

Eutelsat update

WBU-ISOG Forum

Hosted by HRT

Zagreb

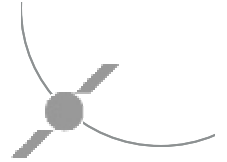
24 – 25 October 2011

Michel Chabrol

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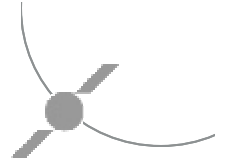


● Main Company's news in 2011



- > **New Deputy-CEO** - Sept. : Michel AZIBERT, formerly with TDF (DTT operator, radio, multimedia)
- > **New Director of Institutional & International Relations** (reporting to the Deputy-CEO) - Oct. :
Jean-François BUREAU, formerly with the French MOD
- > **Director of Marketing and Commercial Strategy** - April: Marc Welinski, formerly DG of Ciel Ecran
(Pathé Live), alternative content distributor
- > **Launch of new satellites:**
 - > **Atlantic Bird 7** on 24th October, with Sea Launch
 - > **W3C** launched on 7th October by Long March

Fleet operational matters



New satellites:

> **Atlantic Bird 7 (AB7)**: will replace Atlantic Bird 4A (ex Hot Bird 10) at **7° West** on 23rd

October – Expansion of TV capacity, new African footprint

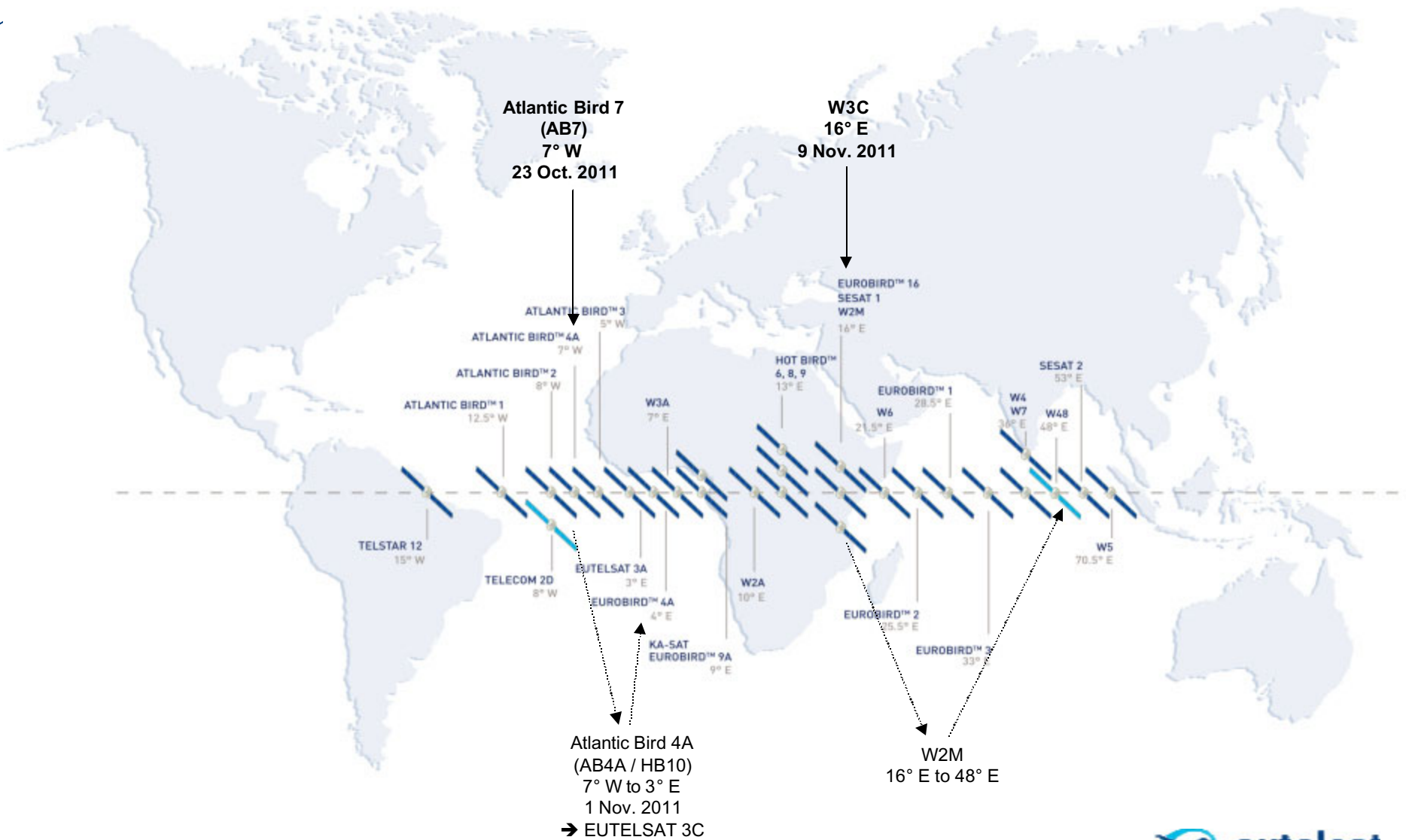
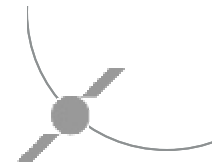
> **W3C** : will replace W2M, Sesat 1 and EURO BIRD 16 at **16° East** on 9th Nov. – Will add video resources at key MENA neighbourhood

