

THE INSIDER

Quarter 3

August 2008

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Intelsat Delivers

Cover story

An Intelsat Customer Profile - HNS Brazil

Our customers are the driving force behind everything we do.

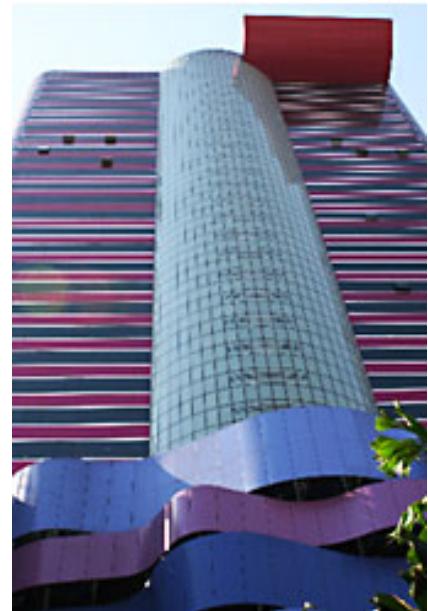
by Rodrigo Campos

If the HNS Brazil building in São Paulo were a float in Carnival, it could win a "most festive" award. On the inside, however, HNS Brazil, or locally known as Hughes Telecomunicações do Brasil (HTB), is busy becoming one of the country's preeminent communications companies.

"Today, Hughes is the fastest growing VSAT operator in Brazil, with more than 7,500 VSAT sites active. We've been using Intelsat's services since the beginning of our operation and today we use the IS-9 and the IS-1R. Critical to our success so far in Brazil has been the strong relationship with the Intelsat people, both in-country and in the U.S. We don't see Intelsat as a supplier, but as a critical partner of our operation in Brazil."

• Delio Morais,
Hughes Telecomunicações do Brasil President

HTB challenged the industry when it turned from a 'box seller' company to one of the most important service providers focused on the satellite business. When the decision was made to transform the company in 2002, the environment was cloudy, crowded with competition, and the economy instable. After six years, consumers see HTB at a different level as compared to the competition. HTB is considered a mature player that provides a diverse portfolio of solutions. The innovation and creativity demonstrated by HTB is its trademark in Brazil.



Intelsat Transmits Beijing 2008 Across Europe in HD

Intelsat, the only global satellite operator to provide coverage of every Olympic Game since 1968, and...

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Intelsat Special Events Team Live at Beijing 2008

The Intelsat Special Events Team is providing industry-leading services for the Summer Olympics.

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Cheers to Euro 2008

Spain's UEFA EURO winners received a heroes' welcome from tens of thousands of supporters as they brought the Henri Delaunay trophy back to Madrid.

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Intelsat Distributes Interactive HD TV Programming to Russia

Intelsat signed a multi-year agreement with Rikor TV for the distribution of interactive HD television services into Russia.

[Read the article...](#)

China Central Television Renewal Contract for U.S. DTH Services

Intelsat and China Central Television (CCTV), the national broadcaster of the People's Republic of China, renewed a multi-year contract on Intelsat's Galaxy 3C satellite...

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WealthTV Selects Intelsat's Galaxy Neighborhood for HD Expansion

WealthTV, the premier luxury lifestyle and entertainment network, recently announced that its parent, Herring Broadcasting, Inc., has contracted for a long-term extension of its transponder service agreement with Intelsat.

[Read the article...](#)



"We've been working very closely with HTB in identifying opportunities to explore the Brazilian region together. As of today, a large amount of capacity has been used by HTB to serve their end users, supporting several applications in different areas like distance learning, banking, mining, government among others. The main asset in this relationship is the mutual confidence and loyalty between companies. It has been a pleasure to support Hughes in Brazil since its beginning."

• Rodrigo Campos,
Intelsat Sales Director, Network Services

HTB has been an Intelsat customer since 2003. Currently, Intelsat and HTB are working together to expand their relationship by implementing new hubs and increasing HTB's customer base. Intelsat's Mobile Reach is also being used by HTB to address GSM penetration in rural areas in the Brazilian territory.

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new product update

Managed Cellular Backhaul Solution



Since Intelsat introduced Mobile Reach, mobile service operators are discovering the easy and cost-effective strategy we have for getting communications tools into the hands of more people.

To carry the momentum of this exciting service forward, Rodrigo Campos, Intelsat Sales Director, Network Services is scheduled to speak at Americas Com in Rio de Janeiro, Brazil in September. The session is on "Innovations in Satellite Communications for Profitable Expansion of Terrestrial Cellular/Fixed Networks and Quad-Play Services." An overview of trends, innovation, and the role of satellite in Networks and Communications will be discussed, including Mobile Reach as an example of a managed service for sharing backhaul networks. Then in October, Intelsat Representatives will attend Futurecom in São Paulo, Brazil.

Inside Intelsat

Intelsat Associates and Customers Bend it like Beckham in London

Customers from the Intelsat EME region, and some Intelsat staff from the London office, played Football (soccer!) during a 'mini' equivalent of the European 2008 Football Championship

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Meet Intelsat

Intelsat Globalizes Video at IBC 2008

Intelsat is the leader of high definition global transmissions for large scale events such as the Euro 2008 Football Championship and Beijing 2008.

