing the satellites at 16 degrees East, W3C will support digital TV in Central and Eastern Europe and French-speaking Indian Ocean islands, as well as data services over Africa.

### ATLANTIC BIRD™ 7

Scheduled launch 4th Qtr 2011

ATLANTIC BIRD™ 7 will replace ATLANTIC BIRD™ 4A satellite at 7 degrees West, a key neighbourhood for digital TV markets in the Middle East and North Africa.

### W6A

Scheduled launch 3rd Qtr 2012

W6A will replace W6, increasing resources at 21.5 degrees East, a core location for data, professional video and government services across Europe, North Africa, the Middle East and Central Asia.

### W5A

Scheduled launch 4th Qtr 2012

W5A will replace W5 and more than double resources available at 70.5 degrees East. It will be used for a range of professional applications in Europe, Africa and Central and South-East Asia.

### EUROBIRD™ 2A

Scheduled launch 1st Half 2013

Built in partnership with ictQATAR, for the state of Qatar, EUROBIRD™ 2A will have 46 transponders in Ku and Ka bands and replace EUROBIRD™ 2 at 25.5 degrees East.

### W3D

Scheduled launch 1st Half 2013

W3D will be co-located at 7 degrees East with W3A, where it will offer significantly enhanced security and almost double the capacity at this orbital location.



# third dimension

MAKING A BUSINESS SUCCESS OF 3DTV IS TOP OF PEOPLE'S MINDS. ADRIAN PENNINGTON REPORTS



While 2010 was the year 3DTV exploded onto the TV market, the next 12 months will see the economic reality of the new media come under scrutiny. There is optimism that 3DTV can be monetised in the longterm but gaining a return on investment must be carefully strategised.

A dozen 3D channels have now started across Europe, of which many are still at the promotional stage and have yet to launch 24/7 services. These range from Orange's 3DTV channel and Russia's NTV Plus to the Sky DTH family including BSKyB and SKY Italia, which launched simultaneously carrying the Ryder Cup golf on 1 October, to channels in Scandinavia, Estonia, Russia and France. They are often event-based, incorporating 3D content into pre-existing channels rather than a permanent standalone channel.

While the infrastructure to deliver quality 3D services by satellite is robust, there are two main challenges: a shortage of programming and a small and slow

growing installed base of 3DTV homes.

Interest in the new medium is growing, and market research from Eutelsat revealed that in 2010 there was a 60% awareness of 3D in Europe, North Africa and the Middle East. Awareness and intention to purchase 3DTV equipment varies according to region. In Western Europe, almost 80% of the households surveyed were aware of 3D, and 30% of them said they were interested in upgrading their equipment to a 3DTV compatible display.

## Moving forward

"We are at the beginning, so we are observing the market in order to learn which is the best operational strategy to move forward," says Stephane Timpano, Business Development Director, SKY Italia. "The only way to boost the market is to have enough content to broadcast, with happy clients watching 3D content on 3DTV sets. To achieve this, content providers, TV set makers and broadcasters

all need to work in the same direction."

With the launch in spring 2009 of a 3D demonstration channel, Eutelsat was the first satellite player in Europe to contribute to the new video revolution which is transforming the viewing experience both in and out of the home. Its objective is to showcase the effectiveness of satellite for the delivery of 3D television, and to provide players across the 3D video sector with a widescale platform for testing.

Operators across Europe have turned to Eutelsat to help them pioneer compelling 3D customer experiences. Some of the flagship events over the last year in partnership with Eutelsat include live ballet from St Petersburg's Mariinsky Theatre, international football from South Africa and the French and US tennis championships.

3D is also good news for pay-TV operators. As HD gathers mainstream momentum, pay-TV operators spy a new premium format with which to differentiate themselves. 3D attracts early adopters and helps pay-TV platforms maintain a

technologically superior brand image. A 3D offer can prevent churn of premium subscribers while being used to upsell lower tier customers.

