

SES Americom Update



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ISOG – Atlanta, GA
June 12-13, 2008

SES Company Overview



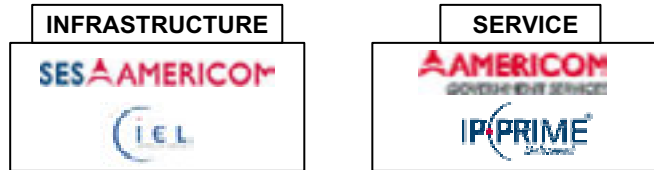
Americom Overview



▲ A leading Satellite Operator in North America

- Strategic orbital locations provide multiple service platforms to Cable, DTH, Commercial & Government users
- C, Ku & Ka-Band coverage of 50 states in the U.S., Canada, Mexico, Caribbean & Central America
- 15 Satellites in Orbit, 4 Under Construction

▲ SES AMERICOM operating units structure



▲ Customers

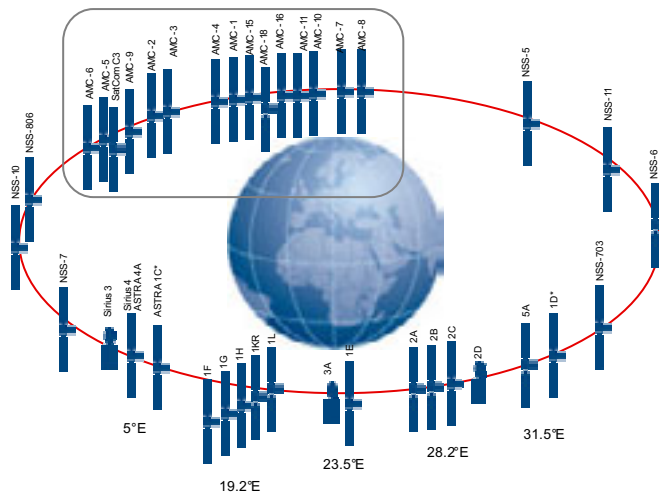
- Significant customers in multiple sectors
 - Media, Broadcast, Distributors
 - Enterprise, Consumer Broadband
 - Occasional Use Customer across all business sectors

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Fleet Update

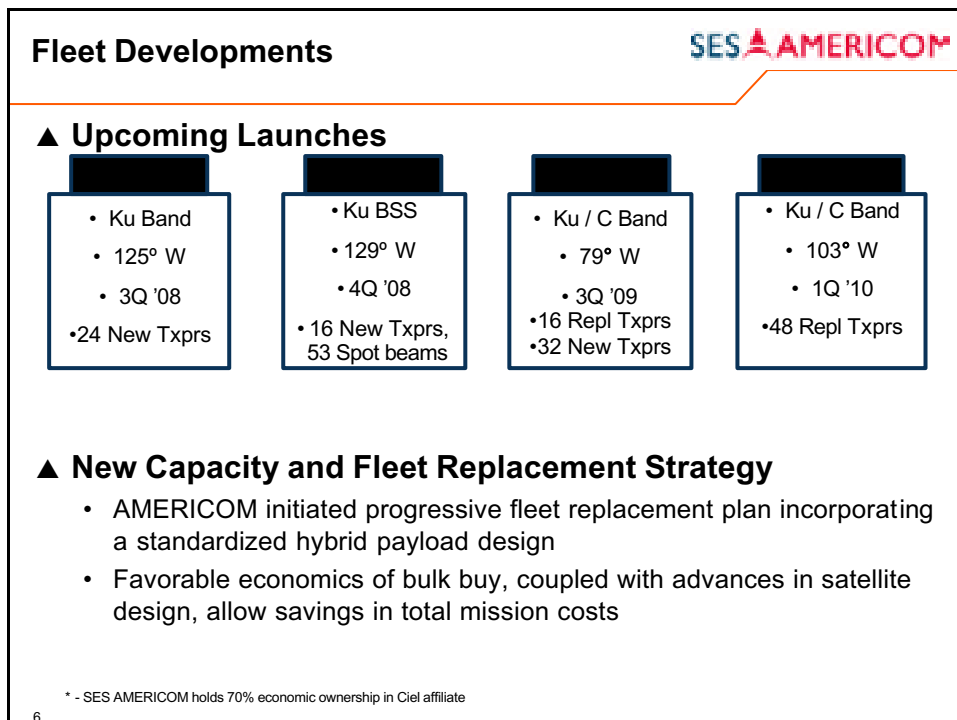
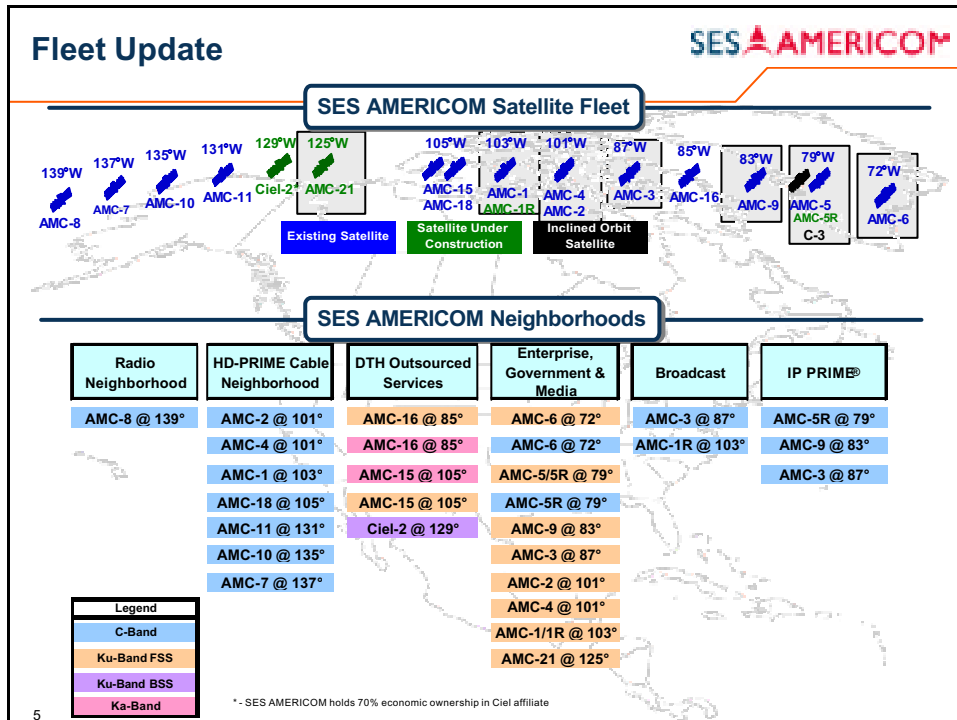


