



Satellite goes Triple Play

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Your Satellite Connection to the World

SES GLOBAL – an introduction

- ▲ With 44 satellites, premier provider of world-spanning satellite distribution capacity:
 - We operate through wholly-owned companies
 - SES ASTRA: No.1 DTH broadcast satellite system in Europe, with a reach of 45 million households (107 million, incl. cable)
 - SES AMERICOM: reaching every cable head-end in the USA and serving approximately 80 million cable households
 - SES NEW SKIES: offering global interconnectivity and regional distribution services in South America, Africa, the Middle East, India and Asia-Pacific, with more than 250 customers in 79 countries
 - Significant participations in other regional satellite operators: SES SIRIUS, AsiaSat, Ciel, QuetzSat, and Star One

SES GLOBAL – an introduction (2)

- ▲ Premier provider of advanced satellite-centric platforms and services
 - Services activities focused on serving the needs of media, enterprise and government customers

Digital Convergence over satellite: *ASTRA2Connect*

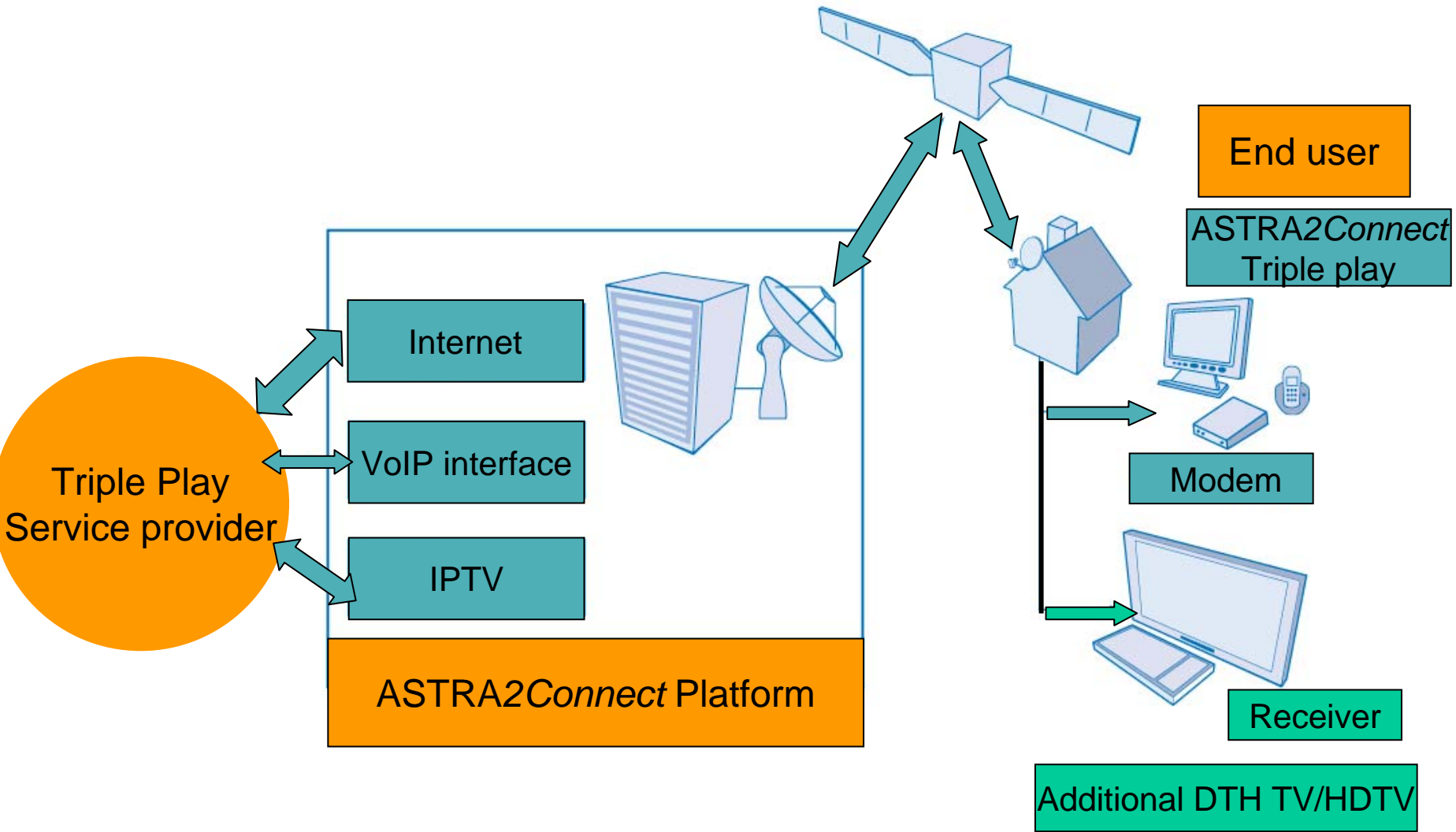
- **Current situation in the market:**
 - many end-users living in rural areas in Europe cannot get broadband internet access or at unreasonable pricing
 - incumbent, non-incumbent telecommunication operators and internet service providers (ISPs) need to find solutions to the above un-addressed market

