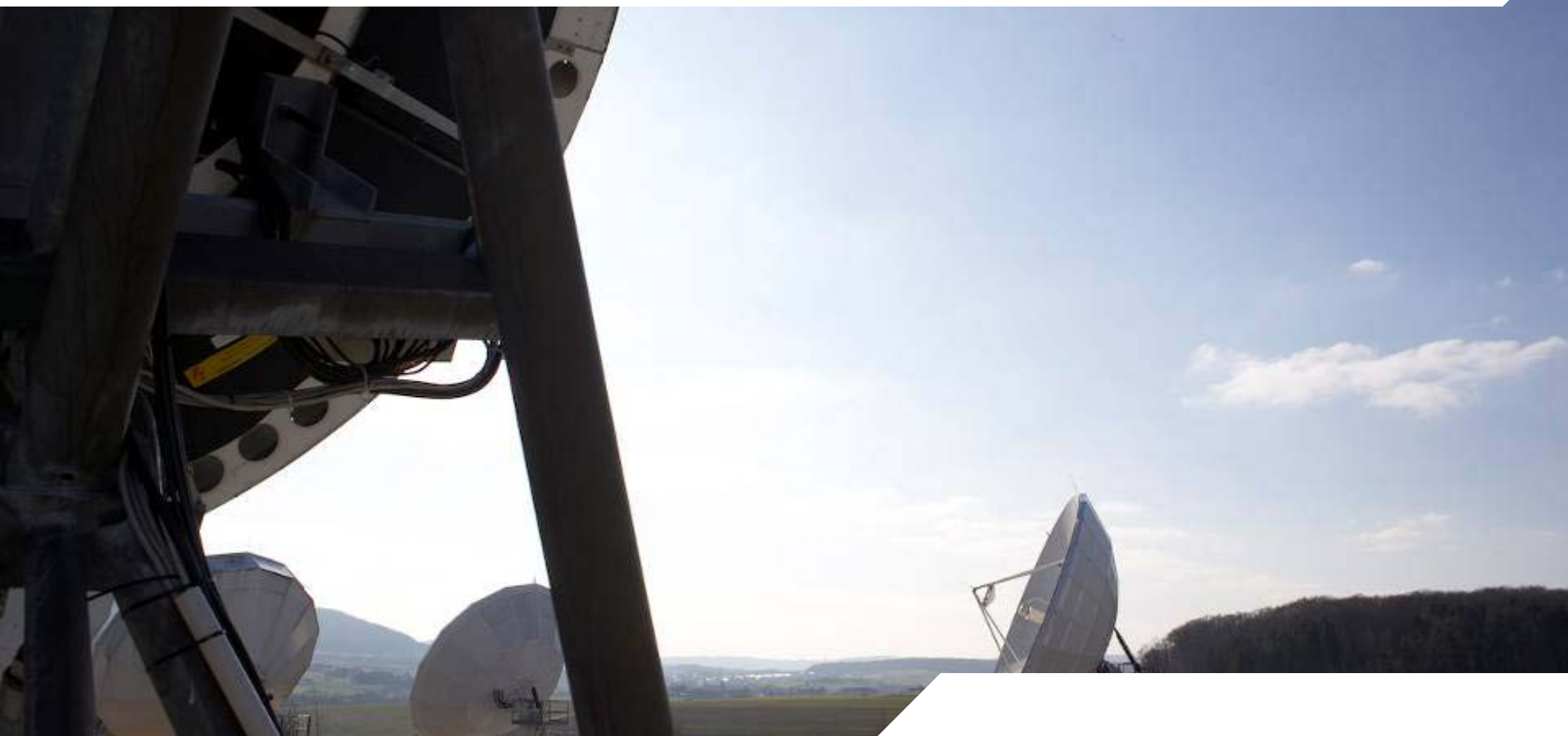


WBU-ISOG 2011 Montréal



Current SES Structure



SES New Corporate Structure

- ▲ Since May 1, 2011 SES is operating under a new management structure that brought the market-facing entities – SES ASTRA and SES WORLD SKIES – under a streamlined management.
- ▲ **Romain Bausch**, President and CEO
- ▲ **Robert Bednarek**, Executive Advisor
- ▲ **Andrew Browne**, Chief Financial Officer
- ▲ **Martin Halliwell**, Chief Technology Officer
- ▲ **Ferdinand Kayser**, Chief Commercial Officer
- ▲ **Gerson Souto**, Chief Development Officer

SES OU New Structure

- ▲ This will result in a single global **Occasional Use** department responsible for the whole SES fleet encompassing all that was previously World Skies¹, Astra and Sirius.
- ▲ One booking system, one office under single management.
- ▲ Access to whole SES fleet by any member of the OU team.
- ▲ Details still being worked out, expected complete by IBC.