"3D is absolutely about differentiation for us," says Timpano. "We have 4.8 million clients and half of them have an HD receiver at home. So provided they have a 3DTV set we can speak to 2.4m families in Italy with a 3D option and continue to offer them something exclusive compared to our competitors."

## New launches

Russian digital satellite platform NTV Plus launched a 3D channel broadcast from Eutelsat's W7 satellite last October. CTO Oleg Kolesnikov agrees that 3D is a key market differentiator.

"We claim to be an innovative company and that's key for our existing subscribers and also for attracting new subscribers," he explains. "For the next couple of years, 3D might not be a commercial driver but it will help us to support sustainability in terms of our relations with current customers and newcomers."

NTV is also a producer, able to fund original 3D content and move the channel away from reliance on US studio content.

This year, for example, it will begin experimental 3D production of the Russian premier soccer league and look to integrate live matches into its 3D channel.

"In Russia, there is huge demand for 3D not only from our side, but from other companies offering content on an on-demand basis such as flagship documentaries," he says.

Also driving 3D to the home will be packaged media. Analysts Futuresource predict 30m 3D Blu-ray players will enter the European market in 2014, that's 93% of total Blu-ray shipments.

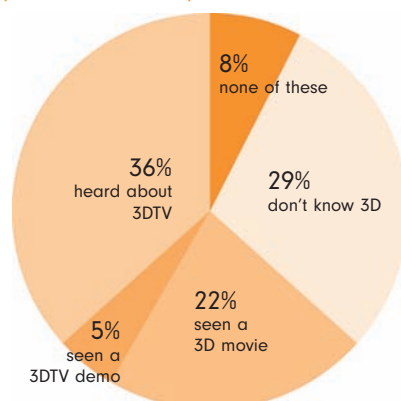
## broadcasting live 3D events

There is no infrastructure better suited to the delivery of live 3D events than satellite, a mechanism which has stimulated demand for alternative content in cinemas. Delivery of live 3D signals simultaneously to cinemas in multiple geographic locations is only possible with a high throughput, in the range of 20 to 40Mbps, and wide coverage areas, which only satellites are capable of providing.

Today, more than 450 cinemas across Europe are part of the Eutelsat network equipped to offer consumers access to live broadcasts by satellite on giant screens. Among the events broadcast have been international football from South Africa, which was broadcast in 3D via Eutelsat to 225 cinemas in 21 countries; and a concert of the German band Fantastische 4, which broadcast live in 3D to 100 cinemas in Europe.

Screen Digest forecasts that the cost of content will dip as the number of outlets to sell it multiplies. By 2014, for example 40% of all digital cinema screens in the UK (1,285) will be 3D, while in France (1,534) and Spain (901) the percentage tops 45% of digital installed screens over the same period. Live event and alternative content screenings in movie theatres currently represent 10% of all 3D cinema box office receipts – a growing market for cinema owners to tap into.

## 3DTV awareness survey (Eutelsat, 2010)



(Europe, North Africa and the Middle East)

What's more, manufacturers plan to retail more products with 3D as standard. By 2014 in the UK 10% of all installed TV sets will be 3D-capable and in France and Germany around 8% (Screen Digest).

All eyes will be on the launch later this year of 3net, a joint venture between Discovery Communications, IMAX Corporation and Sony and the first 24/7, fully programmed 3D network in the US. A UK and India pay-TV platform launch for the channel is also planned. Discovery has commissioned a range of programmes with Sony and Imax also supplying content.

ESPN 3D has also announced that their live 3D sports channel went 24/7 in February 2011, showing replays when not showing live sport. In its first six months, the channel broadcast nearly 60 events.

3DTV is a huge opportunity for the entire industry and a potentially great experience for the consumer. In order to succeed, the main stakeholders in 3D need to unite to create an ecosystem of content and technical excellence. ●

## Orange targets 3D customers via Eutelsat

With a content business growing in the double digits each year and a stated aim to be more than just a utility to its customers, Orange is one of the few IPTV operators to be taking 3DTV seriously.