- ***ASTRA2Connect*** is a fully satellite based **interactive** and **low cost broadband internet access** via ASTRA primarily designed to serve:
 - the residential market
 - small offices – home offices
 - small and medium enterprises

Digital Convergence over satellite: **ASTRA2Connect**

- **ASTRA2Connect** is a broadband internet access service for those homes in Europe, which cannot access terrestrial broadband internet services
- **ASTRA2Connect** is able to provide full satellite-based “**triple-play**” services to end users with:
 - broadband internet access
 - VoIP capabilities (Voice over IP)
 - content related services (e.g. IPTV, Content-on-Demand)*

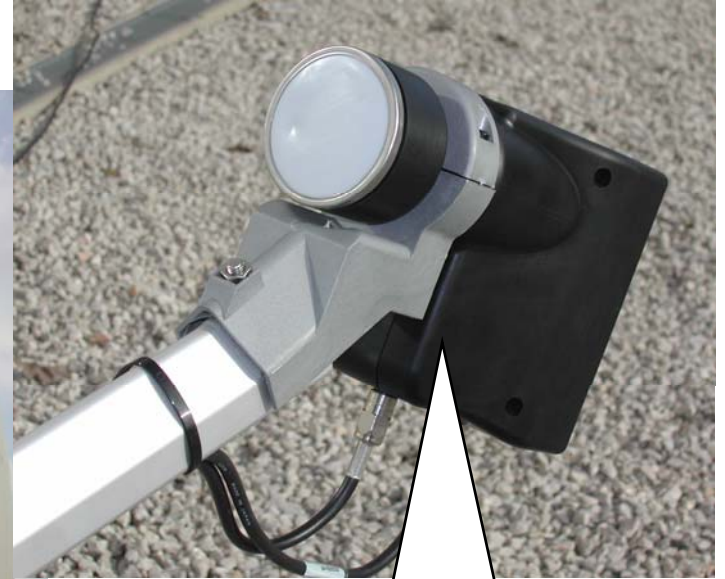
ASTRA2Connect: system overview



ASTRA2Connect: equipment needed



The *ASTRA2Connect* satellite modem equipped with an Ethernet interface (Plug & Play)



Interactive LNB (Transmit & Receive)



75 cm satellite antenna

ASTRA2Connect: market launch first quarter 2007

- **ASTRA2Connect** is currently offered on a wholesale basis to **large European service providers** who conduct pro-active marketing and sales activities:
 - telecommunication operators
 - internet service providers
 - broadband operators

- **ASTRA2Connect** will be offered through **3 service packages** with the following maximum data rates:
 - 256 kbit/s downstream – 64 kbit/s upstream
 - 512 kbit/s downstream – 96 kbit/s upstream
 - 1,024 kbit/s downstream – 128 kbit/s upstream

- Further options to extend the **ASTRA2Connect** service into other regions of the world are currently being evaluated with other SES entities.

ASTRA2Connect: benefits for customers

ASTRA2Connect is a unique opportunity for telecommunication companies and ISPs to expand the broadband market to rural areas:

- enables consumer pricing in line with current ADSL offering
- requires a very low investment
- offers from day one a 100% coverage
- fully scalable solution
- enables triple-play service deployment

Digital Convergence for All

Market Trends:

- Triple play Access still a problem in rural areas: PWC study issued by the EU(2005) concludes that Satellite is a viable alternative solution to deliver broadband services and that up to 7M Europeans will be without connection to these services in the 10 years to come.
- Alternative solutions to terrestrial such as Satellite and hybrid networks (Satellite + WIFI/WIMAX) manage rural areas more efficiently and effectively and make these areas more attractive to businesses and individuals alike.

Digital Convergence for All (2)

Requested actions from Governments:

- EU Structural Funds can ease infrastructure deployment and reduce geographical handicaps (rural vs urban , old vs new Member-States).
- Regions with the same geographical or rural situation could aggregate demand and lower the prices
- Use should be made of existing available satellite capacity
- Efforts to harmonize licensing conditions and to obtain umbrella licensing have to be pursued

Conclusions

- ▲ Satellite: A delivery platform of choice
- ▲ Unbeatable competitive edge for broadcast applications
- ▲ Real market opportunity for two-way low-cost broadband solutions
- ▲ Astra2Connect : ideal tool for broadband distribution in remote and rural areas in particular in the new member-states.