The SES Fleet with Americom Fleet highlighted



*Satellite in inclined orbit

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Fleet Developments AMC 21

SES AMERICOM

3Q 2008 Launch

Satellite Information

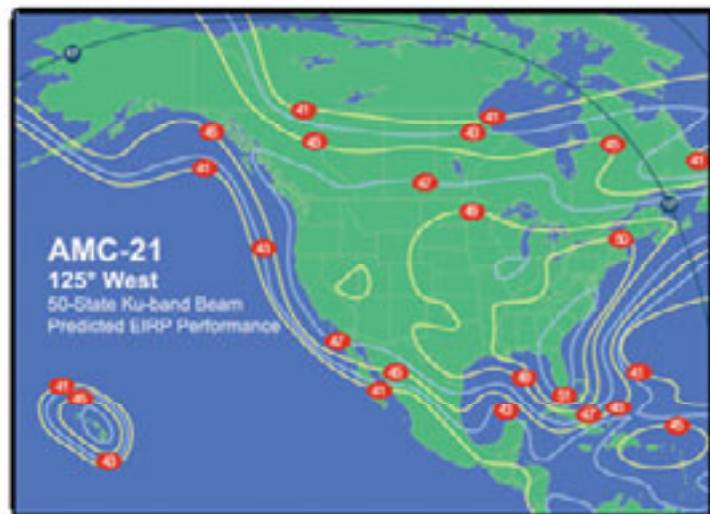
Spacecraft Design	Thales Alenia Space (payload) Orbital STAR-2
Orbital Location	125° W.L.
Launch Date	Mid-2008
Design Life	15 years
Ku-band Payload	24 x 36 MHz
Transponder Type	TWTA, 110 watts
Transponder Redundancy	32 for 24
Receiver Redundancy	6 for 4
Coverage	50-States, Caribbean, Central America - Canada, Mexico and Northern areas of South America



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Fleet Developments AMC 21 Footprints

SES AMERICOM



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What is it?