The key brand of France Telecom launched the 3DTV channel in May 2010 coinciding with the 3D broadcast of the French Open Tennis from Roland Garros.

Delivered free by fibre, ADSL and by satellite (exclusively via Eutelsat's HOT BIRD™ satellite) to 1.3 million French subscribers, the 24-hour channel offers a broad array of 3D content spanning feature film, sports, theatre, concerts and pop promos, documentaries and promotional items. Over half Orange's subscribers receive the 3D content from satellite with VOD catch-up offered over fibre and ADSL, provided customers have at least a 6.5 Mbps connection.

## Showcase 3DTV

According to Stéphane Jost, Orange's Content Innovation Manager, the 3DTV channel is intended as a showcase for the home 3D experience. "Demand is small but growing in France and it is the responsibility of operators to provide attractive programming to stimulate the growth of the market," he says.

Orange is set to ramp up its programme schedule in 2011 by co-producing programmes with media groups as a means to share the cost of production. It may also broadcast 3D major international sporting events in 2011 and 2012. It is likely that this premium content will be encrypted for a PayPerView audience.

"With only around 120,000 installed 3DTV sets, the French 3D market is at the very beginning," Jost says. "Over half of those are connected to a PS3 or Blu-ray disc player rather than a set-top box, so we have to offer different content such as live sports and events that they won't have access to otherwise."

"It is important for us to build the market by bringing live events and other highlights to people and showing them the difference 3D can make."

For Ghislaine Le Rhun, Head of Orange's 3D project: "The launch of the 3DTV channel on Orange TV represents a key step forward with the 3D strategy we have been developing since 2008. By offering attractive premium content, we are helping bring the general public on board to new uses available with 3D."

## MAXTV SECURES ITS POSITION IN THE 16 DEGREES EAST NEIGHBOURHOOD, REPORTS KATE LARGE



# maximumcoverage



or Croatian leading telecom operator T-Hrvatski Telekom (T-HT), securing a position on Eutelsat's 16 degrees

East satellite constellation was crucial in extending the reach of its MAXtv pay-TV platform. Its mission: to become available in every home across Croatia.

To this end, T-HT and Eutelsat have agreed a 10-year contract for a total of three satellite transponders, enabling MAXtv to extend availability to viewers far beyond the existing range of ADSL networks. In particular, the platform is keen to target semi-urban and rural communities, as well as the Croatian islands in the Adriatic region.

MAXtv, the first interactive pay-TV service in the region, was launched in Croatia in September 2006. T-HT was the first member of the Deutsche Telekom group to present the IPTV service. Over the following years, further programme

packages were added and innovative services launched, such as the IPTV service Hotel TV, enabling MAXtv users to purchase airline tickets and access interactive offerings such as weather, financial and currency widgets for the web, and email via TV. Following strong growth after launch, T-HT can today report over 270,000 IPTV users.

### Satellite-delivered service

Subscribers to the recently launched satellite-delivered service called MAXtv Sat can choose from around 50 channels, including an attractive sports package with exclusive content, as well as free-to-air international channels. Further exclusive localised content is available on ArenaSport 1 and 2, CineStar, Orlando Kids and the news channel 24 Sata.

One of the most exciting aspects of MAXtv's offering is the hybrid set top box available to subscribers. This enables

users to benefit from interactive services via DSL as well as digital and HD channels via satellite. The box receives satellite content and DVB-T channels, allowing access to TV and radio channels, an EPG, and an upcoming near-video on demand PPV service. Its broadband capabilities also enable access to interactive widgets, walled garden web access, the Snimalica PVR service and video on demand services.

The installed base of satellite dishes in Croatia are overwhelmingly configured for Eutelsat, which meant that securing carriage on the 16 degrees East position was crucial. T-Centres throughout Croatia provide customers with the MAXtv Sat service, including upgrade and installation of the satellite system, if needed.