❖ Note 1: World Skies encompasses all that was previously the New Skies and Americom fleets

Google Earth Fleet Tool - Released

- ▲ Advantages of showing our footprints in Google Earth
- ▲ compare and view multiple coverage maps simultaneously
- ▲ overlay footprints and see how future satellites can extend or enhance current coverage
- ▲ zoom in to find cities and places inside and outside the beam coverage zones
- ▲ see EIRP values from beam center to beam edge
- ▲ get details about the SES satellite fleet
- ▲ locate SES own and partner teleports and regional representation offices
- ▲ explore our satellites in space and view their coverage area on the ground!

▲ www.tinurl.com/worldskies

SES Investing in new Booking Technology

- ▲ Founder member of AVvA and ERMa
- ▲ Currently in test phase providing feedback and running trials against other broadcasters
- ▲ Still maintaining existing online bookings system in parallel



- ▲ **ERMa** is the module available that allows a B2B connection between existing ScheduALL users. We publish **our** resources in **our customers** ScheduALL system. They could then subscribe to these resources and make bookings in their system which would then appear in our system. There would not be any need to use an online scheduler for this type of customer.
- ▲ **AVvA** is a cloud-based platform effectively being the web enabled front end to ERMa that would be used to provide an online service to customers that do not have ScheduALL.

Satellite Fleet Update

- ▲ Over 40 Satellites
- ▲ 26 Prime orbital locations
- ▲ 99.9% world population covered
- ▲ 2010 saw the start of a new phase with the launch of SES-1 bearing the SES name
- ▲ 2011 will have 7 launches including SES-2,3,4 & 5
- ▲ Entered into an agreement with SpaceX to launch SES-8 with their Falcon 9 rocket. This will be the first geostationary satellite launched by SpaceX

Upcoming Launches 2011-2013

2011				2012				2013			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
YahSat-1A	SES-3	SES-2	ASTRA 4B				ASTRA 2F	ASTRA 2E	ASTRA 5B		
	ASTRA 1N	SES-4						SES-6			
		QuetzSat-1						SES-8			

12 launches in the next three years

7 launches in 2011

[Link to online view](#)

Summary of the new SES Satellites

Satellite	Orbital Position	Region	Bands	Date
SES-1	101° W (AMC-2/4)	Canada, Mexico, USA(50) Caribbean	C & Ku	2010
SES-2	87° W (AMC-3)	USA, Caribbean, Gulf of Mexico	C & Ku	2011
SES-3	103° W (AMC-1)	Canada, Mexico, USA Caribbean	C & Ku	2011
SES-4	338° E (NSS-7)	Europe, Africa, N, C & S America	C & Ku	2011
SES-5	5° E (Astra 5A,/Sirius5)	Europe, Africa & Brazil	C & Ku	2011
SES-6	319.5° E (NSS-806)	N & South America	C & Ku	2013
SES-7	108.2° E (Indostar-II)	S, NE & SE Asia	Ku	2009
SES-8	95° E (NSS-6)	South Asia & Indo-China	Ku	2013

Major Events past and future

- ▲ 2011 NASCAR Season
- ▲ NCAA Men's and Women's Basketball Tournament
- ▲ March Madness
- ▲ WWE - Monday Night Raw and Tuesday Night Smackdown
- ▲ NBA All Star Weekend - 3D International Distribution
- ▲ 2011 Masters Golf - HD and 3D
- ▲ 2011 Women's World Cup - Germany
- ▲ Royal Wedding
- ▲ Japan Earth Quake/Tsunami/Power Plant
- ▲ Obama Visit to Europe
- ▲ Euro 2012
- ▲ Olympics 2012

Contacts

OU Sales	Samantha.McCloskey@ses.com
Global Booking office	bookings@ses.com
USA, Canada & Mexico regional office	usbookings@ses.com
Rest of the World regional office	intlbookings@ses.com
Web	www.ses.com

