

INTELSAT|One



All you need is ONE.

Intelsat Media Services

October, 2011

Proprietary and Confidential

Intelsat's Value Proposition for OU Media Services



- **Global network, managed end-to-end by Intelsat**
 - Combined fiber/teleport/satellite network has global reach
 - On-net fiber bandwidth/teleports/satellites are all managed & controlled by Intelsat
 - One stop shop & Centralized operations
- **Quality service leader**
 - Track record of quality service
 - Strong understanding of media customers and requirements
 - Ability to leverage dedicated OU Network

Responding to our media customers' needs



- Multiple applications and formats ✓
- High and low bandwidth applications ✓
- Linear and non-linear programming delivery ✓
- Point-to-point & point-to-multipoint ✓
- Increased network visibility and customer management features ✓
- Global network, single shop/point of contact ✓
- Security, reliability and guaranteed QoS ✓

✓ To be supported by IntelsatONESM

But OU consumption is changing...



- **Proliferation of Internet only channels**
 - Lower Bandwidth
 - Lower Budget
 - Lack traditional broadcast infrastructure
- **Convergence is driving change:**
 - More flexibility required
 - New technologies embraced
 - Turn the old into the new
- **IP is gaining importance for:**
 - Delivery (streaming) to Websites
 - Routing to clients
 - Ability to leverage IP Networking legacy

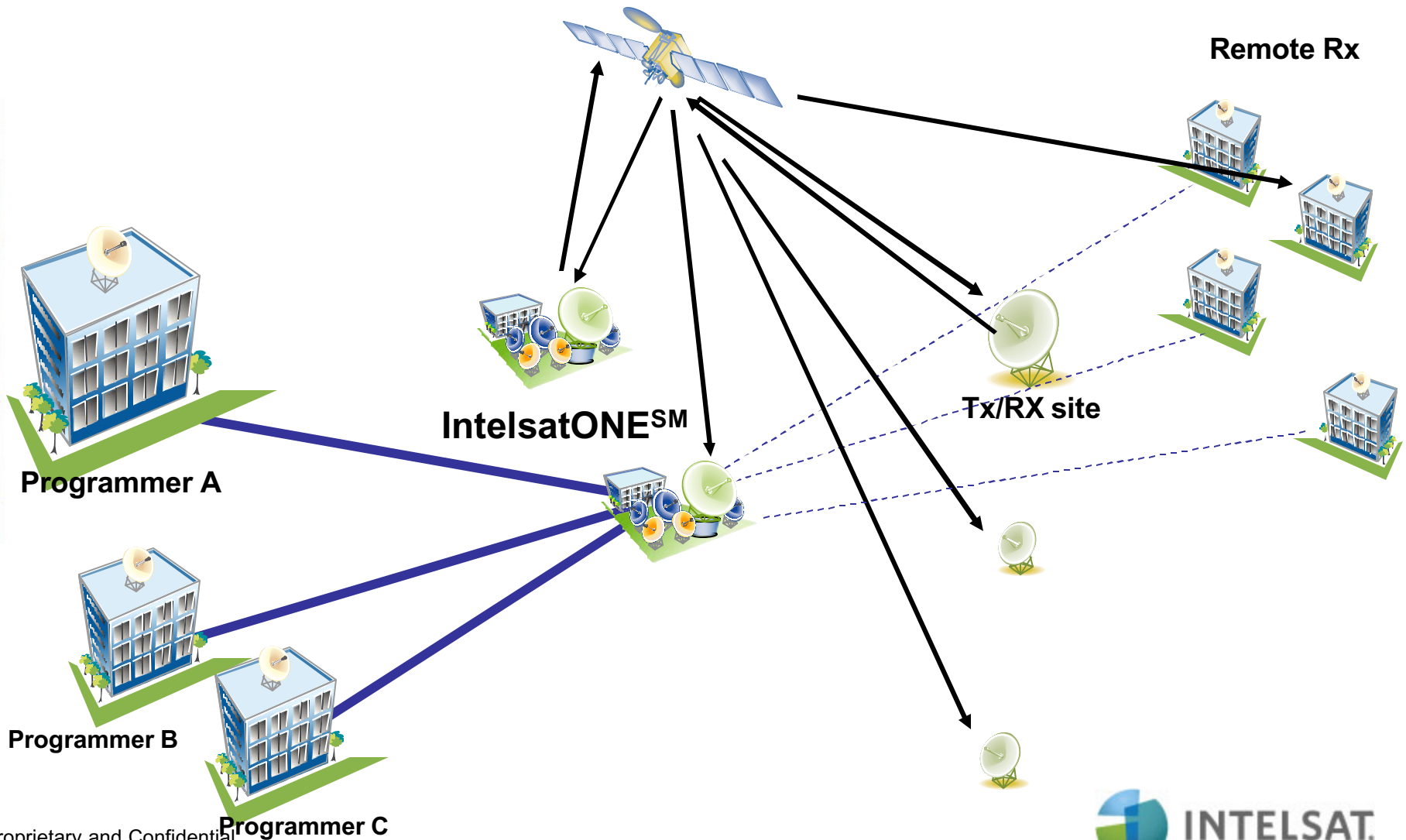
Responding to our media customers' needs