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Industry Spotlight

The "When" of Satellite Launch

An article describing how a launch date for an Intelsat satellite is determined

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Intelsat Satellite Updates

Fleet Update

Intelsat brings you the benefits of the worlds' most extensive and secure satellite communications network.

[Read more...](#)

Galaxy 18, Powerhouse Satellite Within U.S. Cable Arc

A Sea Launch Zenit-3SL rocket carried the Intelsat Galaxy 18 satellite successfully into orbit.

[Read more...](#)

Intelsat Events & Tradeshows

Around the World

Africa, Asia-Pacific, Europe, Latin America and Caribbean & United States.

[Read more...](#)

Customer Relations

In December, Carmen Gonzalez-Sanfeliu, Intelsat Regional Vice President, Latin America & Caribbean Sales and Vijay Jadhvani, Intelsat Product Marketing Manager will be speaking at the Carriers World Americas conference at the Biltmore in Coral Gables, Florida.

- Pre-conference workshop: "Business opportunities for wholesale satellite NGN Services", Monday, December 8, 2008,
 - Vijay Jadhvani, Product Marketing Manager
- "Ensuring universal coverage for voice and data services across Latin America" on December 10, 2008,
 - Carmen Gonzalez-Sanfeliu, Regional Vice President, Latin America & Caribbean Sales
 - Vijay Jadhvani, Product Marketing Manager

Intelsat Representatives are available to discuss Mobile Reach, please see [Meet Intelsat](#) and contact an Intelsat Representative or email mobilereach@intelsat.com.

Mobile Reach

Mobile Reach expands network and service coverage to rural areas and sparsely populated regions. This managed cellular backhaul solution enables economical fulfillment of universal service obligations for existing and new spectrum allocations without extensive capital investment.

Our solution combines the power of satellite with a state-of-the-art ground network, a-pay-for-minutes of use model, and is bundled as a fully managed service.

Coverage Expansion and Connectivity

- Be the first to market or meet regulatory deadlines
- Accelerate network deployment to low-density regions
- Increase or balance bandwidth to meet demand effectively
- Bandwidth deployments customized for thin routes

[Download the Mobile Reach Datasheet](#) today!

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Communications at Sea with Intelsat's Network Broadband Coastal Maritime Service

by [William Altman](#)

Always on, always connected. The need for continuous connectivity now

Intelsat enters latest phase of Video Operations Centralization

In September Intelsat begins the transfer of operational control and support of video services currently managed by the Atlanta Teleport Operations Center (TOC) to the Atlanta Video Operations Center (VOC).

[Read the story...](#)

Intelsat Launches State-of-the-Art Customer Extranet

The website enables businesses to better manage the services they receive from Intelsat. It will help facilitate business-customer collaboration.

[Read the article...](#)

The 2008 Democratic and Republican National Conventions

Intelsat, in conjunction with our local provider, offers broadcast services to cover The 2008 Democratic and Republican National Conventions.

[Read the story...](#)

Billing Issues

If you have questions concerning your monthly Intelsat invoices, please contact your Sales Representative or send an e-mail to billing.inquiries@intelsat.com.

[Read more...](#)

Sales Contacts

Africa, Asia-Pacific, Europe & Middle East, Latin America & Caribbean and United States.

[Read more...](#)

Award Recognition

Intelsat Wins Awards for Its Industry-Leading Service

Intelsat received recognition for satellite and customer service on two continents.

[Read more...](#)

Award-winning Mindset & WildBlue

Intelsat customer, Mindset Network & WildBlue.

[Read the story...](#)



extends to the Maritime community, with a growing expectation that services available on land should also be available at sea.

Following the 2007 launch of the Global Maritime Service,

we teamed with Hughes Network Systems to develop our latest wholesale broadband service for people on water. Coastal Maritime, as the service is aptly named, meets the growing need for connectivity while navigating coastal waters. The service provides vessels with seamless coverage along the CONUS, Gulf of Mexico and Caribbean coast lines via a 60 centimeter antenna. It's designed to meet the needs of both enterprise and leisure sailors by enabling Voice Over IP (VoIP), web browsing, email, real-time file transfers, and VPN connectivity.

Broadband coverage will be delivered by integrating The Galaxy 25 satellite, at 77° W, our state-of-the-art GlobalConnex terrestrial infrastructure, and the Hughes HX Platform.

"The Maritime Industry requires new access technologies and tailored services that can serve the growing needs of the different segments might it be leisure, fishing, or commercial maritime. By partnering with HNS and leveraging our leading satellites and GXS assets, we are now strategically positioned to serve the industry and become the dominant satellite service provider at sea."

- Jay Yass

Intelsat Vice President, Network Services

Coastal Maritime is scheduled for launch in early November, and will initially target the private yachting industry, with plans to expand into commercial markets, such as fishing, and into the inland waterway market. The addition of Coastal Maritime to our GXS family of products is further indication of Intelsat's intent to remain a leading supplier of services to the growing mobility market.

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intelsat delivers

Intelsat Transmits Beijing 2008 Across Europe in HD

Location Profile

Intelsat South Africa (Pty.) Ltd.