Forthcoming relocation of existing satellites:

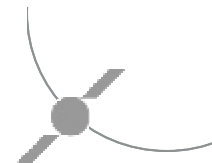
> **AB4A** (ex HB 10) will be moved to **3° East** (will become EUTELSAT 3C): 1st November –

> **W2M** will move to **48° East** – Arrival: Q1 2012

Current Fleet



36 MHz Transponders for Video contribution (regular capacity)



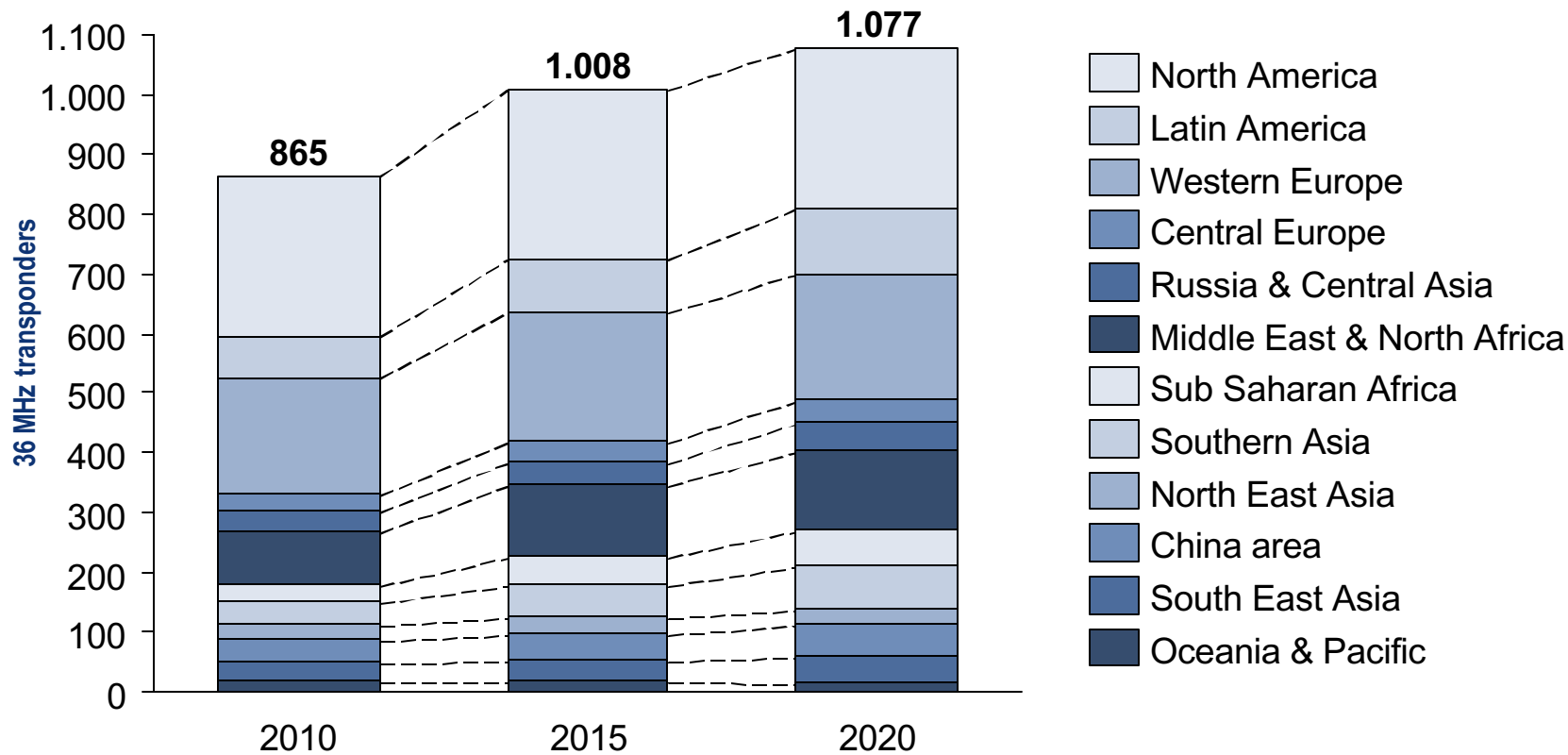
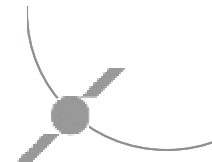
	2010	2011E	2012F	2013F	2014F	2015F	2016F	2017F	2018F	2019F	2020F
North America	270	270	273	277	282	284	283	282	278	274	265
Latin America	70	71	74	78	84	89	95	101	105	109	112
Western Europe	196	202	208	210	214	216	215	214	213	212	211
Central Europe	28	29	31	32	33	34	35	37	37	37	37
Russia & Central Asia	34	34	35	36	38	39	42	44	46	48	49
Middle East & North Africa	88	96	103	109	115	119	123	126	129	131	133
Sub Saharan Africa	28	32	36	40	44	48	50	53	55	57	59
Southern Asia	38	40	43	46	50	54	58	63	66	70	74
North East Asia	26	28	28	28	28	29	28	28	27	26	26
China area	36	38	39	40	41	42	44	45	47	49	51
South East Asia	32	31	31	32	33	35	37	38	40	42	44
Oceania & Pacific	19	19	19	20	19	19	19	19	18	18	17
