Connect with More Viewers
Intelsat Media Services
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Connecting the World to Programmers’ Iconic Images is Our Heritage...

As the world’s first international global satellite operator, we have distributed media for longer and to more regions than any other company on Earth. When NASA put a man on the moon — the world watched it happen via Intelsat.
... and Serving the Demands of a Media-centric World is Our Future

Today, Intelsat and its global network is the critical link in distributing programming to regional and global audiences. Every day, we provide solutions for the transmission of entertainment, news, and sports programming for broadcasters, content providers and direct-to-home (DTH) platforms around the world — connecting audiences at home, in the office or on the move.

**Global**
- Integrated global network
- 50+ satellites
- 8 teleports
- 36,000+ miles of fiber with path diversity
- 28 satellites with video neighborhoods
- 30+ DTH platforms
- World’s largest orbital rights collection
- Multi-homing Tier 1 IP nodes & data and IP services
- Points of Presence (PoPs) in strategic traffic exchange points

**Secure**
- Reliable satellite fleet: 99.9995% satellite availability
- In-orbit resilience: 50+ satellites act as back-up to each other
- Full redundancy of core teleport facilities including antennas and power systems
- IP/MPLS technology and other security features protect content on the fiber network
- Mesh network configuration allows for multiple redundant paths between key fiber network PoPs
- Support for industry-leading encryption systems
- State-of-art network management and troubleshooting tools

**Innovative**
- Forward-looking technologies that help customers capture new revenue streams
- Hybrid terrestrial/satellite delivery solutions
- Next-generation high throughput platform
- Terrestrial edge nodes at customer facilities
- Automated access tools
## Powerful Neighborhoods Connect Programmers to Profits

For media distribution, success is about reaching as many viewers in as many places as possible. Whether you seek a broader regional audience, or the creation of a global media distribution network, Intelsat’s strategically located video neighborhoods connect your content with the world’s prime cable systems, with immediate access to maximum global audience. The combination of just four Intelsat premiere cable distribution neighborhoods can deliver your content to 90% of the viewing population.

### Intelsat’s Global Distribution Neighborhoods

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<tr>
<th>Orbital Location</th>
<th>Satellite</th>
<th>Description</th>
<th>Approx. Channels</th>
<th>Frequency Bands</th>
<th>Cable &amp; Broadcast</th>
<th>DTH</th>
<th>IntelsatOne MCPC Access</th>
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<tbody>
<tr>
<td>335.5°E</td>
<td>Intelsat 905</td>
<td>Iberian Neighborhood &amp; Digital Cinema Hotspot</td>
<td>30</td>
<td>Ku</td>
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<td>Intelsat 1W</td>
<td>CEE/Nordic Multi-satellite DTH Hotspot: 17+ million homes in Central/Eastern Europe, Nordic</td>
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<td>45°E</td>
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<td>CEE &amp; South Asia DTH Neighborhoods: 110 channels serving Bulgaria, 70 channels serving Sri Lanka</td>
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<td>66°E</td>
<td>Intelsat 17</td>
<td>Transcontinental Hotspot from Europe to West Australia</td>
<td>120</td>
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<td>166°E</td>
<td>Intelsat 19</td>
<td>Pacific Rim Distribution Neighborhood: Europe &amp; US connectivity; 37+ million Pacific Rim viewers</td>
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<td>C</td>
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<td>166°E</td>
<td>Intelsat 19</td>
<td>Australia/New Zealand DTH Neighborhood</td>
<td>115</td>
<td>Ku</td>
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<td>180°E</td>
<td>Intelsat 18</td>
<td>South Pacific DTH Neighborhood: US connectivity</td>
<td>170</td>
<td>C/Ku</td>
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<tr>
<td>Orbital Location</td>
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<td><strong>North America</strong></td>
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<td>Galaxy 15</td>
<td>Premier US Cable Distribution: C-band in-orbit protection available</td>
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<td>Premier HD and 3D programming: C-band in-orbit protection available</td>
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<td>Ultimate Tier 1 Cable Programming: C-band in-orbit protection available</td>
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<td>99°W</td>
<td>Galaxy 16</td>
<td>US Cable Distribution &amp; Ku-band SNG: C-band in-orbit protection available</td>
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<td>Galaxy 19</td>
<td>Leading US Ethnic DTH Neighborhood: 250 multicultural channels, 40 languages</td>
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<td>304.5°E</td>
<td>Galaxy 11</td>
<td>Brazil DTH Neighborhood</td>
<td>120 (20 HD)</td>
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<td>Africa Premier Multi-satellite DTH Community</td>
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<td>33°E</td>
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**Connecting the World**
Intelsat Knows Global Distribution

Intelsat's investments in global infrastructure, including satellites, fiber and teleports result in an unmatched capability to deliver programming efficiently and seamlessly. More importantly, because Intelsat monitors and controls the entire global distribution path, Intelsat is solely accountable for the quality and reliability of these robust solutions. Customers gain operational efficiency, allowing them to focus on programming and viewers. Now that's a valuable connection!
From sports and entertainment to news and education, leading media companies rely on Intelsat’s video neighborhoods to distribute channels to a global audience. Our exclusive cable and DTH satellite neighborhoods, with unmatched cable headend penetration and 'homes passed,' provide highly efficient distribution platforms for programmers seeking to maximize viewership of content.