Johannesburg, South Africa

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Intelsat Press Releases

Hot Off the Press

OlympuSAT has renewed and expanded its capacity on Intelsat's Galaxy 23 satellite

[Read more...](#)

Intelsat Announcements

Staff Changes

Ken Lee, Joseph Wright and Kay Sears.

[Read more...](#)

Suggestion Box

If you have story ideas, topics or other content information you wish The Intelsat Insider to include, please send an email to [Noemi Tello-Botdorf](#), Editor-in-Chief. And a special thanks to all our [contributors](#) who made this edition possible.



European Beam, IS-905 at 335.5E

Intelsat, the only global satellite operator to provide coverage of every Olympic Game since 1968, and the European Broadcasting Union (EBU) have signed a multi-transponder deal to provide video carriage of the 2008 Summer Games to Europe.

"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,
Eurovision Operations Director



"We are the only satellite operator able to offer cross-strapped C-band uplink and Ku-band downlink capacity from Beijing, enabling direct Ku-band reception into Europe for the EBU. The 2008 Summer Games provides another milestone in Intelsat's unsurpassed track record in successfully supporting live, global HD transmissions."

— Jean-Philippe Gillet,
Intelsat Regional Vice President, Europe & Middle East

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Intelsat Special Events Team Live at Beijing 2008



Photo by Bradley Patterson

The Intelsat Special Events Team is providing industry-leading services for the Summer Olympics. Currently onsite in Beijing, they are provisioning managed services to both the rights holding and non-rights holding broadcasters and distribution to all of Latin America, Europe, and Asia via the Intelsat Network.

Intelsat facilities used:

- 6 Intelsat satellites and 17 transponders
- 3 Intelsat teleports: Alanta, Fuchsstadt, and Napa
- Market test areas without fiber commitment
- Intelsat GXS Network

Services include:

- Managed platforms for encoding and multiplexing,
- Transmission services via the Intelsat global network to virtually any destination in the world
- Turn-around services on the Intelsat network to include standards conversion, re-mux and data/IP
- Live shot position
- Multi-format tape play-out services, and feed point connected to a fixed uplink in Beijing to Intelsat's IS-2 at 169 East



Photo by Brian Duffey

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Cheers to Euro 2008!



Spain's UEFA EURO winners received a heroes' welcome from tens of thousands of supporters as they brought the Henri Delaunay trophy back to Madrid. During the final match, viewership peaked at 17.89 million. Through it all, Intelsat provided connectivity and services to customers in Europe, Asia and Latin America over 5 different satellites: IS-3r x-strap, IS-4 Ku-Band, IS -7 C-Band, IS-905 Ku-Band and IS-904 C-Band. During the middle of the event when dual matches were taking place total bandwidth used was over 100 MHz.

"We are looking to solidify our position in Europe, specifically for Europe to Europe connectivity. Our commitment to this is demonstrated with the 108 MHz of 905 Ku-Band capacity that has been dedicated for Occasional Use and which has been used by numerous broadcasters for their coverage of the Euro 2008 event."



— Michael DeMarco,
Intelsat Vice President, Video Services

Spain's Telefonica

Intelsat was pleased to provide Spain's Telefonica S.A.'s broadcast unit, Telefonica Servicios Audiovisuales, fully

managed on-site uplink services using a pool of Intelsat managed equipment and personnel.

“Intelsat provided us with the turnkey solution—from location uplink services and logistics, to ideal space segment capacity—that we needed to successfully deliver the Euro 2008 championship games. Intelsat’s high-powered Ku-band offering on its 905 satellite was ideal for the HD services we needed for our Spanish broadcaster.”

— Soraya Kherfi,
Telefónica Servicios Audiovisuales, Head of Television Transmissions

Telefonica Servicios Audiovisuales is the Telefonica Group company specializing in audiovisual services and solutions aimed particularly at companies who work in the audiovisual sector and generally to all business sectors. Telefonica Audiovisual Services provides integrated solutions to their customers, from production to distribution, dissemination and transmission of television signals and digital radio.

[Spanish Rights Holder](#)

Intelsat designed and implemented a fully-managed solution using IS-905 Ku-Band capacity for Spanish rights holder, Sogecable. They came to us with their requirements for the event which included a mixture of HD and SD services that needed to be delivered back to Spain. We proposed a solution that would allow Sogecable to manipulate the configuration of their MCPC to meet their needs. With Spain making it through to the finals, and going on to win the Championship, the tournament was closely followed by the Spanish; many of whom enjoyed the match coverage in HD.

[Non-rights Holders](#)

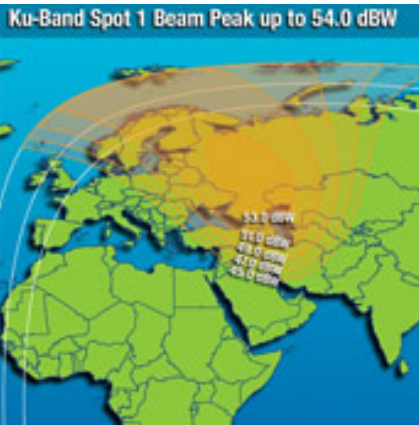
For those broadcasters who are not rights holders, Intelsat deployed roving satellite news-gathering (SNG) in Switzerland and Austria to assist non-rights holders with their coverage of the event as it unfolded. We provided services from all venue cities in both countries, offering tape playouts and live shots of the stadium so that people could report on the event from conveniently located facilities.

