



Taking the lead role

Intelsat headquarters. Photo courtesy of Intelsat.

Intelsat celebrated the end of another successful year with the launch of the Horizons-2 satellite as a result of a successful partnership with JSAT and continues to lead the satellite industry all over the world. Helen Jameson speaks to Jean-Philippe Gillet, Regional Vice President, Europe and Middle East Sales to find out what is happening for Intelsat in the EMEA region and what 2008 has in store.



Jean-Philippe Gillet, Regional Vice President, Europe and Middle East Sales

Question: What importance does the EMEA region hold for Intelsat and where are the key markets within the region?

Jean-Philippe Gillet: The Middle East and Europe continue to be important regions for Intelsat. We are witnessing market growth opportunities in both video and network services. Likewise, we have recently made some strategic deals and the EMEA region continues to be where some of our largest customers are based.

Question: What services are most in demand within the EMEA region and why?

Jean-Philippe Gillet: For the EMEA region the services provided by Intelsat cover video and network services. And right now what

we see in Europe and the Middle East is that these two areas are growing very quickly. On the video side this is mainly driven by the distribution of content both within the region and to other regions such as North America and Africa. We are seeing growth with HD and regional programme distribution.

On the network services side, growth of new applications specifically in the Middle East is also driving business development. For example, cellular backhaul and IP connectivity, particularly in Iraq where there is a lack of infrastructure. The cellular backhaul service is popular due to the fact that it is deployed quickly and very often, satellite is used as a complement to an already present terrestrial infrastructure. Likewise, VSAT networks in this region tend



to offer more complete connectivity, especially when connecting to other regions. Most of the time such networks will be a hybrid mix of satellite and terrestrial whereby they would go to some of the main cities with fibre and at the same time they would use satellite to expand into the rural areas.

Question: Earlier in October, Intelsat expanded the strategic relationship with Telenor in order to expand its growing DTH business. Is DTH a key market sector for Intelsat and what importance will it play in the EMEA region in the future?

Jean-Philippe Gillet: We have been leading in Eastern and Central Europe, and DTH continues to be a key market for Intelsat as it is for other satellite operators. Realistically, we see that we are challenged in the market by two major satellite operators that are extremely active and have established relationships with a number of broadcasters. At the same time, we strongly believe that there is room for Intelsat to grow. We have established a very strong partnership with Telenor. This relationship spans years and we continue to build on that. Today, we are in a very good position in Eastern Europe and Telenor is in a very strong position in Northern Europe and both our companies want to grow around those strengths so that we may develop. One of our own core customers is DDTV RCS in Romania and they are expanding outside of the Romanian market and this is putting us in a very strong position in Eastern Europe.

There are a couple of factors behind this growth. The first thing is that DTH providers need to remain competitive with the cable companies and the best way to do this is to provide more content. So we must provide more content - mainly news channels, more HD channels and more niche programming. Another reason for growth is coming from DTH players expanding into new countries and regions with more original products. For example, in Eastern Europe, there are a number of DTH players in Romania and Serbia that keep expanding.

Question: What do you feel the trends and developments within the satellite industry will be over the next year?

Jean-Philippe Gillet: DTH and network services will both be fuelling growth not only for Intelsat but for the satellite industry in general. We have the 2008 Olympics coming up. One of the things that Intelsat has always excelled at has been bringing special events and live global events to all the regions of the world and we're poised and ready to do that for the Beijing Olympics. HD will also be key for us.

Question: Earlier in 2007, Intelsat launched a global maritime solution. How is the solution performing and do you

have any plans to expand your maritime offerings?

Jean-Philippe Gillet: Intelsat's Global Maritime Network Broadband Service meets the needs of global shipping companies giving them easier and more affordable communications. So at this stage we are carrying out a number of pilots with large shipping companies and we are actively in discussions with a number of large distributors that have established relationships with some of these shipping companies.

Question: The Intelsat-11 was launched early in October. Does Intelsat have any new satellites on the drawing board?

