



NewSpotter:

Transforming SNG for
European Broadcasters

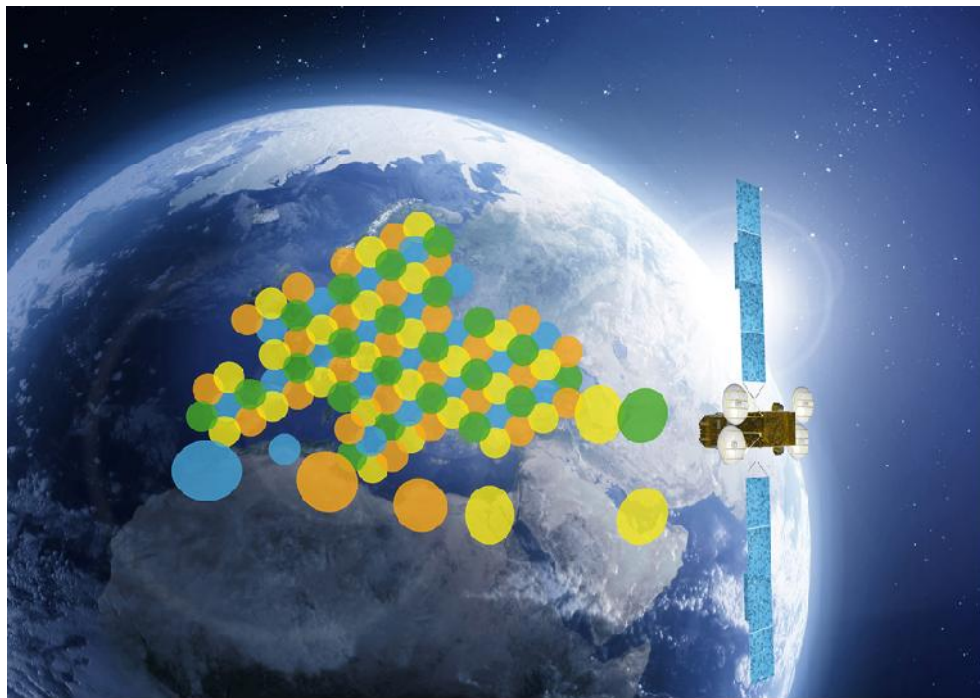
Presentation for ISOG

May 15th 2013

Proprietary ISAG May/2013 Use Only

KA-SAT: the largest High Throughput Satellite in the sky

82 Ka-band spots over extended Europe Frequencies reused 20 times

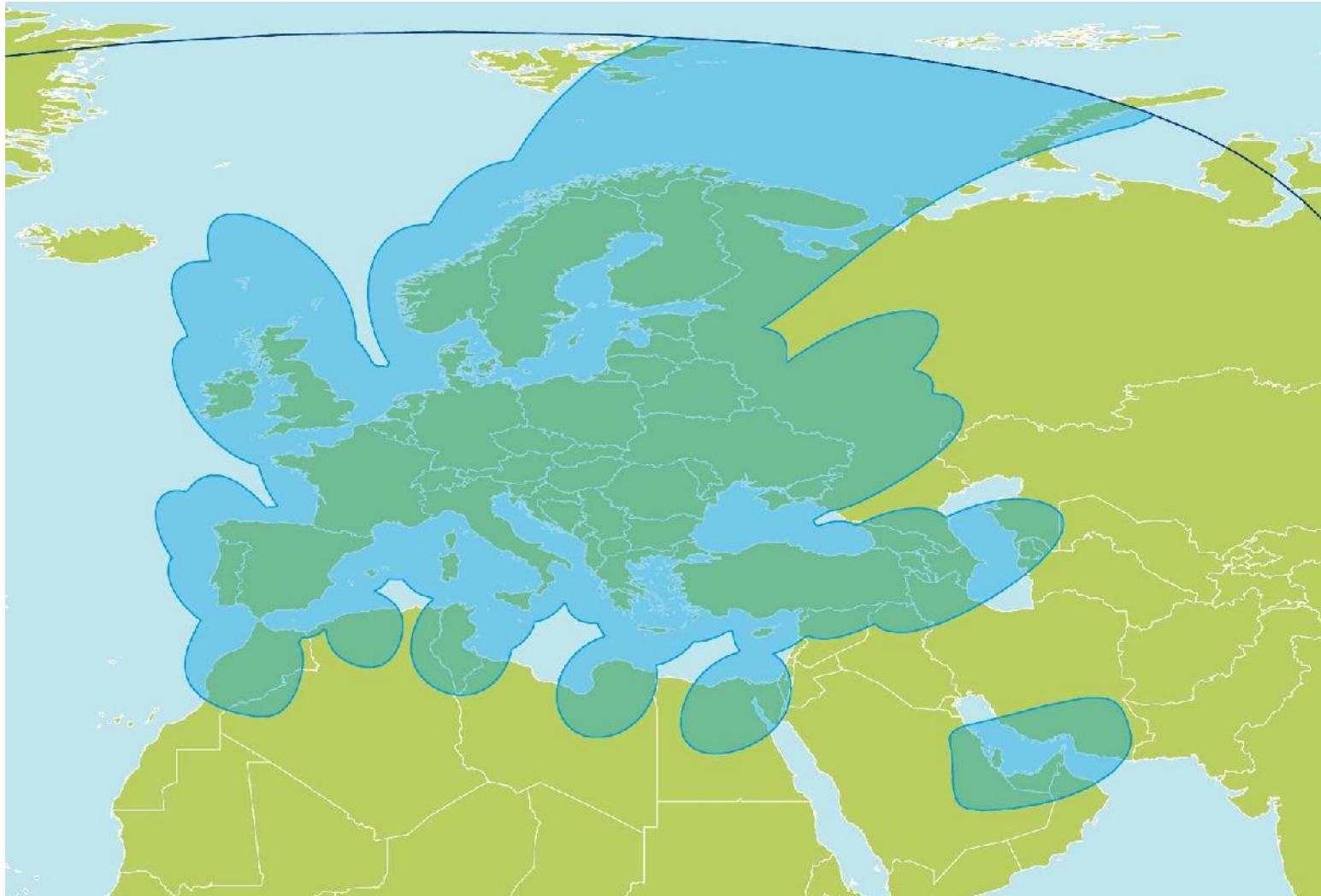


Illustrative coverage of KA-SAT seen from the sky

Up to 90 Gbps total throughput

- World's largest and most advanced satellite broadband infrastructure
- New generation bandwidth optimized for a broader portfolio of data and video services
- With effective ground technology:
 - 10 gateways across Europe
 - Linked to the Internet backbone
 - Integrated satellite system using ViaSat SurfBeam 2
- Small, integrated and low cost terminals

KA-SAT coverage across extended Europe



NewSpotter:

Fastest link from scene to screen

AUTOCLIMA RIQ46 .5



Mobile



Video over IP

news
spotter
powered by
KA-SAT

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The solution

- Europe-wide low-cost video contribution service for SNG using low cost, lightweight kit
- New-generation transportable terminals (< 10K€) instead of legacy SNG (around 150K€), -94%
- Contribution links up to 10-20mbps



Addressable markets

- Large Broadcasters
- Medium/Small Broadcasters
- Webcasters
- Radio Stations (live and ISDN replacements)
- Governmental services

Key applications

- Live news coverage
- Playout/FTP
- Intercoms
- Multiple feeds in the same pipe