World	865	890	919	947	981	1 008	1 030	1 051	1 061	1 072	1 077

Total video	3 526	3 664	3 837	4 020	4 186	4 366	4 539	4 726	4 926	5 146	5 377
Share of contribution	25%	24%	24%	24%	23%	23%	23%	22%	22%	21%	20%

Total demand	6 324	6 584	6 858	7 120	7 335	7 566	7 767	7 994	8 237	8 493	8 775
Share of contribution	14%	14%	13%	13%	13%	13%	13%	13%	13%	13%	12%

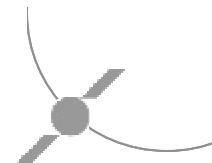
Source: Euroconsult2011

Demand for video contribution by region



Source: Euroconsult2011

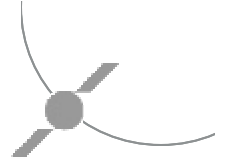
Variations per region



	2010	2011E	11 vs 10	2012F	12 vs 11
North America	270	270	0%	273	0.93%
Latin America	70	71	2.16%	74	4.08%
Western Europe	196	202	2.96%	208	3.08%
Central Europe	28	29	3.52%	31	4.08%
Russia & Central Asia	34	34	0%	35	1.76%
Middle East & North Africa	88	96	9.09%	103	7.40%
Sub Saharan Africa	28	32	15.36%	36	12.38%
Southern Asia	38	40	4.95%	43	6.45%
North East Asia	26	28	8.59%	28	0%
China area	36	38	3.02%	39	2.93%
South East Asia	32	31	-1.88%	31	0%
Oceania & Pacific	19	19	0%	19	0%
World	865	890	2.94%	919	3.22%