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Intelsat Distributes Interactive HD TV Programming to Russia

“Intelsat can support the newest technologies in demand today, and we are confident that we will be able to seamlessly grow our HD interactive television services,”

• Marat Hasyanov,
Rikor TV Ltd., General Director



Intelsat signed a multi-year agreement with Rikor TV for the distribution of interactive HD television services into Russia. Intelsat will provide transmission services to Rikor TV on its 904 satellite located at 60 degrees East, enabling Rikor's programming to reach cable operators and DTH customers in Western and Central Russia, accessing more than 80 percent of the Russian population.

Rikor subscribers can participate in cutting-edge interactive applications such as live polling events and real-time chats. They can also make payments and purchases and obtain background information about programming content.



"Interactive television is among the drivers fueling next-generation growth for satellite services, and our industry-leading network is able to bring this application to fruition for Rikor TV. Our strength in HD transmissions, regional coverage and ability to support customers with growing businesses are the reasons that programmers turn to Intelsat worldwide."

— Jean-Philippe Gillet,
Intelsat Regional Vice President, Europe & Middle East

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China Central Television Renews Contract for U.S. DTH Services



"We have witnessed an increased demand for Chinese content among U.S. viewership. Intelsat's industry-leading Galaxy 3C satellite is the ideal platform for CCTV, enabling us to seamlessly reach that targeted DTH customer base."

• Zongjiu He, CCTV Vice President

Intelsat and China Central Television (CCTV), the national broadcaster of the People's Republic of China, renewed a multi-year contract on Intelsat's Galaxy 3C satellite for Ku-band capacity to distribute its regional direct-to-home (DTH) services in the United States.

Caption: Photo by Bradley Patterson
of the Beijing Olympic Tower



"Whether it's international distribution of regional programming, special events such as the Asian Games or the 2008 Summer Games, our industry-leading satellite network and teleport facilities are strategically situated to provide greater power and coverage for China's preeminent national broadcaster and all Asian programmers seeking to disseminate content around the world."

— David Ball,
Intelsat Regional Vice President, Asia-Pacific

China Central Television became the world's first global Mandarin Chinese television provider when it expanded its services internationally via the Intelsat 3R satellite. Since then, this long-standing relationship spanning nearly 14

years has delivered CCTV's programming to every region of the world.

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WealthTV Selects Intelsat's Galaxy Neighborhood for HD Expansion

"Intelsat's Galaxy fleet offers the premier high definition neighborhood for cable networks transmitting into the North American region. Our extension with Intelsat will let our distribution partners know that our feeds will remain available for years to come and the additional satellite capacity secured allows for future expansions."

• Charles Herring,
WealthTV President



WealthTV, the premier luxury lifestyle and entertainment network, recently announced that its parent, Herring Broadcasting, Inc., has contracted for a long-term extension of its transponder service agreement with Intelsat. The Galaxy 13 satellite will continue to deliver WealthTV's digital and high definition feeds to U.S. cable, telco, and direct broadcast satellite (DBS) providers across North America.

WealthTV



Caption: WealthTV "Castle"

WealthTV is the premier lifestyle and entertainment network —the destination for exclusive and original programming, simultaneously transmitted in high definition and standard definition. WealthTV delivers informative shows that provide invaluable insights on what every American dreams of – from travel secrets to fast cars, from better etiquette to better investing, and much more. The network fills a television vacuum by delivering intellectually stimulating, thought-provoking entertainment and always-unbiased news from an insider's perspective. For more information, visit www.wealthtv.net.



"WealthTV was one of Galaxy's original HD networks when it launched its services back in June 2004. This extension demonstrates its continued confidence in the Galaxy fleet as the premier HD platform. As high definition programming services continue to grow, the Galaxy fleet is the source for efficient, high value satellite distribution across North America."

• Kurt Riegelman,
Intelsat Senior Vice President, Global Sales

Galaxy 13

Intelsat's industry-leading Galaxy neighborhood offers satellite transmission services for HD and standard definition programming distributed via cable, video, and DBS providers across North America, reaching millions of homes. Galaxy 13 is the premier HD neighborhood, featuring many of the top HD cable programming networks in the United States.

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Inside Intelsat

Intelsat Associates and Customers Bend it like Beckham in London

by Julian Hewson and Claudio Solari



Caption:Intelsat participants • Trevor Willoughby, Claudio Solari, Nick Dowsett, Rhys Morgan, Tom Clancy, Michael Taylor and Julian Hewson.

Earlier this year eight key customers from the Intelsat EME region, and some Intelsat staff from the London office, played Football (soccer!) during a 'mini' equivalent of the European 2008 Football Championship. Two teams entered: Intelsat England as managed by Michael Taylor; and Intelsat Italy, managed by Intelsat's very own Italian Claudio Solari. The event occurred in London at Upton Park, home of West Ham FC.