With the launch in mid-2011 of Eutelsat's new W3C satellite, T-HT also plans to make a range of high-profile international HD channels available to subscribers. ●

## DigitAlb expands Albanian offering

Albanian DTH platform DigitAlb has recently extended its contract with Eutelsat for capacity at 16 degrees East.

DigitAlb, part of the Top Media Company, launched in July 2004. The platform now prides itself on offering a comprehensive bouquet of channels across diverse genres, working closely with the sports package SuperSport to secure coverage of premium football and basketball games as well as Grand Prix fixtures.

Building on six years of experience in the market, DigitAlb's latest move has been to extend its working relationship with satellite partner Eutelsat in a deal which secures carriage through to June 2020 at 16 degrees East. This location carries many TV channels, nearly 450 in all, making it a popular neighbourhood for broadcasters and pay-TV platforms targeting Central and Eastern Europe.

DigitAlb spokesperson Pegi Luli explains, "What makes DigitAlb unique, and gives us the edge over our rivals, is

that we offer such a wide variety of channels, so there is something to appeal to literally any viewer. We have sports, movies, documentaries and international channels, with content from high-end providers like National Geographic, Discovery, Fox Broadcasting, Eurosport and the BBC, to name a few. As well as English-language programming, we also offer Albanian productions."

### Premium HD content

Luli adds that HD forms a key part of DigitAlb's strategy, with a Premium HD package of eight channels broadcasting via Eutelsat's 16 degrees neighbourhood by the start of 2011. "HD is very important; that is the future as far as we are concerned," she states. These channels sit alongside 54 premium SD channels and five SuperSport channels. And its strategy of "something for everyone" is one that seems to be working: DigitAlb currently



has more than 300,000 Direct-to-Home (DTH) subscribers in Albania and across Europe. In addition, Albania's DTT network retransmits channels delivered to masts via Eutelsat's EURO-BIRD™ 16 satellite, totalling a further 100,000 homes.

Expansion is key for recruiting new subscribers and, central to this strategy, DigitAlb is building on its success in the Albanian home market by expanding into Albanian-language territories including Kosovo – and, down the line – the Republic of Macedonia.

OSN IS THE FASTEST GROWING PAY-TV NETWORK IN THE MIDDLE EAST AND NORTH AFRICA, REPORTS PIPPA CONSIDINE

Leading show  
Al Shabah

## growthplatform



OSN, the fastest growing pay-TV network in the MENA region, has led the industry with a string of firsts: the

launch of a state-of-the-art DVR decoder, the first HD bouquet now offering 12 HD channels, the first on-Demand service, OSN Showbox HD, which offers over 1,000 movies and 52 series yearly, and, most recently, the first 3D movie experience.

The exclusive 80 plus channel platform is using Eutelsat capacity at 7 degrees West, through two of the region's leading satellite TV service providers, Nilesat and Noorsat, that reach millions of homes across the Middle East and North Africa. Last year, OSN launched a raft of new channels, including the region's first HD channels; by the start of 2011, it was offering 12 HD channels.

In December 2010, OSN routed out all forms of card sharing (key word sharing) piracy by adopting and rolling out its Secure Silicon CAS strategy. Since then OSN has added five ART channels and as a result has now become the one-stop-shop for high quality services.

OSN's new HD and satellite DVR receiver, the OSN Showbox HD DVR, is a twin-tuner device that features an eight-day programme guide and enables viewers to book multiple recordings. It also enables 3D content to be sent to viewers with 3D-enabled TV sets. Subscribers can sign up to OSN On Demand and access over 1,000 movies and 52 latest seasons

of series. The broadcaster has signed exclusive deals with all of the major studios, including Warner Brothers, Paramount and Disney, allowing it to screen the most recent Hollywood blockbusters in High Definition shortly after their cinematic release.

3D is the latest OSN premium offering. The 3D service launched in December with the broadcast of the movie Oceanworld 3D. OSN plans to run 3D content on its on-demand services. It has secured the rights to 3D features, including Journey to the Centre of the Earth, and also plans 3D sport content.