From Euroconsult2011

Eutelsat's capacity for Occasional Use



OU Traffic during the last 12 months (Oct. 2010 to Sept. 2011):

- > **78477 hours of equivalent 9 MHz**
- > main satellites used: Atlantic Bird 2 (8° W), W2A (10° E), Atlantic Bird 3 (5° W)

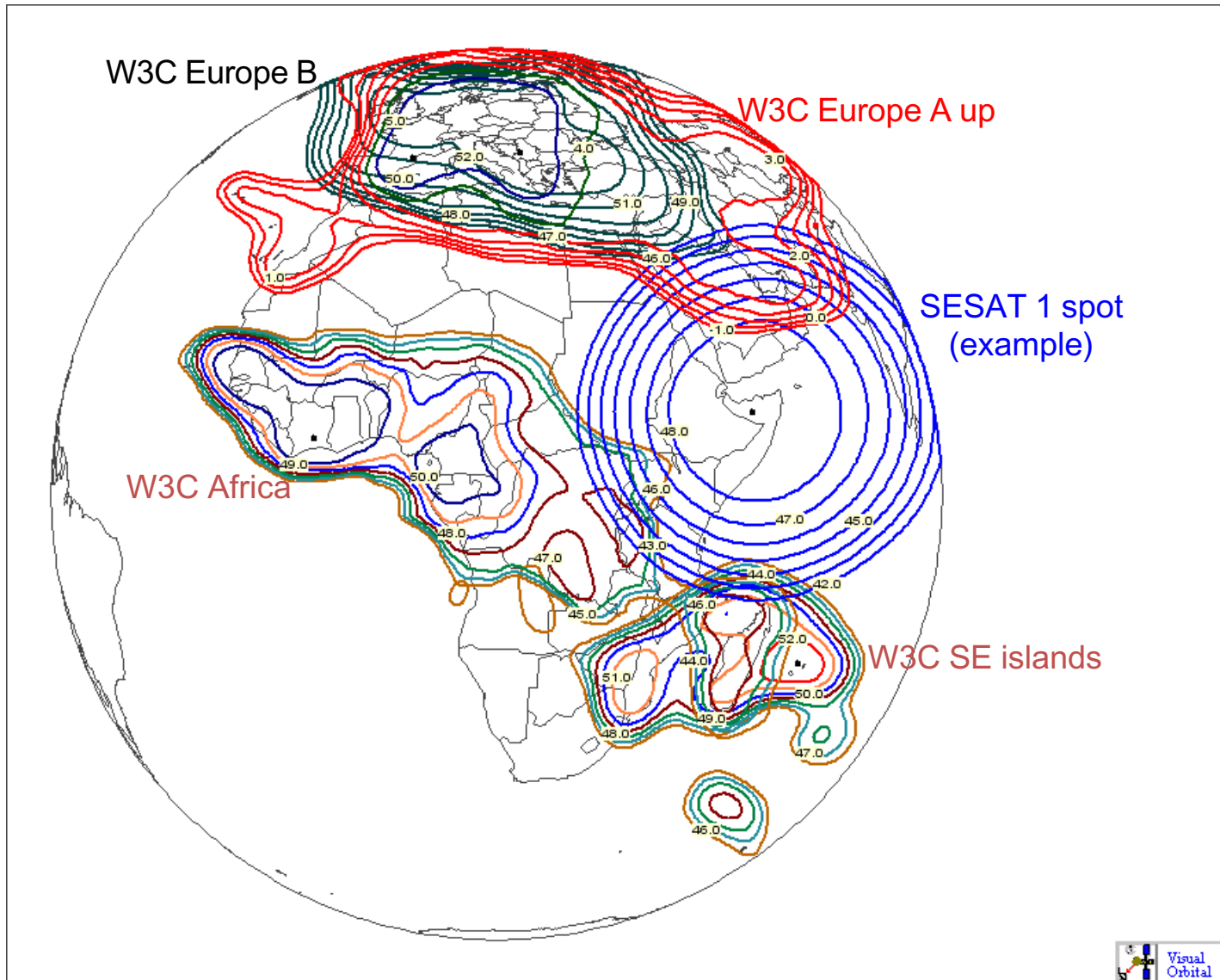
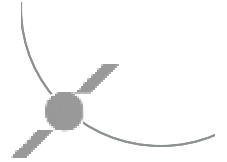
Capacity offered for OU / RBS:

