

By Simon Twiston Davies, Chief Executive Officer (CEO) of CASBAA.

Renewed optimism

▶▶ **The mood this year** was upbeat as nearly 200 participants gathered in Singapore for the fourth annual Cable And Satellite Broadcasting Association of Asia (CASBAA) Satellite Industry Forum. The event as in previous years drew key players from within the region and around the world to focus on the industry in Asia.

This optimism was reflected in the opening keynote address. Mark Dankberg, Chief Executive Officer (CEO) of Viasat talked about the opportunities he sees for growth – growth that will come from doing new things and doing them in the context a digital environment. This could mean developing new services, delivering old services in new places, or delivering them through new retailers. Dankberg sees entertainment and information continuing to drive this growth and suggested that companies consider working together with competitors to develop new markets, before going back out to compete aggressively.

Afternoon keynote, Yousef al Sayed, CEO of Thuraya Satellite Communications gave a perspective from another part of the world. The recent demand for



The CEO panel. Photo courtesy of CASBAA

news coverage from the Middle East has been significant for Thuraya. But while this is expected to level off Thuraya as a leading satellite telecommunications provider is continuing to extend its satellite coverage to the whole of Asia.

Panel discussions focused on the use of satellite for delivering video, and telecommunications services, and regulatory issues across the region. The gathering heard about the development of new applications including SES Global's SATMODE, Connexion by Boeing and Comtech Vipersat's services.

On the CEO panel Yousef Al Sayed, AsiaSat's Peter Jackson, Terry Hart of Loral Skynet, Dumrong Kasemset of Shin Satellite and Dick Butler of Asiaspace debated some of the issues on their minds. One such concern was the potential impact on the industry of enticing customers with discounted prices that are not sustainable in the long term, thus encouraging buyers to build business plans based on unrealistic costs. It was also suggested that if satellite is to be a serious alternative for some of the new services being developed it is essential for operators to ensure they provide quality services including back-up means that smaller operators may need to consider making alliances.

The 2004 CASBAA Satellite Industry Forum was generously supported by ILS, SS Loral, AsiaSat, Arianespace, PanAmSat, MEASAT, Boeing, Marsh, Speedcast, Worldsat and SatID.

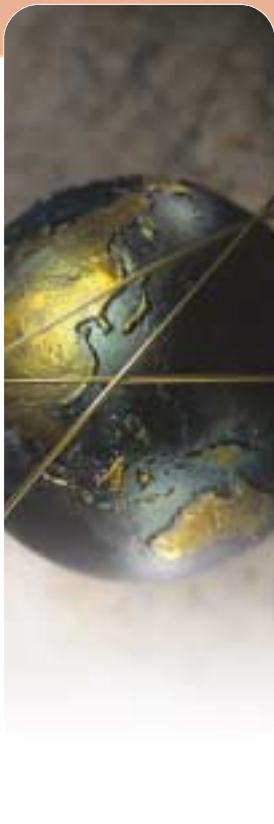


About CASBAA

The Cable & Satellite Broadcasting Association of Asia is the region's leading non-profit trade organisation for the promotion of multi-channel television and data transmission via cable and satellite networks. CASBAA represents some 130 Asia-based corporations, which in turn serve more than 3 billion people. Member organisations include ABN AMRO, AsiaSat, Bloomberg Television, Discovery Networks Asia, Galaxy, IBM, ASTRO, Motorola, MTV Networks Asia Pacific, PCCW, STAR Group, SPE Networks - Asia, Sony Pictures Television International, Turner International Asia Pacific, UBC, Arianespace, ESPN STAR Sports, Encore, BBC World, Boeing Space Systems, CNBC Asia, i-Cable, JSAT, Mediacorp, PricewaterhouseCoopers, StarHub, Walt Disney Television International and Time Warner. ■

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The CEOs discuss the industry's latest trends. Photo courtesy of CASBAA.

New Singapore post follows CASBAA membership boom

The Cable & Satellite Broadcasting Association of Asia (CASBAA) have recently announced the appointment of Henry K. Middleton as CASBAA General Manager (GM), Singapore & Southeast Asia.

This new position will encompass the Association's relationships with government, member organisations and the multi-channel television and broadband industries as a whole, as well as building on a CASBAA decision in 2003 to formally open an office in Singapore.

"This is a big step forward for the Association. It reflects general industry growth and the ever-growing importance of Singapore as the region's communications hub," said Marcel Fenez, the Chairman of CASBAA. "Henry's breadth of knowledge of the pay Television (pay-TV) industry, including regulatory, business development and promotional issues, will be invaluable."

The appointment of Middleton comes as CASBAA announces new memberships and upgraded participation in the Association by 13 companies.

Patron memberships taken out by Taiwan-based cable TV MSO Eastern Multimedia Corp. and broadcaster SPE (AXN/Animax), plus upgrades to Patron status by HBO Asia and Walt Disney Television International, have added four new seats to the CASBAA Council of Governors and adds significant weight to the Association's role as an influential industry spokesman.

The two new Patron memberships — and new Corporate memberships taken out by Harmonic Asia Pacific, Bird & Bird, International Launch Services, iMediaHouse, Music Choice and Clifford Chance, plus upgrades to Corporate level by SkyCable of the Philippines, Synovate of Hong Kong and BT of the UK - are an endorsement of the Association's role in promoting and growing the cable and satellite industry in Asia.

"These additional memberships strengthen CASBAA's position as an umbrella organisation acting for the common good of the multi-channel cable, broadband and satellite industries and assists with our representation to the public, customers and policy makers," said Fenez.

"With our enhanced services, including the ongoing dialogue with the advertising industry, our anti-piracy activities, the drive towards the further deployment of digital services, our research initiatives and the greater participation of individual members via our committee system we see CASBAA playing an ever more important role on behalf of the industry and its constituents," said Simon Twiston Davies, Chief Executive Officer (CEO) of CASBAA. ■



Henry K. Middleton as CASBAA General Manager (GM), Singapore & Southeast Asia.