**BBC World News**

BBC World News distributes its programming via cable systems, DTH platforms and hotels throughout the world. BBC delivers SD and HD programming via five different regional streams. The BBC World network is a truly global end-to-end network solution, enabled by MCPC platforms on four satellites, IntelsatOne fiber across three continents, three IntelsatOne teleports and one partner teleport. With Intelsat’s expertise and global infrastructure, BBC now reaches more viewers across the globe while achieving consistently high quality signals and operational efficiency. The Intelsat solution is also scalable and has allowed BBC to add channels as well as upgrade channels from SD to HD as their requirements have evolved.

**Discovery Communications, Inc.**

Discovery Communications, Inc. is a global mass media company that provides 28 network entertainment brands, including Discovery Channel, Military Channel, TLC, Animal Planet, Discovery Fit & Health on more than 100 channels in SD, HD and 3D in more than 180 countries in 39 languages for over 1.5 billion subscribers around the globe. Their operations require a highly integrated network with flexibility to launch new services quickly. Intelsat provides its resources and service to support the global distribution needs of Discovery on 6 different satellites covering every region of the world. In addition to satellite bandwidth services Intelsat provides IntelsatOne teleport, fiber and MCPC services, with the ability to quickly scale up their operations in different parts of the world. To ensure robustness of its operations and business continuity Discovery also utilizes Intelsat for ground and space disaster recovery services.

**NHK**

NHK, Japan’s national public broadcasting organization, distributes NHK World and NHK World Premium channels worldwide via the Intelsat system. Through a combination of transponder leases and MCPC Platform channels on four satellites, aided by turnarounds at three teleports and fiber connectivity provided via the IntelsatOne network, NHK was able to set up a C-band distribution network that reaches cable systems throughout the world. Additionally, Intelsat supports Ku-band DTH delivery of NHK programming, as well as backhaul of NHK news programming from bureaus in New York and London, and disaster recovery services. NHK benefits from a single-source solution, managed and monitored end-to-end by Intelsat.
DTH Solutions

Intelsat transmits entertainment, news, sports and educational programming for content providers and direct-to-home (DTH) platform operators. Prime DTH platforms around the world rely on Intelsat’s orbital rights and assets for rapid access to new regional or national audiences. Whether providing high-power Ku-band beams for new platform launches in record time, or customized beams to optimize and grow an existing platform, Intelsat provides flexible, efficient solutions to reach millions of households.
Customized Solutions to Launch or Grow Your DTH Business

Intelsat combines unmatched assets and credentials...

• More than 2,500 DTH television and audio channels
• 30+ DTH platforms on 20 satellites
• Audiences on 6 continents
• Prime Ku-band capacity to support new platform launches

... with a flexible approach

• High-power satellite capacity designed to accelerate our customers’ go-to-market strategies
• Ability to move satellite beams and re-deploy satellites to new locations to enable quick platform launches
• Custom-designed high-powered payloads on future satellites, providing optimized long-term growth capabilities

Success Stories

DIRECTV Latin America

DIRECTV Latin America is the leading DTH provider in Latin America and the Caribbean. Intelsat worked closely with DIRECTV Latin America to design and construct two satellites to expand the company’s Pan American platform, allowing for future growth with full redundancy. The satellite design optimizes the available frequencies and maximizes channel capacity by using both local and pan-regional beams. The satellites will launch in 2014 and 2015.

MultiChoice

MultiChoice’s DStv platform is the largest DTH platform in Africa, utilizing Intelsat 7 and Intelsat 10 to carry its DTH programming and Intelsat 904 to contribute content to its South Africa facility from other continents. MultiChoice and Intelsat collaborated on the design of the South African Ku-band payload for Intelsat 20, optimizing the signal reception power for MultiChoice’s more than 2.6 million DStv customers throughout South Africa, Namibia, Botswana, Lesotho, Swaziland and Mozambique. Intelsat also provides restoration capacity, resulting in a more robust network platform.