- > around 350 MHz permanently
- > peak capacity : 600 MHz (permanently dedicated OU capacity + temporarily available)
- > plus: KaSat – Presentation by Cristiano Benzi

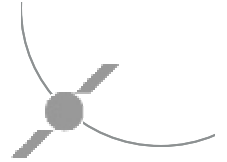
Interesting new capacities for OU:

- > EUTELSAT 3C at 3° E (AB4A / HB10 relocated) : several 14.0-14.25 GHz Transponders with Europe + Middle East coverage
- > Sesat 1 (remaining at 16° E): spot to spot coverage of Gulf of Aden (TBC) – Several Trsp.

Sesat 1 Spot at 16° East (spot to spot example)



FUTURE SATELLITES



W6A - launch Q4 2012

50% capacity boost at a longstanding location

W5A - launch Q4 2012

4 satellites in one with high inter-connectivity

EUROBIRD™ 2A – launch H1 2013

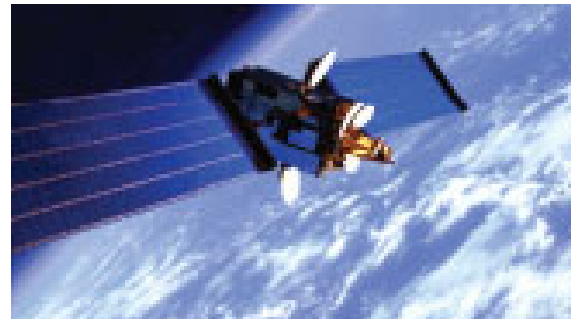
Ku renewal and Ka expansion for MENA (alliance with ictQatar)

W3D – launch Q1 2013

Colocation with W3A for enhanced security and capacity

EUTELSAT 3B – launch Q1 2014

Adding significant new resources in Ku, C and Ka-bands





Eutelsat's actions on Quality



Eutelsat is actively participating in several industry wide initiatives:

- > **Carrier ID:** in coordination with SUIRG and GVF (integration of Carrier ID into DVB carriers, as from end-June 2012, i.e. before London Olympics)
- > **System Discipline:** Translation of Eutelsat Operators Guide into 29 languages – Seminars held with target groups or individual customers for technical training
- > **Product Quality Assurance:** Earth Station Approval, Type Approval and ESVA testing (E/S Validation & Acceptance) – Leading a group dedicated to harmonising the requirements with other major satellite operators and GVF
- > **Installer Training:** Setting up of a network of trainers to support the deployment of the KaSat network, and previously for other core Eutelsat products



Useful contact points for OU / SNG



> **Eutelsat Sales & Reservation Centre (SRC):** 09:00 to 21:00 CET Monday to Friday
(10:00 to 18:00 CET Saturday + public holidays)

Telephone: +33 1 53 98 47 07 / Fax: +33 1 53 98 37 37

E-mail: booking@eutelsat.fr

> **OU / Special events Commercial Manager + Head of SRC:**

Ms Katharina Cormier

Telephone: +33 1 53 98 47 78 / Fax: +33 1 53 98 37 37

E-mail: kcormier@eutelsat.fr

> **Eutelsat Communications System Control Centre (CSC):**

(24/24, 365)

Telephone: +33 1 45 57 06 66 / Fax: +33 1 45 75 07 07

E-mail: csc@eutelsat.fr

Thank you for your attention ...