



2008 - all eyes on Asia

It's going to be an exciting year for the Asian region. The Olympics come to Beijing and the Singapore Grand Prix will take place. It's going to be a busy time for satellite operators, antenna manufacturers and service providers. The Olympics and Paralympics will be excellent business for the satellite industry, not just in Asia but across the world. This enormous event will take place over 258,000 square metres in almost 40 different venues. That's quite an area to cover – and an area that will no doubt rely on satellite communications to a greater or lesser extent. Whether televised or streamed the amount of outside broadcast vehicles that will be required to cover an event this size will surely be huge. The Beijing Organising Committee for the Games of the XXIX Olympiad have been meticulously working on the organisation of media operations. An International Broadcast Centre has been constructed to serve as the headquarters of the entire operation and the guide to frequency allocation has been issued.

With only months to go, the race to make sure that all the t's are crossed and i's dotted is on. Some satellite companies are providing a one-stop-shop for broadcasters. For example, ND Satcom is leasing outside broadcast trucks through their SNG Uplink package. Broadcasters can obtain all they need including vehicles plus antennas, generators and Chinese technicians along with the local expertise of its Beijing office. This will be hugely valuable – local knowledge is power! Assistance with regulatory matters and obtaining license approvals is also available. Obtaining permission to get equipment into China can still be a challenge so it is always reassuring to have help close at hand from the people in the know.

Excitingly, SingTel have recently claimed the sponsorship deal for the Singapore Grand Prix that is now to be known as the F1 SingTel Singapore Grand Prix. This publicity will only serve to highlight the satellite industry that will no doubt, once again, be playing a very big part in the event proceedings. The race will take place at night so that a greater percentage of the world will be likely to watch it live. Broadcasting will be at the centre of the event.

It is a wonderful thing to know that, no matter where we are, we can enjoy sporting events whether it be football, cricket, athletics or a huge event such as the Olympics, through the power of satellite. Advancements in technology such as High Definition will only serve to enhance the event and IPTV will help to personalise our viewing experience. Sports fans all around the world are in for a treat in 2008. ■

Helen Jameson
Editor