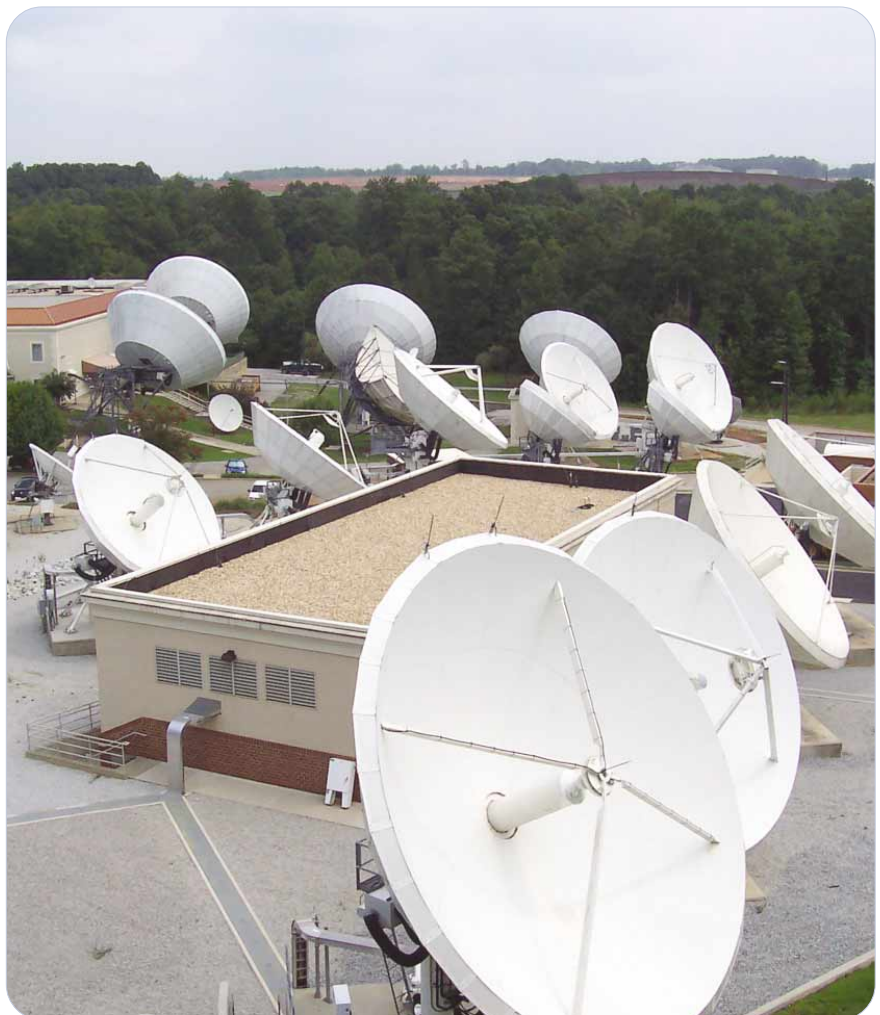
Jean-Philippe Gillet: The Intelsat-11 is doing fine but the most recent satellite is the Horizons-2 which was successfully launched into orbit during a mission that took place on Friday, December 21, 2007. In total, we have another five satellites that are in various stages of construction or readiness for launch in the next two years. BC Partners of Europe who are looking to acquire Intelsat are in

support of our pre-established satellite projects we have on the drawing board that are integral to our one year and five year growth plans.

Question: What are Intelsat's objectives for 2008?

Jean-Philippe Gillet: In terms of Europe and the Middle East we have established major European and Middle Eastern relations with most of the principal players. What we want to do is to find a way to keep growing with them. We want to give them the opportunity to launch new services and we want to meet their needs and grow with them, expanding their reach throughout their key markets.

At the same time, we want to continue looking at new opportunities in areas where we are not as active as we would want to be and where we see further potential growth. For example similar to what we have done with Telenor. We are trying to be very smart with our investments, looking at niche markets and unique opportunities where we can find new partners and launch new products. ●



Intelsat teleport in Ellenwood, Georgia. Photo courtesy of Intelsat.