"We promised to deliver the best pay-TV platform in the MENA region and


we have kept our promise. OSN is the only platform that offers the full spectrum of entertainment, information and educational programming in Arabic, English and in Filipino," said CEO of OSN David Butorac. "Using the satellite hot spot at 7 degrees West OSN can reach millions of homes in the region."

Noorsat CEO, Omar Shoter, sees the OSN launch as highly significant. "It is certainly good for Arab viewers and for the broadcast market in the region. Other broadcasters have held back on launching HD channels, 3D content and on-demand viewing. OSN has now led the way and we expect others to follow. Noorsat is proud to partner with a strong pay-TV service provider like OSN to deliver the first HD attractive entertainment TV bouquet and we are ready to work with the other public and private free TV channels to offer the same."

The digital TV market in the region continues to be one of the most vibrant, with Eutelsat, Nilesat and Noorsat each committed to leveraging their expertise to meet channel demand and consumer appetite. At 7 degrees West, the current constellation of three satellites, ATLANTIC BIRD™ 4A, Nilesat 101 and Nilesat 102, was recently joined by the Nilesat 201 satellite. More resources will be added later this year with the launch of Eutelsat's high-performance ATLANTIC BIRD™ 7 satellite, which will replace ATLANTIC BIRD™ 4A. ●

### OSN's HD bouquet of channels:





HORIZON SATELLITE SERVICES HAS INCREASED CAPACITY TO SERVE ITS MARKETS IN THE MIDDLE EAST, AFRICA AND ASIA

## onthehorizon

**h**eadquartered in Dubai, Horizon Satellite Services (HSS) is the regional leader specialising in the provision of direct access to tier-one internet backbones for Internet Service Providers (ISPs), enterprises and government procurement services.

Recently, the company has boosted its capacity with Eutelsat for increased connectivity in the Middle East, Africa and Asia, with agreements for capacity on the W2A, W6 and EUROIRD™ 4A satellites.

"From the outset, HSS selected Eutelsat satellites to provide internet backbone connectivity for ISPs operating in the Middle East and Central Asia, including Afghanistan and Iraq," says Hisham A. Ansari, Managing Director of Horizon Satellite Services. HSS offers a broad range of services that include wide area network solutions for data transfer, internet backbone connectivity, satellite-based ISDN solutions, VoIP handling services and GSM backhauling.

Ansari says the company is looking to

increase its presence in the Middle Eastern, African and Asian markets through the implementation of new technologies and services.

"In satellite telecommunications, what matters most is the technology that you use to deliver the service. We always make sure that we are at the forefront of technology innovations in order to provide the most reliable and cost-effective services."

An example is the recently launched broadband solution for Virtual Network Operators (VNOs), whereby HSS operates the hub, while allowing the client to manage their own networks, allocate bandwidth between each circuit and activate or deactivate circuits depending on their requirements.

"The service targets corporate clients or resellers that operate over 50 satellite links but that have chosen not to invest in their own hub, due to financial restraints, for example. The VNO option gives them flexibility and the potential for expanding the network."

Hisham says growth in the MENA region has been led by deregulation of the markets and demand for IT services and data communications services. Ansari believes that even though fibre is making its way in the region, the demand for satellite is constantly increasing. "Fibre and satellite both complement each other. Satellite is seeing a lot of growth in data communications services and is ideal for remote operations.

For Ansari, HSS and Eutelsat make a good partnership; the range of the Eutelsat network being a key factor. "A key advantage for us is that Eutelsat operates so many satellites. If a company in the Middle East needs to connect services to another part of the world, Eutelsat has the satellite infrastructure to be able to do this for us in a timely manner," says Ansari.

As well as the new deals for capacity on W2A, W6 and EUROIRD™ 4A, HSS is also looking at other Eutelsat satellites, including the new KA-SAT satellite with its dedicated beam over the United Arab Emirates. ●



## high speed internet for TGV trains

France's SNCF rail company is rolling out a ground-breaking internet service on its high-speed TGV East network. A genuine feat of technology and infrastructure, the TGV Box service offers travellers internet access and a multimedia services portal at speeds of up to 320km/h. The service has been developed by the OCEA consortium, which combines the expertise of Orange Business Services, Eutelsat, Alstom and Cap Gemini.