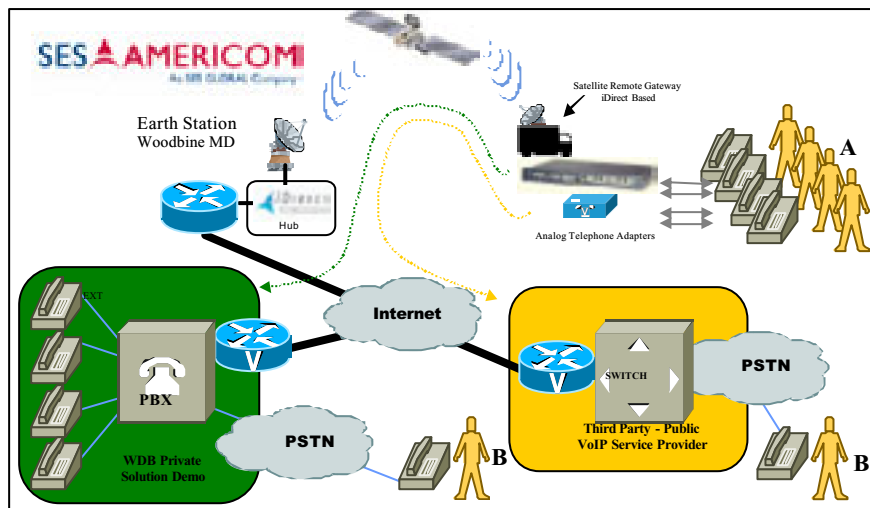
- Internet Access in the SNG Truck
 - Always On, Available everywhere – network on AMC 5 and AMC 6
 - Enables Voice Communication
 - Monthly subscription
- SES provides
 - Hub, Space, Internet Access
 - iDirect TDMA/TDM technology
- Customer provides
 - Truck hardware
 - Integration

Options

- The Shared network
 - Access to a network shared with other customers. Up to 10 Remotes
- Dedicated network
 - SES facilities
 - Hub, Teleport, Internet Access
 - Only your SNVs share the bandwidth
 - Assign Bandwidth to SNVs
 - Enable video streaming, file transfers
- Your Own network
 - Your own hub, teleport and network access
 - SES Americom Space
 - Total Control

How does it work?

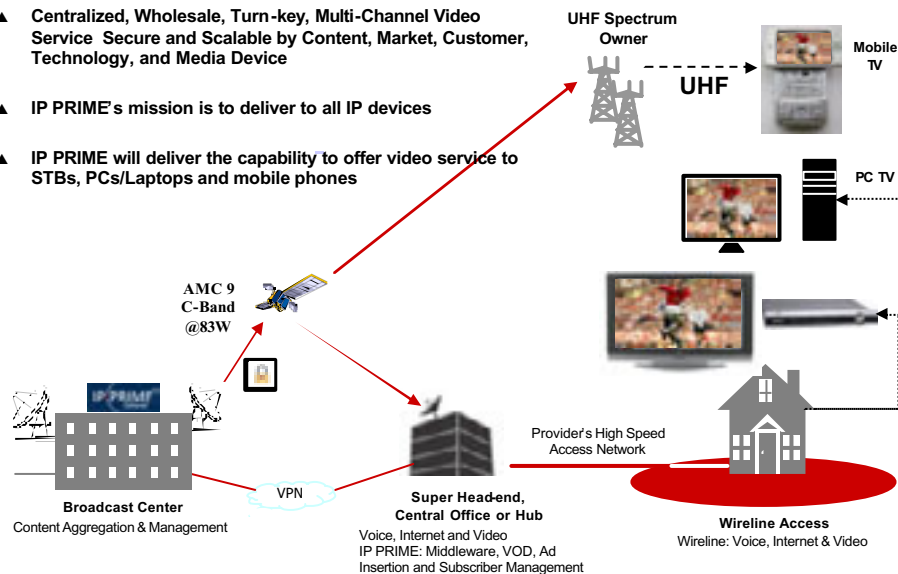
- Park and power
- Acquire the correct spacecraft and polarization
- Modem will search and acquire network
- Make phone calls, access the internet



Products Update IP PRIME®

SES AMERICOM

- ▲ Centralized, Wholesale, Turn-key, Multi-Channel Video Service Secure and Scalable by Content, Market, Customer, Technology, and Media Device
- ▲ IP PRIME's mission is to deliver to all IP devices
- ▲ IP PRIME will deliver the capability to offer video service to STBs, PCs/Laptops and mobile phones



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Product Update IP-Prime Mobile

SES AMERICOM

- ▲ Targeting 700 MHz UHF mobile broadcast TV providers
- ▲ Turnkey platform packaged with middleware and conditional access
- ▲ Nationwide distribution of national mobile channels

Service Development Timeline

2007 – Feb 2008: Hiwire Trial

- ▲ Successfully completed DVB-H consumer trial in Las Vegas
 - 24 channels of live broadcast TV
 - 200 consumers with TV-enabled cell phone
 - Confirmed viability of mass consumer adoption based on interest and usage patterns
 - Women led usage and satisfaction
 - Significant viewing in daytime, in office and in the home

Present – 2009: ATSC Mobile

- ▲ Involved with broadcasters in developing mobile services over unused over-the-air DTV spectrum in UHF upper VHF
- ▲ Actively participating in the development of the ATSC Mobile standard with LG, Harris and Samsung
- ▲ Have been selected by broadcasters to deliver national programming for a consumer trial in Fall 2009

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Thank you!



Broadcast Occasional Use Sales Team

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