Help from Professionals

The event was a huge success, with the two Intelsat teams finishing in 3rd and 4th place amongst some other very strong teams. Each team was strengthened by an ex-professional player. Intelsat Italy were blessed with Graham Roberts of ex-Tottenham and Chelsea Football Club fame and Intelsat England fielded Micky Hazard of Tottenham Hotspur FC, winner of the FA and UEFA cups during his illustrious career.

Super Stars

Amid lots of tough tackling, and with some silky skills on display, both Intelsat teams were more than capable of competing in this strong field with many super-stylish goals scored. The star of the show was Lowri Davies from Arqiva, voted player of the tournament. Andy Howard (Arqiva) and Kevin Clifton (BT) also won trophies for their skill and talent.

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MEET INTELSAT

Intelsat Globalizes Video at IBC 2008



Intelsat is the leader of high definition global transmissions for large scale events such as the Euro 2008 Football Championship and Beijing 2008. We have the ability to expand programmers regional programming, and invite you to learn more about our experience and ability at IBC, the premiere European video show.

At IBC 2008 you'll discover how the Intelsat Network is the most comprehensive distribution network in the world, providing a solid global communications infrastructure for video, data, and voice services. Our fleet can respond to customers' growing requirements for high definition programming.

We offer broadcasters

- 89 HDTV channels globally (40 new HD channels in 2008 alone!)
- Access to powerful cable neighborhoods in the sky
- Access to 20 Intelsat satellites serving premier global video neighborhoods, offering 3,700 channels globally
- We support 33 DTH global platforms

Intelsat Satellite 10-02 at 1° W leads the way in Europe for Direct-to-Home (DTH) video transmissions

- #1 DTH platform in nine countries in Central/Eastern Europe and the Nordic countries
- Serve over 5 million subscribers
- Offer over 150 prestigious channels in regional and international programming

Occasional Use the preferred choice for programmers

- Our OU infrastructure supports more than 120,000 feeds annually
- Dedicated Occasional Use (OU) Platform on IS-905
- Fully managed solutions for rights and non-rights holders for sports and live events such as Euro 2008 Football Championship and Beijing 2008



"We are the only satellite operator able to offer cross-strapped C-band uplink and Ku-band downlink capacity from Beijing, enabling direct Ku-band reception into Europe for the EBU."

— Jean-Philippe Gillet,
Intelsat Regional Vice President, Europe & Middle East

We use the latest integrated service technologies to take your signal where you need it to be: anywhere in the world!

Visit Intelsat at

IBC 2008

Stand #1.C71

Amsterdam, Netherlands

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Industry Spotlight

The "When" of a Satellite Launch

by Jean-Luc Froeliger

Launch Date Selection

The selection of a launch date is driven by the spacecraft completion schedule and the availability of a launch vehicle with its associated launch complex. Recent Intelsat launch took place from the equatorial Pacific Ocean (Sea Launch Company), the Baikonur Cosmodrome in Kazakhstan (International Launch Services and Land Launch), Kourou, French Guiana (Arianespace), and the Kennedy Space Center (Lockheed Martin Commercial Launch Services).

When the original launch vehicle contract is executed, Intelsat and the launch service provider agree on a typical three months launch period. As we draw closer to the beginning of the launch period, both companies agree to a one month launch slot within the three month period. Next a decision is made on a launch date within the previously agreed upon one month slot.



Photo left to right, Zenit, Proton, Ariane 5

The launch vehicle schedule is contingent upon the success of the vendors' previously scheduled launches. In case of a launch anomaly, the launch service provider must perform an investigation and implement corrective actions, which typically delay future launches by several months

Matching the spacecraft delivery schedule and launch vehicle availability can prove challenging. For example, in the case of Sea Launch, there must be a minimum of 55 days between two consecutive launches, which is imposed by the specific logistics of the distance between Long Beach and the launch site in the middle of the Pacific Ocean.

[Launch Time Selection](#)

How does one select the time of launch for a given day? The time of launch depends on the launch vehicle selected and the type of satellite to be launched. To raise a satellite to an equatorial orbit of 36,000 km, a series of maneuvers are needed that require a given orientation of the satellite with respect to the Sun. This orientation is defined by the time of day the satellite is launched.

For any given day during the year, there is usually a window of about two hours when the Sun's position with respect to the satellite is acceptable. This two hour time span is called the launch window. A launch is always scheduled to take place at the beginning of a launch window, 05:43 ET for Galaxy 18, for example.

If a problem occurs during the launch countdown requiring a delay, the launch may still occur if the problem is remedied and there is still time remaining to launch before the closing of the launch window, at 07:43 ET in the case of Galaxy 18. If the launch is delayed beyond the closing of the window, the launch must be re-scheduled for the next day, or later. Launches with Arianespace or Land Launch generally occur between 4:00 p.m. and 6:00 p.m. ET. Launches with Sea Launch usually occur around 6:00 a.m. ET, for satellites built by Space Systems/Loral.