Galaxy 19: The World’s Largest Ethnic DTH Platform

In collaboration with its partners, Intelsat operates the premier U.S. Ethnic DTH community. The Galaxy 19 satellite, located at 97°W, has strong penetration among key ethnic groups and delivers more than 250 channels of programming in more than 40 languages, with content originating from 66 countries. Expatriates keep abreast of the latest news and programming from their home countries via DTH delivery of their favorite television channels.
One Connection Delivers the World: Our Global System

With broadcaster relationships that span over 40 years, Intelsat understands the demands of delivering media content better than any other company in the world. When our customers told us that they needed reliable solutions that incorporate both ground and space network components, Intelsat built the world’s largest fully integrated satellite, teleport and fiber network, with the quality, reliability and flexibility on which our reputation is built.
IntelsatOne combines an IP/MPLS fiber network, broadcast and data platforms, and teleport services that complement our global satellite fleet. As a result, customers achieve rapid deployment of new end-to-end services with minimal investment, maximum flexibility and optimal reliability and security.
Connecting More Efficiently with IntelsatOne: We Invest for You.

**IntelsatOne Media Fiber Services**

The IntelsatOne IP–MPLS based fiber network provides media companies reliable, efficient and flexible transport of linear, non-linear and other types of media content across multiple regions.

Fully integrated with our IntelsatOne MCPC and IntelsatOne Teleport services, IntelsatOne supports end–to–end media delivery solutions. Customers can also use IntelsatOne to connect to media hubs, service providers and other customers located in cities in North America, Europe, Asia and Africa.

**Features:**

- Services managed and monitored end-to-end by Intelsat
- Triple redundant fiber paths to major Intelsat teleports
- Core network PoPs at our primary teleports and in major US and European cities with easy access to local media hubs
- Access to over 120 PoPs globally via peering partnerships with BT and PCCW
- Transport of SD, HD, 3DTV & other video and data signals in various formats
- Support for diverse access network technologies (MetroE, DS3, Sonet, SDI, HD-SDI, etc.)
- End-to-end security implemented both in the network and network interfaces

**IntelsatOne Teleport Services**

Operated using the highest quality standards in the industry, Intelsat Teleports are state–of-the-art facilities with 24/7 operations staff strategically located in the United States and Europe. Our eight teleports are media gateways that act as interfaces between our satellites and our IntelsatOne fiber network, and as relay stations between two or more satellites. Customers that are “on-net” with the IntelsatOne Fiber Network can use any antenna and any service available at any IntelsatOne teleport as if the teleport were at the customer’s location.

**Features:**

- 8 strategically located teleports
- Primary teleports are on-net on the IntelsatOne fiber network and are staffed 24/7
- More than 300 total antennas, 300 degrees of total visible arc, 265,000 square feet of building space and 3,300 equipment racks for co-location services
- Encoding, decoding and format conversion of SD and HD signals
- Antennas, power systems and other core teleport facilities are designed with the highest levels of redundancy
- Track record of industry-leading service reliability and continued investments in upgrades of equipment and capabilities

**IntelsatOne MCPC**

IntelsatOne MCPC (Multi–channel Per Carrier) platforms are a highly reliable, cost effective, and operationally efficient solution for the distribution of a single channel or small group of channels to cable operators or DTH subscribers. The MCPC carrier allows customers to leverage the power of a fully saturated transponder on top video neighborhood satellites, while leasing only their required bandwidth.

Offered as a full–time managed service, Intelsat provides single-source, turn–key solutions that include encoding, conditional access, multiplexing, uplink, space segment, fiber/satellite backhaul and teleport services.

**Features:**

- 11 C–band platforms on prime cable distribution satellites in the US, Americas, Indian Ocean and Pacific Ocean regions
- 5 Ku–band platforms on leading DTH and cable distribution satellites in Europe, Africa and Oceania
- Different platforms can be combined for global coverage, or to meet each customer’s custom coverage requirements
- Support for SD and HD, MPEG–2 and MPEG–4
- Cisco PowerVu or Ericsson Director encryption offered as default, most platforms also support pass-through of customer-selected encryption system
Special Event Solutions: Connect Your Viewers to the Hottest News Stories

Since the 1968 Summer Games, the world has been watching major news and sporting events live via Intelsat. More than 45 years later, Intelsat remains a leader in Occasional Use and Special Event Solutions. Whatever the event or the location, media companies worldwide rely on Intelsat to ensure that their audiences don’t miss any of the action.
Occasional Use Services

Intelsat’s Occasional Use (OU) service allows media customers to book capacity on our global satellite fleet as well as teleport and fiber services on a part-time basis. An OU service can be as short as 15 minutes or as long as several weeks or months.

Media companies use Intelsat’s OU service for transmitting images of breaking and scheduled news events back to the studio, or for delivery of news and other content between studios. The OU service also supports comprehensive coverage of major sports events, distribution of syndicated programming, and new media applications such as file transfer or IP streaming.