- Multiple applications and formats ✓
- Bandwidth from 1 MHz to 36 MHz to support applications ✓
- Utilising existing and extensive OU inventory ✓
- Multiple routes to customers over fiber/internet/satellite ✓
- Increased network visibility and customer management features ✓
- Based on well know and robust infrastructure ✓
- Security, reliability and guaranteed QoS ✓

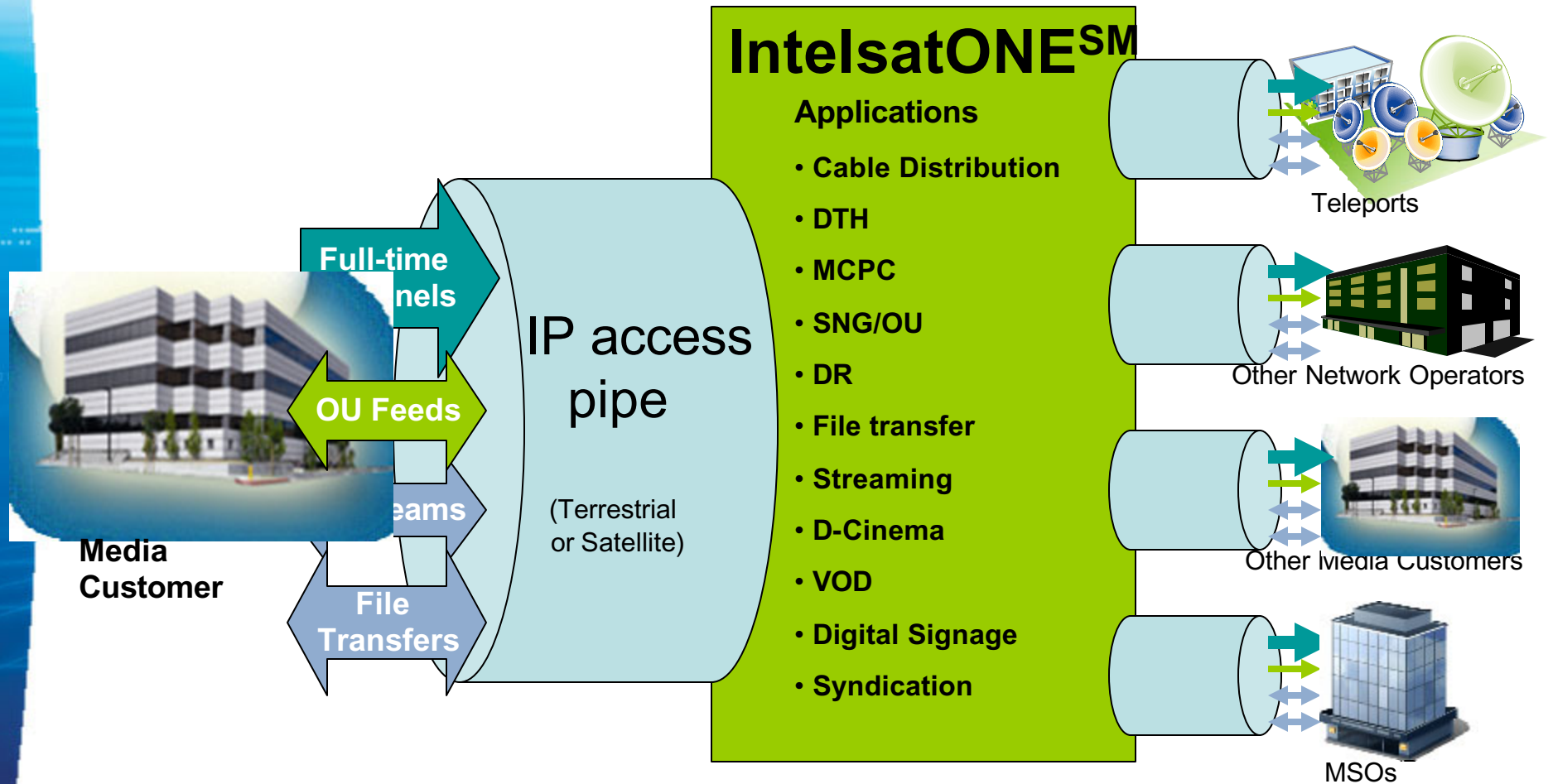
✓ To be supported by IntelsatONESM

SCPC IP OU Video Model Enabled by IntelsatONESM

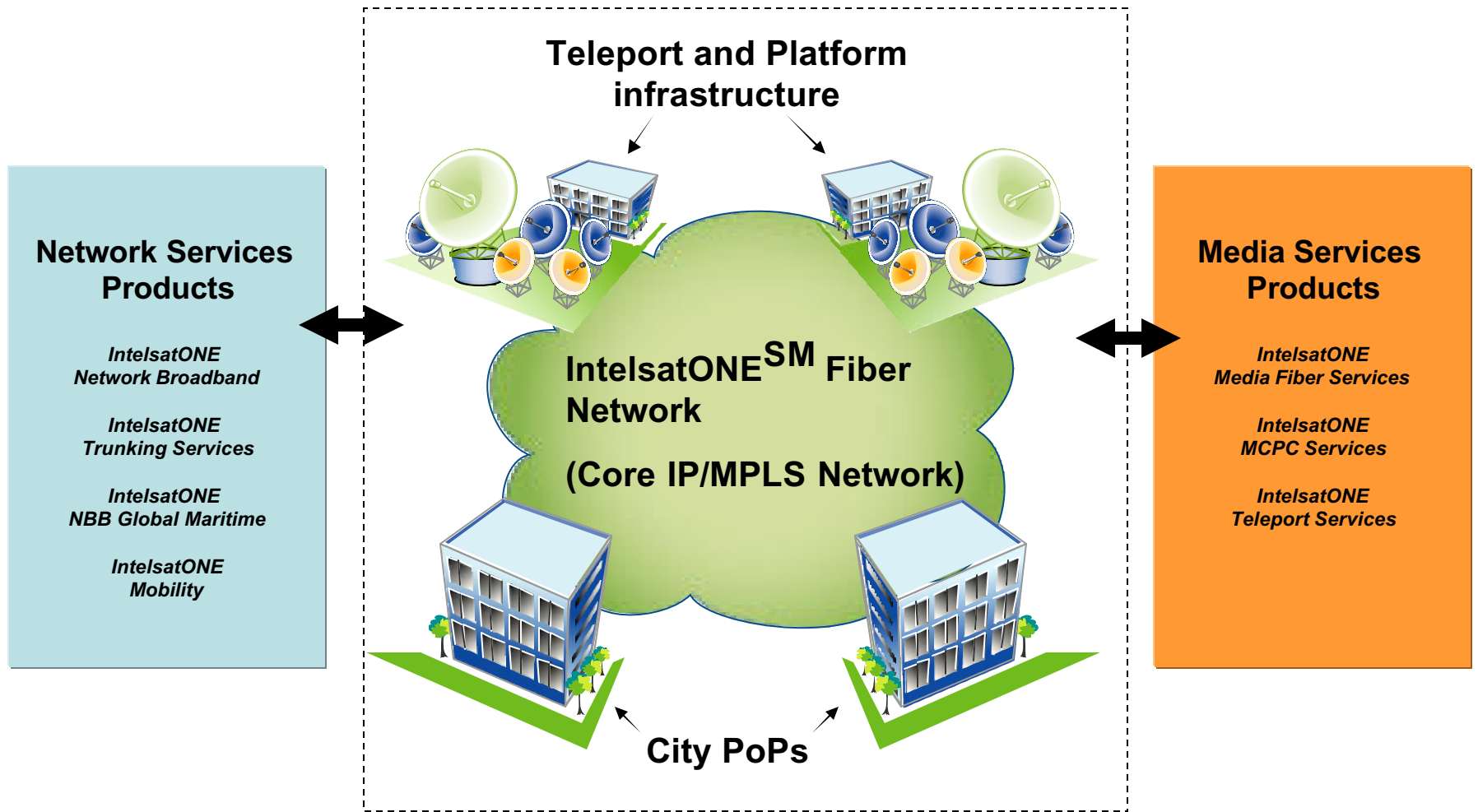


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IntelsatONESM enables access to new communities and applications



The universe of IntelsatONESM



The IntelsatONESM Network

New Fiber Alliance with BT expands the reach of IntelsatONE

INTELSAT|OneSM



- **BT's Global Media Network (GMN) is an MPLS-based network that is dedicated for media customers**
- **Initial interconnect at Azzurro New York available in April, second interconnect at London Telehouse scheduled for May**
- **OU connectivity to BT Tower**
- **Customers in new cities in Europe, Asia and Africa can now access IntelsatONE**
- **ASI interface supported on day 1, future plan to support IP/Ethernet interface**
- **Seamless high-quality services that cross both networks**

IntelsatONE Network coverage including BT GMN nodes



Summer Games London, July - August 2012

Intelsat and GlobeCast will be offering facilities to broadcasters covering the Summer Games in London 2012.



Summer Games

London, July - August 2012

- **Our Olympic Stadium location will be purpose built for this event with amazing views of the Stadium.**
- **Our London location at Lambeth Palace has iconic London views of the Houses of Parliament and Big Ben.**



INTELSAT|One



See you in London!

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