

# Intelsat Broadcast Services & Special Events helps bring the **Olympic Games** to the world

case study

Beijing 2008 was comparable to a spectacular sunrise. Starting in darkness, and then rising like a phoenix into a beautiful explosion of color that reaches every peak and valley. The Olympics: experienced by billions of people around the globe.

## The Challenge

The Games presented a monumental challenge for event organizers. With over 10,000 athletes, 17+ days of programming, a host of international broadcasters and full-time circuits, 31 competition venues in Beijing, 12,000 rights holding broadcast staff and 70,000 volunteers, it was no small feat to deliver this extraordinary content to the world. Countless broadcasters and distributors turned to Intelsat for help.

The Intelsat Network is the most comprehensive distribution network in the world providing a solid global communications infrastructure for video and data services. Our fleet can respond to customers' growing requirements for high definition programming.

*“By using Intelsat to deliver the Summer Games, we are confident that our members will benefit from the reliable service Intelsat offers when it comes to large scale events.”*

*Stefan Kürten, Director of the Eurovision Operations Department.*

## The Solution

Intelsat wasn't the only satellite capacity provider involved in getting Games coverage to audiences around the world. But the hype surrounding our abilities appears fully justified. “We are the only satellite operator to offer cross-strapped C-band uplink and Ku-band downlink capacity from Beijing, enabling direct Ku-band reception into Europe for the European Broadcasting Union,” said Jean-Phillippe Gillet, Intelsat Regional Vice

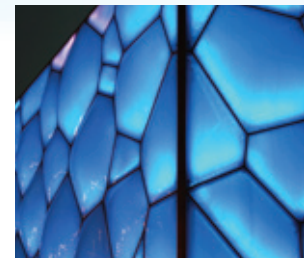
President, Europe & Middle East. “The 2008 Summer Games provides another milestone in Intelsat's unsurpassed track record in successfully supporting live, global HD transmissions.”

The expertise Intelsat possesses means that Olympics content was transported via our global network using eight satellites, 19 transponders, Intelsat's dedicated fiber

network and teleports in Atlanta, Georgia, Fuchsstadt, Germany, and Napa, California to receiving broadcasters in Europe, Asia, Africa and the Americas.

## Occasional Use (OU), the preferred choice for programmers

- Our OU infrastructure supports more than 120,000 feeds annually
- OU on 25 International satellites and 12 US Domestic satellites.
- Fully managed solutions for rights and non-rights holders for sports and live events
- We provided more than 25,000 hours in broadcasting for the Beijing Olympics



## AT A GLANCE

- **Intelsat** – Global Satellite Communications Provider
- **Beijing 2008** – Olympic Summer Games experienced by billions of people around the globe

## Mission

Provide managed and space segment services for broadcaster's Beijing Olympic requirements.



**INTELSAT**

Closer, by far

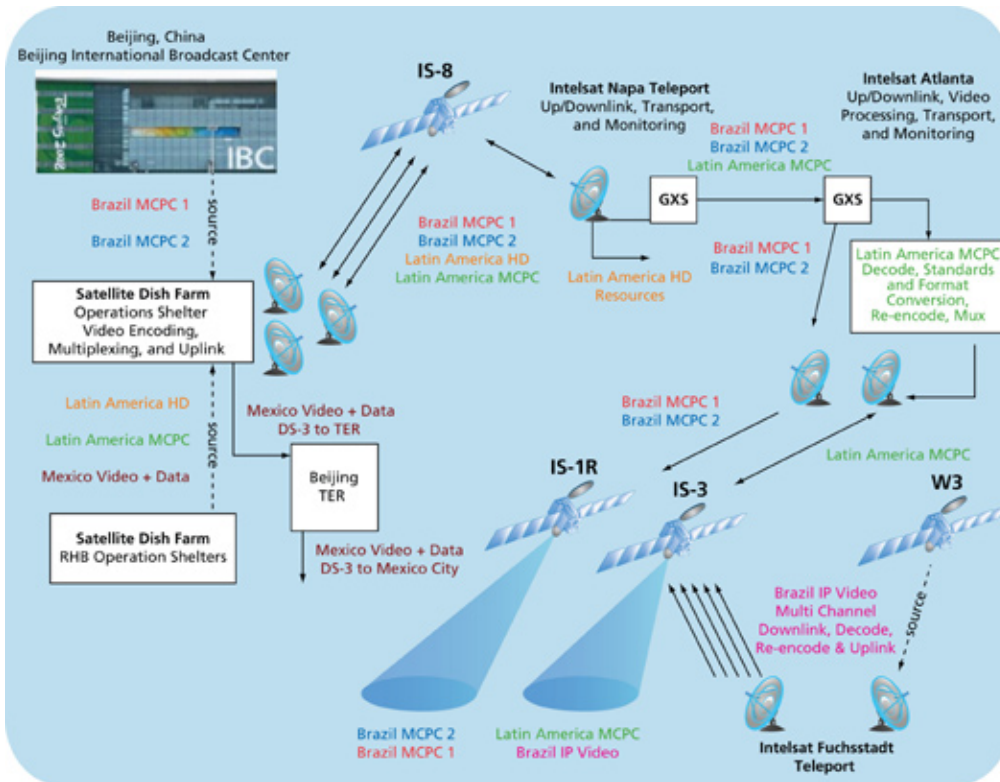
## Solution at a Glance

The Intelsat Special Events team did not simply plug in power cords and flip a few switches in Beijing. In partnership with local providers, Special Events offered services to the rights holding and non-rights holding broadcast community during the Games. Services also included:

- Live shot positions
- Multi-format tape play-out services
- Feed point connected to a fixed uplink in Beijing
- Transmission to dedicated OU capacity on IS-8 at 166°E
- Transport via our global network to virtually any destination in the world

Special Events was the brains behind the operation. With a few orbiting satellites and some helpful fiber, Intelsat connected the biggest sporting events in the world with billions of people. The connection is clear.

## Intelsat Distribution Overview



*The "Birds Nest,"  
Beijing National  
Stadium*

## SALES CONTACTS

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## About the Special Events Team

Intelsat's Special Events Team provides a one-stop-shop for all your broadcast needs. With a team of broadcast event experts located around the world, we are available when you need us, where you need us, with the regional knowledge to provide you with a seamless end-to-end broadcast service. Whether you need a tape play-out from an unusual location, satellite news gathering with full production and crew, or on-site production and transmission build-out, we have the resources and the global network to get your signal where you need it to be!

## About Intelsat

Intelsat is the leading provider of fixed satellite services (FSS) worldwide, delivering information and entertainment for many of the world's leading media and network companies, multinational corporations, and Internet service providers. Intelsat's satellite, teleport and fiber infrastructure is unmatched in the industry, setting the standard for advanced transmissions of video, data and voice services.

[www.intelsat.com](http://www.intelsat.com)



**INTELSAT.**

*Closer, by far*