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Intelsat events & Tradeshows

Africa

[AfricaCom, 18-19 November 2008, Cape Town, South Africa](#)

Intelsat Stand # B19/20

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Asia-Pacific

ITU Asia 2008, 2-5 September 2008, Bangkok, Thailand

Intelsat Stand # G36

APSCC Annual Conference, 22-25 September 2008, Jeju, Korea

Intelsat Speaker

- David Ball, Regional Vice President, Asia-Pacific Sales

CASBAA Convention, 28-30 October 2008, Hong Kong

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Europe

IBC 2008, 12-16 September 2008, Amsterdam, Netherlands

Intelsat Stand #1.C71

COMSYS, 22-23 September 2008, UK

Intelsat Speaker

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

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Latin America & Caribbean

III Annual Digicel International Business Forum, 22-26 September 2008, Montego Bay, Jamaica

SET 2008 Broadcast & Cable, 27-29 August 2008, São Paulo, Brazil

Intelsat Stand #115

Americas Com, 9-10 September 2008, Rio de Janeiro, Brazil

Intelsat Stand #8

Intelsat Speaker

- "Innovations in Satellite Communications for Profitable Expansion of Terrestrial Cellular/Fixed Networks and Quad-Play Services."
 - Rodrigo Campos, Sales Director, Network Services

Futurecom, 27-30 October 2008, São Paulo, Brazil

Intelsat Representatives attending Futurecom

[Andicom, 29-31 October 2008, Cartagena, Colombia](#)

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United States

[Orbital Users Group, 14-16 October 2008, Dulles, VA](#)

[The Satcon Conference & Expo, 15-16 October 2008, New York, NY](#)

Intelsat Booth #201

[Carriers World Americas, 8-10 December 2008, Coral Gables, FL](#)

Intelsat Speaker

- Pre-conference workshop: "Business opportunities for wholesale satellite NGN Services", Monday, December 8, 2008,
 - Vijay Jadhvani, Product Marketing Manager
- "Ensuring universal coverage for voice and data services across Latin America" on December 10, 2008,
 - Carmen Gonzalez-Sanfeliu, Regional Vice President, Latin America & Caribbean Sales
 - Vijay Jadhvani, Product Marketing Manager

[Offshore Communications, 4-6 November 2008, Houston, TX](#)

[League Tech Summit, 11-12 December 2008, New York, NY](#)

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CUSTOMER RELATIONS

Intelsat enters latest phase of Video Operations Centralization



In September Intelsat begins the transfer of operational control and support of video services currently managed by the Atlanta Teleport Operations Center (TOC) to the Atlanta Video Operations Center (VOC). This operational change is our latest in a long line of ongoing efforts to centralize all Intelsat video services to a single operations center.

Full-time video services that transit the Intelsat Atlanta Teleport will be migrated in September and October 2008. Specific transition dates for each customer and service will be provided separately.

Currently, Intelsat's Atlanta TOC is responsible for all implementation, monitoring, troubleshooting and restoration of full-time video services using the teleports resources. Beginning in September, these

Photo by Loren Hutchinson. TOC2VOC Project Team.

Standing: Left to right: Loren Hutchinson Operations Analyst Atlanta Teleport Operations, Chris Kinard Manager Atlanta Teleport Operations, Tom Cason Sr. Video Operations Technician, Steve Marsh Manager Video Operations Center, Tom Johnson Director Atlanta Teleport

Sitting: L- R: John Vitakis Shift Supervisor, Video Operations Center, Todd Sipos Manager, Video Operations Level 2, Jerry Tuite Senior Atlanta Teleport Engineer

Missing: Mike Keeler, Director Video Operations, Tyler Moeller Engineer, Video Operations Level 2, Mel Sarver Engineer, Video Operations Level 2, Jeremy Davis Sr. Atlanta Teleport Operations Technician

responsibilities will transfer to the VOC. **Customers should contact the VOC directly for all service related issues.**

Intelsat VOC Contact Information

Phone: 1-800-242-2422 / +1 404-381-2400
Fax: +1 404-381-2095
Email: VOC@intelsat.com
Manager: Steven Marsh +1 404-381-2298
Director: Michael Keeler +1 404-381-2341

No staffing changes in either the VOC or the Atlanta TOC are anticipated as a result of this service transition. ***The TOC remains available to both the VOC and its customers as a secondary escalation point for service issues.***



"The migration of video service management to the VOC follows pattern of other Intelsat Teleports, such as Mountainside, Fuchsstadt and expanded from simple satellite turn-arounds and now include components incorporating satellite, teleports and fiber. By taking advantage of our expertise with hybrid transmission services, our customers will see improved video services."



"The VOC's team of seasoned professionals has 24x7 access to the entire Intelsat satellite and terrestrial network. This gives them the unique ability to provide multiple diverse solutions for any video service requirement, including the ability to quickly recover from any service degradation. The VOC remains focused on providing high-quality video service management for Intelsat's customers around the globe."

• Michael Keeler,
Intelsat Director, Video Operations

For more information please contact your Sales Representative or the VOC.

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Intelsat Launches State-of-the-Art Customer Extranet

Introducing the new *MyIntelsat*

MyIntelsat is our customer extranet that enables businesses to better manage the services they receive from Intelsat. Designed to help facilitate business-customer collaboration, the website delivers value-added content and tools, keeps customers engaged and informed, and increases convenience and ease of doing business with Intelsat. Did you know that you can retrieve invoices and fleet footprints through *MyIntelsat*?