Why NewsSpotter is a real game-changer:

- True advantages of IP (over the standard Mhz models) allow interaction with all the remote-studios applications and integration of the broadcasters' network infrastructures
- Cost Effectiveness: Background always-on (pay as you go) at low cost + On Demand (pay per booked) only when live transmission is needed
- Extremely low entry barriers in terms of hardware and training for operators
- Easy integration of third parties devices like Encoders and Decoders, thanks to a great experience on the field

Consumer broadband

- ~ 72,000 activated terminals
- New Tooway™ offering launched Feb. 1st, better aligned with consumer behavior and needs
 - introducing 20Mbps/6Mbps, with unlimited usage for the higher end offers
- Improvement and diversification of the go-to-market strategy with new wholesale multi-beam offer
- Development in Turkey an

B2B solutions

- Good ramp up in Professional Data Networks for SOHOs
- Improvement and diversification of the go-to-market strategy with new wholesale multi-beam bandwidth offer, addressing larger operators
- Achievements in Administration/Government projects
 - Equipped a record 12,600 polling stations for the Ukraine's parliamentary elections in October 2012, with our partner Datagroup
 - Equipment of 850 schools and post offices with Albanian Post and our partner Tring.
- Mobility services with up to 100Mbps in flight connectivity:
 - Eutelsat Air Access* announced first contract to equip AerLingus short-haul fleet