The SNCF's TGV Box service was launched commercially on the eastern route of its high-speed network on 1 December 2010. Connected to the internet backbone by Eutelsat's ATLANTIC BIRD™ 2 satellite, the service is available to clients on the entire TGV East network serving France, Switzerland, Luxembourg and Germany. It currently supplies a total throughput of 30 Mbps, which can be increased as required. The satellite link is supplemented by a Wifi link when the satellite is not in view, to ensure there is no interruption of service for users.

In addition to internet connectivity, users can also enjoy a portal of over 100 multimedia services, including films, documentaries, concerts, city guides, language lessons, and children's entertainment.

# rocksolid

## KEITH JOHNSON, PRESIDENT OF HARRIS CAPROCK'S ENERGY BUSINESS EXPLAINS HOW THE COMPANY USES SATELLITES TO SUPPORT ITS CLIENTS



Harris CapRock Communications is a market leader in global communication solutions for clients operating in remote and harsh environments. It draws on Eutelsat's Ku and C-band satellite services to deliver fully managed, end-to-end communications services to its energy, maritime and government customers operating in the Middle East and Africa.

### Q: Tell us about Harris CapRock

A: Harris CapRock was founded serving energy customers in the Gulf of Mexico. Today, Harris CapRock serves clients in multiple vertical markets that need reliable communications to support their mission-critical operations. To date we have served customers in over 130 countries.

Clients rely on Harris CapRock as a single channel for their complete IT and communication requirements. They depend on us for reliable IP-based voice, video and real-time data connectivity, as well as for turnkey systems integration projects and outsourcing of specialised communication professionals.

### Q: What new services have you recently introduced?

A: Our recently launched WAN (Wide Area Network) optimisation service accelerates application performance and optimises bandwidth utilisation so that clients can support more sophisticated applications and additional parties at remote sites. As a result of the increasing number of users and applications, 'add-on' services – whereby multiple parties can securely use the same communications equipment but can receive their own carved out bandwidth – are an attractive option.

We've also developed a crew infotainment solution. This all-inclusive content distribution system supports crew entertainment and corporate applications.

### Q: How has satellite technology enhanced communications?

A: Our customers' operations are continuing to move into new corners of the globe. In many of these areas, communications are either unreliable or in many cases completely unavailable. Satellite is one of the only viable options to provide the reliable connectivity in

these difficult areas that clients need to be able to operate safely and successfully. This is where we've been able to rely on Eutelsat to provide us with dependable coverage even in extremely isolated locations where our customers operate.

We leverage satellite networks to provide turnkey managed communication services to clients. Our solutions include equipment, satellite service, 24/7 support, network monitoring and our portfolio of value added products and services.

Our clients rely on us not just for their traditional, permanent communications but also for temporary requirements, such as disaster recovery or business continuity services. We support IP protocols, legacy protocols/equipment, cellular and wireless technologies. The best-fit solution often requires a hybrid of technologies.

We remotely monitor and manage customers' networks 24/7 and provide on-site management through several means, including permanent or temporary on-site Harris CapRock communication specialists.

With satellite bandwidth we are able to prioritise corporate and crew-based applications. For example, corporate email and broadband bandwidth requirements can be prioritised above crew internet use. Given the flexibility of satellite networks, we are able to design custom solutions based on nearly any customer requirement.

### Q: You work in very extreme environments, what does this mean for your networks?

A: While no equipment can be 100% weatherproof in all conditions, our infrastructure and equipment is designed to withstand and continue providing service even in the most adverse weather conditions. This is one of many areas where our solutions differ from consumer-grade services.

Our network is designed to provide high levels of security. We use the latest in MPLS (Multiprotocol Label Switching) technology to ensure all customer traffic is secure and isolated from one another.