Features:
- Large inventory of OU capacity across Intelsat’s global fleet of satellites which is updated daily
- Terrestrial OU services on the IntelsatOne teleport and fiber network, including teleport uplinking/downlinking, encoding/decoding and format conversion services
- Network of global partners for local SNG and other production requirements
- 24/7 booking and operations support from our Global Scheduling Center, to ensure prompt service activation and deactivation
- Online customer tools for viewing and booking availability capacity

Special Events Services

Intelsat’s Special Events Service provides media companies with a turnkey solution for broadcaster’s transmission needs during a major news or sports event. With a team of broadcast event experts located in strategic locations, we are available where and when customers need us, with the regional knowledge to plan and implement seamless end-to-end broadcast services. Whether customers need a tape play-out from an unusual location, SNG with full production and crew, or on-site production and transmission build-out, we have the global network and expertise to get the signal where it needs to go.

Features:
- Portfolio of multiple network and service components including:
  - Intelsat’s OU services
  - Third-party network of SNG trucks, flyaway systems, on-site production facilities and support staff
  - Project management
  - On-site engineering and operational support
  - Dedicated and experienced team of Special Events Specialists including engineering, operations and project management experts
- Successful track record of supporting the world’s largest events for top media companies worldwide since the 1968 Mexico Summer games
Always Connected: Disaster Recovery Solutions

As the complexity of media networks increase, so do the potential points of failures. Outages in a network result in lost revenue from advertising and subscriptions. Intelsat’s Disaster Recovery Services provide peace of mind and reduce the risks of network downtime.
There’s No Such Thing as a Minor Service Outage

Intelsat offers an extensive portfolio of Disaster Recovery (DR) Service options to back-up and restore mission-critical services of media companies in the unfortunate event of a service outage. DR Services can be provided on a full-time dedicated/guaranteed basis, or on an ad-hoc as-available basis depending on the customer’s budget, the speed of service restoration required and the level of back-up and service availability desired.

Features:

**Satellite Back-up**
Intelsat provides back-up satellite capacity in the unlikely event of a major outage on the customer’s primary satellite

- Guaranteed back-up: Intelsat offers guaranteed back-up capacity on select satellites covering the Americas
- OU back-up: Intelsat’s large inventory of OU capacity on our satellites can be booked and accessed on an as-available basis
- Customized in-orbit spares

**Teleport Back-up**
Back-up for satellite uplinks and downlinks at our IntelsatOne Teleports to minimize down time in case of outages, or when inclement weather is affecting the quality of the signal at the customer’s primary teleport facility

- Geographic diversity of teleports provide alternate access points
- IntelsatOne connectivity between all Intelsat teleports — access to one means access to all
- Extensive collocation space at our teleport to allow customers to host servers and other transmission equipment. Customers can play-out and transmit their channels remotely via secure Internet access or in person if their primary facility goes off the air for any reason

**Fiber Back-up**
We provide alternative fiber routing with connectivity to our teleports, major media hubs and city Points-of-Presence (PoPs) to back-up our customers’ primary fiber paths

- Edge nodes at customer premises for diversified access to Intelsat’s network
Digital Terrestrial Television Solutions

Following a model proven in North America and Western Europe, many nations are realizing the benefits of implementing Digital Terrestrial Television (DTT): digital signals replacing analog signals provide improved reception quality and enable the delivery of increased channel lineups and enhanced multimedia applications. Intelsat has supported DTT applications for many years with its powerful Galaxy fleet over North America.
DTT: Connecting National Broadcasters to Digital Distribution

Intelsat carries many national channels on each continent and can also leverage premium private content to create expanded DTT for channel line-ups for those populations.

Intelsat offers DTT solutions that are simple, yet reliable:

- DTT signals are uplinked from a multiplexing facility to an Intelsat satellite
- The satellite sends the signal to broadcast towers around the country or region
- The towers send over-the-air signals to homes, where they are converted for viewing by digital set-top boxes
- For greater penetration, the basic backbone architecture can be complemented with a DTH overlay to service homes that are not in range of a broadcast tower

Success Stories

Sentech
Intelsat worked with Sentech, on behalf of the South African Department of Communications, to provide satellite capacity for a DTT television service that will launch in South Africa in 2012. The service utilizes two 36 MHz Ku-band transponders on the Intelsat 7 satellite to provide both backbone connectivity as well as DTH television distribution across South Africa. Services then transitioned to Intelsat 20.

Kenya Broadcasting Company
Kenya Broadcasting Corporation (KBC) recently signed a multi-year agreement with Intelsat to provide backbone connectivity that will carry multiplexed DTT signals from production facilities in Nairobi to terrestrial base stations around the country. The signals will then be transmitted over the terrestrial airwaves to homes around Kenya. KBC utilized capacity on the Intelsat 709 satellite and transitioned to the new Intelsat 22 satellite.
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