Many new powerful enhancements have been made to the portal:

- One Unified Security Environment: single sign-on, which frees users from constantly enter usernames and passwords
- New Information Architecture & User Interface: offering a single starting point, a scheme and information architecture
- Implementing Many New Applications: Detailed satellite coverage maps with both downlink information, Occasional Use Video - Active Capacity, Intelsat white papers and newsletters are now all part of MyIntelsat

Customer feedback has been an important part of the updates. In the coming year Intelsat plans the following upgrades to the site:

- Getting started with Intelsat Welcome Kit/Guide
- Training Modules -- podcasts, webinars
- Advanced Solutions Finder
- Customer Information Center
- Marketing Resource Center Enhancements
- Surveys
- Data Alerts

Stay tuned to *MyIntelsat* for developing details on these exciting initiatives!

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The 2008 Democratic and Republican National Conventions



Intelsat, in conjunction with our local provider, offers broadcast services to cover The 2008 Democratic and Republican National Conventions. For reservations, please contact us at +1 404 381 2340 or at specialevents@intelsat.com. Offer of services based on availability upon receipt of firm order. 100% cancellation charges on confirmed orders.

[Download the 2008 Democratic Convention Rate Card](#) today!

[Download the 2008 Republican Convention Rate Card](#) today!

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Billing Issues

If you have questions concerning your monthly Intelsat invoices, please contact your Sales Representative or send an e-mail to billing.inquiries@intelsat.com. Each region is assigned with a dedicated invoice team to answer questions and solve billing issues.

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Intelsat Satellite Updates

Fleet Update

Intelsat is the world's leading provider of fixed satellite services.

Real-time, constant communication with people anywhere in the world is closer, by far.

- [Complete fleet map](#)
- [Galaxy 18 Fact Sheet](#)
- [Launch Schedule](#)

For more information about Intelsat, visit www.intelsat.com

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Galaxy 18, Powerhouse Satellite Within U.S. Cable Arc

A Sea Launch Zenit-3SL rocket carried the Intelsat Galaxy 18 satellite successfully into orbit. The satellite, built by Space Systems/Loral, will operate from 123 degrees west and serve programmers, government and corporate broadband customers in the continental United States, Alaska, Hawaii and Puerto Rico.



"This is the first of two launches for Intelsat this year, both focused on enhancing our North American Galaxy fleet"

• *Dave McGlade,
Intelsat CEO*

Galaxy 18 joins our coveted North American cable community within its Galaxy fleet, comprised of 16 other satellites that cover North America, Central America and the Caribbean. The satellite features 24 C- and 24 Ku-band transponders, allowing for increased power and flexibility for video and data transmissions.

Award Recognition

Intelsat Wins Awards for Its Industry-Leading Service

Intelsat Asia-Pacific Satellite Services Provider of the Year

In May, Frost & Sullivan, a global growth consulting company, named Intelsat Asia-Pacific Satellite Services Provider of the Year. At an awards ceremony for companies that demonstrate best practices in their industry, Intelsat received recognition for exemplary customer service and performance in 2007.

Intelsat serves the Asia-Pacific region with unsurpassed global interconnectivity through its robust terrestrial and satellite network. Customers gain access to the premier cable neighborhoods in Asia, utilize connectivity to an IP backbone for content delivery to Europe and the Americas, and seamlessly distribute regional programming internationally.



Photo by Kevin Gillespie. Flavian Bachabi, Intelsat Regional Vice President, Africa Sales accepts award.

Innovative Applications for Satellite Technology in Africa Award

In April, Terrapinn, a business media company and organizer of the annual SatCom Africa Conference in Johannesburg, South Africa, recognized Intelsat for pushing the satellite technology envelope. The Innovative Applications for Satellite Technology in Africa award honored our long-standing leadership in providing a communications infrastructure that has extended voice and data services to the most remote regions of the continent. Our support and distribution of the Mindset Network, providing educational television programming services to millions, also received accolades.

Award-Winning Mindset & WildBlue

Intelsat customer, Mindset Network, a South African non-profit organization that develops and distributes quality educational resources for use in the education, health and vocational sectors, and WildBlue, a 30% Intelsat-owned broadband Internet provider, were independently awarded the Society of Satellite Professionals International's Industry Innovator Award at SATELLITE Conference 2008.

Location Profile

Intelsat South Africa (Pty.) Ltd.

Johannesburg, South Africa
by Travis S. Taylor



Photo by Nick Mitsis. (Center) Vis Naidoo, Mindset Network CEO, (left) Stephen Spengler, Intelsat EVP, Sales & Marketing, and (right) David McGlade, Intelsat CEO.

Intelsat has been vital to the local, national and continent-wide development and continual growth of telecommunications infrastructure and services in Africa. PanAmSat opened an office in Johannesburg in 1997 and Intelsat followed suit in June 2001, just prior to privatization. Intelsat has been serving Africa since the country of South Africa joined the former Intelsat consortium on 8 February 1965.



Photo by Robert Lambert. Intelsat South Africa is located on the second floor.

