

Galaxy 19 has a hybrid communications payload with a total of 52 physical transponders and it weighed approximately 4,690 kilograms at launch.

Truly global

With the world's largest global satellite fleet, Intelsat command a much envied position in the satellite market. With the refreshment of their fleet in progress and a desire to provide the very best service to their customers, Intelsat is keeping well ahead of the game. Helen Jameson spoke to Stephen Spengler, Executive Vice President of Sales and Marketing about the Middle East and Africa and future plans.



Question: Can I begin by asking you about Intelsat and Skyvision's activities in the Middle East and Africa. What are you working on in the region and how significant are these areas to Intelsat at the moment?

Stephen Spengler: First of all, let me say that we are very proud of our relationship with Skyvision. It has been a productive time. As they have been growing we have been helping them in various markets but I think that this indicative of the strength of the African market where there is continued demand for connectivity - for Internet trunk-type connectivity, there is demand for point-to-multipoint services for corporate networking and so it is still a market that is very vibrant across telecom and data and Internet-type services. This is reflected in

virtually all parts of the continent. It is obviously related to economic growth in those marketplaces and to the globalisation of Internet traffic or television content in those places. It is also a result of the deregulation that has gone on in various markets. As you well know, Africa has always been a strong market for Intelsat's business and we see this continuing in the future as well. It is very strong.

Question: What about the lack of capacity over Africa?

Stephen Spengler: From the capacity standpoint, this is a challenging market at this time but we continue to look at new projects to see how we can bring new capacity into the region. We have Intelsat 14 in the factory right now and that will bring



some additional capacity into the marketplace and we are working on other projects that will hopefully help expand capacity in Africa and enable us to support our customers' growth in that region. It would be nice to have more capacity today but we are in cycle of refreshing capacity and over time, I think we will see more coming into this region.

Question: What is driving Intelsat's business at the moment. What are the current trends that are moving the market forward?

Stephen Spengler: I think it may sound extremely macro in saying this, but it is down to globalisation to a large degree. This may relate to the demand in all parts of the world for television content to be transported from one region to another, where various ethnic groups or countries are trying to distribute their programming as there is demand from other parts of the world to view their content. I think that there is pure growth in terms of information flow and that is why we are seeing Internet traffic remaining strong. We are seeing movement of key data from corporate networks in critical sectors such as in minerals and energy and banking for example.

We continue to see growth in GSM type applications where satellite is playing a key role in developing countries in particular in supporting the infrastructure, the backbone type networks for services. It is across the board, and whilst there is economic uncertainty in a lot of places, we see the types of services that Intelsat offers in high demand and growing.

Question: Dave McGlade mentioned at the CASBAA event earlier in the year the 'digital native' – that the youth of today is very much driving the market. Do you see this as significant?

Stephen Spengler: I think so. It's very true. It's interesting when you go to different places around the world. You find out what is driving your customer's business and the things that they are saying about the younger age groups and what they are doing with their mobile devices or computing devices is almost the same the world over. This is happening regardless of the state of a country's economy. That generation is still driving demand for those cutting edge applications and they behave very much in the same way. It's fascinating.

Question: In terms of broadcast, it seems that the demand for sports programming is very high and it plays a large part in the business you do. Is this increasing due to HD?

Stephen Spengler: My view is that sport is a key driver of HD. A lot of people talk about movies and entertainment as being

important for HD, which they are, but I think sport is probably the biggest driver. So when we engage in events like the Olympics or Euro 2008, HD is a key part of that and transport of HD is a part of it – so again, the globalisation of sports content is driving that activity as well. We are seeing domestic soccer leagues being distributed all over the world. Demand is becoming even greater.

Question: And what about mobile TV as well?

Stephen Spengler: Well we have customers who are using our capacity for mobile TV in South Africa and Italy and in other places. Some of those were started just as trials and now they are moving towards more permanent services so I think that it's just another example of delivering video to another place – a moving place – and I think that, for sports fans in particular, around big events that it important. I know how I am when my teams are engaged in big games. I would love to see it.

Question: So you believe that mobile TV will take off?

Stephen Spengler: I think so. Again, going back to what we talked about before, it is going to be the youth that will drive the adoption of those kinds of services.

Question: Can I ask how the latest satellite to be launched by Intelsat, Galaxy-18 is performing and how the construction of Intelsat 14 is moving along?

Stephen Spengler: Galaxy-18 is performing very well. Intelsat-14 is due for launch in the

second quarter of 2009 and will serve the Atlantic Ocean region. That is moving along very well also. We have several satellites under construction right now. Intelsat 15 is under construction and there are also a few more that are about to be announced. We have a fairly involved build and launch programme going on. Galaxy 19 was launched successfully on 24 September. We are gradually refreshing our North American fleet.

We launched 16 and 17 and Horizons 2 not too long ago, so it really has refreshed North America in particular. Going back to the globalisation theme and regional programming, Galaxy 19 will be hosting one of the largest international platforms for this use. Globecast is on that satellite with their World TV platform so a lot for the US market is based there.

Question: Finally, what will Intelsat be focusing on over the next 6-12 months?

Stephen Spengler: We are going to continue with our programme of introducing new capacity into key areas such as Africa and Latin America with Intelsat 14 and the Middle East with Intelsat 15. We will be focused on delivering what our customers need to those key areas. We will look at where else we can address demand and our customer requirements. I think we are going to be doing more of what we're doing now which is delivery of content globally. This is a key strength of the Intelsat network. It is truly global. That is why, for broadcasters in particular, we are able to carry global content to virtually all parts of the world. So, I would say, we will be doing more of the same. ●

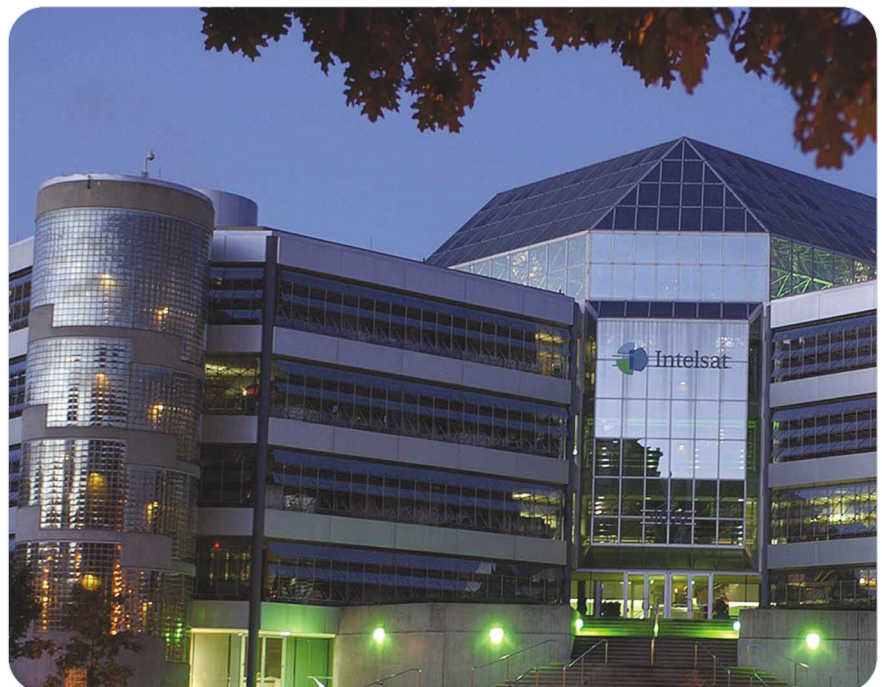


Photo courtesy of Intelsat.