

Special Events 2010

Lessons Learnt.

3rd November 2010 - Tunis.

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Special Events in 2010

An incredibly busy and successful year.

World Cup 2010 in South Africa:

- Intelsat's biggest World Cup both by revenue and MHz utilised

Major news events in Haiti and Chile.

- Major global events that required rapid responses.

Haiti – service delivery in extreme circumstances

On Jan. 12, a 7.0 magnitude earthquake hit 10 miles west of Port-au-Prince, Haiti.

Many tens of thousands of lives were lost immediately.

Homes and buildings were destroyed.

Communications infrastructure was decimated – undersea cable/fiber was broken and all domestic terrestrial infrastructure was down.

Immediate concerns were humanitarian.

Haiti – Service delivery in extreme circumstances

Within hours, Intelsat shifted capacity, mobilised media services personnel, and established one of the first exterior communication links

Intelsat leveraged a number of satellites in its fleet to provide rapid response for communications to and from Haiti.

With Haiti's basic connectivity needs growing by the minute Intelsat's teleports expanded networks to establish additional communication links for:

- Governments and non-governmental agencies
- Media organizations and telecommunication operators

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Haiti – Service delivery in extreme circumstances

We also dispatched a Special Events group on the 13th on a private charter.

The charter was the civilian first plane into the airport following the earthquake.

The group set up camp at Toussaint Louverture International Airport in Port-au-Prince along with a fly-away system, enabling the first video feeds from the island.

On arrival there were three main areas of concern to establish and ensure service continuity:

Security

Money

Communications.

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Haiti – Service delivery in extreme circumstances

Security

- Police force had disappeared
- Airport security while present were literally in shock
- Airport compound was insecure and no buildings were intact for staff to occupy as accommodation.

- The broadcast equipment wasn't very interesting to people
- But the generator and lights and food were!

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Haiti – Service delivery in extreme circumstances

Money

- No ATMs were working and payment by Credit Card wasn't an option!
- Cash and food were the only currency.
- We took a large supply of US Dollars as the common currency of the region for local payments

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Haiti – Service delivery in extreme circumstances

Communications

- Phones, broadband etc all down.
- Transport paralysed
- Sat phones expensive

- We set up comms channels through the flyaway and established Haiti as an internal number on the Intelsat network with a 4 digit internal dial.

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Haiti – Service delivery in extreme circumstances

On going issues

Fuel, food, and travel were all difficult.

We employed a Haitian engineer who was based in Miami who went with us.

His local knowledge and contacts enabled us to set-up earlier and stay operational longer.

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Haiti – Service delivery in extreme circumstances

In Summary

- Take plenty of money!
- Ensure access to local contacts
- Be flexible and adaptable.

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South Africa 2010

Our biggest World Cup to date

- Close to 1,000 MHz sold through short term leases
- Thousands of hours of ad-hoc services
- 7 satellites used - including IS709 that was relocated specifically for the event

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South Africa 2010

Challenges

- Capacity constraints

- Economic climate

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South Africa 2010

Challenges

Capacity constraints:

- We began planning for the event in 2007
 - Deployment and transition plans were updated to reflect expected demand
 - We approached key customer early to open up dialogue on potential demand, this informed our planning.
- We were able to offer significant amounts of Ku and C band both domestically and internationally which was almost completely sold out.

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South Africa 2010

Challenges

Economic Climate

- Many customers were cutting back their requirements to do economic concerns.
- Budgets were in a state of flux for sometime prior to the event
- Contracts and agreements were pushed back due to the uncertainty

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South Africa 2010

Welcome surprises

Security

- We had no issues at all with security.
- We took precautions but with the application of common sense and deployment of some basic measures we didn't have a single incident.

Service issues

- We had a largely incident free World Cup
- We tested all configurations etc prior to the event and the kept all equipment in a steady state from a week prior to the event.
- We had anticipated more interference related issues given the number of SNGs operating however we had none.

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Totally contrasting Events.

- One requiring years of planning and preparation
- The other requiring instant decisions with no planning or preparation time.
- Both events demonstrate that having the event knowledge and dedicated capacity in-house is an invaluable asset