Intelsat Grows

Following the 2006 PanAmSat/Intelsat merger, both offices consolidated into the legacy Intelsat office, doubling the space for accommodation, due to its excellent location across the street from the Nelson Mandela Square in Sandton, Johannesburg. The office is the work home for 15 employees.

Inside the Office

The Intelsat South Africa office serves as Regional Sales for all of Africa, accounting for approximately 15% of Intelsat's total revenue. With the associated Customer Support Engineering (CSE) and Regional Sales Support, the office mirrors capabilities found other Intelsat Sales offices around the world, enabling traveling Intelsat South Africa staff to work as if he/she were sitting at their desk, whether in D.C. or London.



Photo by Johan Prinsloo

Intelsat also leases terrestrial infrastructure in South Africa that supports Intelsat's Telemetry, Tracking & Control (TT&C) and Remote Spectrum Analyzer Network (RSAN) services.



Photo by Johan Prinsloo of the Intelsat reception area.

The Local Community

Embracing Intelsat philanthropic philosophy to "support education and quality of life initiatives that help improve the lives of young people," and to foster positive relations in the local community, Intelsat South Africa supports Cotlands Baby Sanctuary, as well as Thusong. Thusong is a one-person operated home for up to 30 AIDS- and other orphans. Intelsat South Africa also funded a classroom for Thusong.

Africa sees continued growth in all areas of Intelsat's business, with the main drivers continuing to be cellular backhaul, Internet access, corporate networks, as well as media services.

Intelsat press releases

Hot off the Press

13 August 2008

[OlympuSAT has renewed and expanded its capacity on Intelsat's Galaxy 23 satellite](#)

[Read Intelsat Press Releases](#)

INTELSAT ANNOUNCEMENTS

Staff Changes

[Ken Lee promoted to Senior Vice President of Space Systems](#)

Space Systems (formerly known as Space Systems Management and Planning) provides spacecraft-related technical and programmatic expertise for new business initiatives and is the primary organization responsible for space systems architecture and fleet deployment planning.

Space Systems is also the lead organization for satellite and launch vehicle acquisition. As such, Space Systems' role in managing Intelsat's sizeable capital expenditure program is critical to the achievement of the company's business plan.



Ken has over 26 years in the satellite industry, and worked at Hughes Space and Communications and PanAmSat before joining Intelsat in July of 2006. Ken will continue to report to Intelsat Chief Technical Officer Thierry Guillemain and to lead a team of engineers located in Washington, D.C., Long Beach, California and in program offices in Palo Alto, California, Dulles, Virginia and France.

[Joseph Wright retires as Chairman of Intelsat](#)

Mr. Joseph Wright, who resigned as Chairman of the Board and Director of Intelsat, Ltd., will become CEO of Scientific Games, Inc., at the beginning of 2009. Raymond Svider, a Managing Partner of BC Partners, Intelsat's majority shareholder, will assume the role of Chairman.

"Joe Wright has been a key figure in the success of the fixed satellite services industry. From his days on the PanAmSat board, through his distinguished service as PanAmSat's CEO, to the last two years as Intelsat's Chairman, he has been a major force in the positive changes that have shaped our sector. Joe's valuable insights as we combined Intelsat and PanAmSat, particularly with respect to our government business, allowed Intelsat to quickly obtain the benefits of our 'one company' operating structure. We wish him every success in his future endeavors."

- David McGlade,
Intelsat CEO



Kay Sears named President of Intelsat General

Kay Sears is the new President of Intelsat's subsidiary, [Intelsat General](#). Sears will replace departing Intelsat General President & CEO William Shernit, who resigned 30 June 2008, and return to retirement. Most recently, Ms. Sears served as Senior Vice President of Sales and Business Development of Intelsat General.

"The use of commercial satellite capacity for civil and defense-related government applications represents a major customer set for Intelsat. Our Intelsat General business is viewed as a trusted partner by the government, and is respected for its ability to quickly respond to governmental requirements around the world. Kay's strong industry background and energetic leadership style will enable Intelsat General to explore new areas of growth, such as hosted payloads, while staying focused on providing our customers with the technical capabilities for which we are known."

- David McGlade,
Intelsat CEO

Acting Chief Financial Officer Named

Intelsat accepted the resignation of its Chief Financial Officer, Jeffrey Freimark, on 5 June 2008. Mr. Freimark left to pursue other opportunities. David McGlade is the Acting Chief Financial Officer and will continue to serve as CEO. An external search for a permanent CFO has commenced.

"Jeff's oversight of the PanAmSat acquisition financing and his involvement in the integration process, together with his focus on assuring our compliance with the Sarbanes-Oxley Act, were important factors in our corporate success over the past few years. We thank him for his contributions to Intelsat, and we wish him the best in his future endeavors. Our business is performing well, and we remain focused on executing our proven business plan."

- David McGlade,
Intelsat CEO

If you have questions concerning these staff changes, please contact your Sales Representative.

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SUGGESTION BOX

If you have story ideas, topics or other content information you wish The Intelsat Insider to include, please send an email to [Noemi Tello-Botdorf](#), Editor-in-Chief. And a special thanks to all our [contributors](#) who made this edition possible.

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