Latency is inherent with all satellite communication services. However, using the latest technologies such as spoofing, acceleration and compression we are able to mitigate it. The goal is to provide connectivity similar to what clients would find back at their corporate office.

### Q: What does the future hold?

A: We anticipate there will be a greater need for more data collaboration, storage and retrieval for energy customers operating offshore drilling rigs and platforms. Customers will be looking for a partner not just to provide satellite communications but also comprehensive solutions that enable improved operational efficiency and safety. ●





## prestigious award for Télécoms Sans Frontières

Télécoms Sans Frontières (TSF), the world's leading telecoms NGO, has been awarded the Space Achievement Award from the US Space Foundation for its role in "strengthening coordination and communication by deploying telecommunications in areas of disasters and emergencies." As the first responder within the Emergency Telecommunications Cluster of the United Nations, TSF intervenes in emergencies, setting up communications facilities as part of disaster relief efforts.

In 2010, TSF was crucial to rescue efforts after the earthquake in Haiti, as well as helping with October's tsunami in Indonesia and floods in Thailand and Colombia. In each case, a TSF team set up a telecoms infrastructure in hours.

TSF has integrated Eutelsat's D-STAR broadband service into its telecommunications. Independent from terrestrial networks and fast to install, D-STAR gives broadband access with a high speed return channel.

At the same time as being on call for emergency relief, TSF also runs longer-term projects to develop more permanent facilities for

the local populations. It has established communications centres in Niger, Nicaragua, Thailand and Burkina Faso, and is opening new centres in Madagascar and Cambodia in April and July. Designed to help develop local economies, acting as a communications hub for the area, the centres are equipped with internet-connected PCs and printers for the local population to use. The Niger, Burkina Faso and Madagascar centres all use Eutelsat's D-STAR service for internet access.

"Eutelsat is essential to our work," says TSF Communications and International Projects Coordinator, Myriam Annette. "Reliable connections are set up and benefit emergency workers during humanitarian crisis, as well as local communities and organisations in some of the most remote and vulnerable areas of the world. We are very proud that Eutelsat has been a long-term partner, its support is a key factor for the success of our operations all over the world. Through TSF, Eutelsat has served more than 550 humanitarian organisations since TSF was created in 1998."

## sharing expertise

In November 2010, senior executives from the broadcasting industry got together for Eutelsat's Broadcast Customer Seminar, held in an idyllic retreat in Venice. During the seminar, participants had the chance to share their expertise and discuss a series of hot topics including 3DTV and Connected TV, as well as learn the latest news about Eutelsat's satellites and services.

The seminar took place in parallel to the HOT BIRD™ TV Awards gala ceremony, the unique international broadcasting event celebrating the achievements of thematic satellite channels.



## Meet us at:

### CabSat MENA

8-10 Feb, Dubai  
[www.cabsat.com](http://www.cabsat.com)

### DISCOP Africa

9-11 Feb, Accra  
[www.discop.com](http://www.discop.com)

### Broadcast Video Expo

15-17 Feb, London  
[www.bvexpo.co.uk](http://www.bvexpo.co.uk)

### Satellite 2011

15-17 March, Washington DC  
[www.satellitetoday.com/satellite2011](http://www.satellitetoday.com/satellite2011)

### NAB

11-14 April, Las Vegas  
[www.nab.org](http://www.nab.org)

### Satcom Africa

31 May - 1 June,  
Johannesburg  
[www.terrapinn.com/2011/satcomza](http://www.terrapinn.com/2011/satcomza)

### Communic Asia

21-24 June, Singapore  
[www.communicasia.com](http://www.communicasia.com)

## Eutelsat Communications

70, rue Balard  
F-75502 Paris Cedex 15  
tel +33 1 53 98 47 47  
[infomaster@eutelsat.fr](mailto:infomaster@eutelsat.fr)  
[www.eutelsat.com](http://www.eutelsat.com)

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