Capture and Expand
YOUR AUDIENCE
Distributing programming and serving the demands of your audiences worldwide are increasingly becoming more difficult. Customer’s viewing patterns are changing from watching linear to non-linear formats, resulting in viewership declines for traditional programming. Additionally, you are starting to face competition from new market entrants such as Netflix and Amazon who are creating their own original content and distributing it over-the-top (OTT). On top of all of this, your established markets have become saturated and are no longer providing opportunities for your business to grow, causing you to look elsewhere.

Your programming costs are rising, your traditional base is shrinking, and your subscription and advertising revenues from traditional linear delivery are under pressure. With customer viewing patterns and demands rapidly changing and markets becoming more saturated, how can you deliver new multiscreen formats such as UHDTV and HDR and explore new geographic markets while still maintaining your legacy networks?

What if you could efficiently distribute programming and serve the demands of your legacy network while still being able to capture new audiences worldwide?

50% of Viewership Growth Is from Emerging Markets

315 UHDTV Channels by 2024

400,000 Fewer US Pay-TV Subscribers in 2015
To be successful, you need to seize new opportunities, deliver multiple formats like SD, HD and soon UHDTV or HDR, and be first to market where and when new demand materializes. You want fast access to those pockets of viewers, wherever they may be.

**Immediately Reach Cable and Broadcast Systems Worldwide**

Whether you’re seeking a broader regional audience or looking to create a new global distribution network, when you partner with Intelsat you instantly harness the power of the largest global media network. With 45 strategically located video neighborhoods, you immediately have access to hundreds of millions of viewers around the world. With Intelsat, 29 media satellites provide you with instant and efficient access to premium cable and broadcast systems across six continents. In fact, using a combination of four of those satellites gets you instant global distribution while other neighborhoods provide you with targeted access to high demand markets.

**Rapidly Launch and Grow Your Direct-to-Home (DTH) Business**

When you partner with Intelsat, you can launch and grow your DTH business through solutions that are custom-tailored for you. Whether you’re looking to provide high-power Ku-band beams for new platform launches or customized beams so you can optimize and grow an existing platform, Intelsat has you covered. Through Intelsat’s efficient and flexible solutions, you can reach millions of households and accelerate your speed to market.

**Efficiently Implement Digital Terrestrial Television (DTT)**

During the digital switchover process, you need to make sure your transition from analog to digital goes as smoothly and efficiently as possible. Working with Intelsat, you’ll have DTT solutions that are simple, reliable and will enable your digital distribution. You will have improved signal reception quality, the ability to offer broadcast in high definition, expanded channel lineups and enhanced multimedia applications such as video on-demand and entertainment services. Intelsat carries many national channels on each continent and can facilitate the creation of attractive DTT channel line-ups. DTT applications have been supported by Intelsat for many years in multiple regions.

**Launch New Channels with MCPC Platforms**

Growing your network incrementally takes time and resources. With Intelsat MCPC (Multi-Channel per Carrier) platforms you gain immediate access to some of the most sought after video neighborhoods worldwide. MCPC platforms offer you a highly reliable and operationally efficient solution for your distribution of a single or small group of channels while you only lease your required bandwidth. With Intelsat MCPC platforms you can ease your way into new markets and leverage the power of fully saturated transponders to effectively and efficiently expand your business globally while keeping risks to a minimum.

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**Success Stories**

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

**DIRECTV Latin America, the leading DTH provider in Latin America and the Caribbean, worked closely with Intelsat to design and construct two satellites to expand their Pan-American platform, allowing for future growth with full redundancy.** The satellite design optimized the available frequencies and maximized channel capacity by using local and pan-regional beams. One satellite was launched in 2014 and the other is expected to launch in 2016.

**Kenya Broadcasting Corporation (KBC) signed a multi-year agreement with Intelsat to provide backbone connectivity on Intelsat 22 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 terrestrial airwaves to homes around Kenya.**

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### Global Distribution Neighborhoods

#### Rapidly Enter New Markets

When you partner with Intelsat, you have access to 45 video neighborhoods, connecting you to the world’s prime cable, broadcast and DTH systems. With Intelsat’s unmatched cable headend penetration, you can maximize the viewership of your content.

<table>
<thead>
<tr>
<th>Region</th>
<th>Orbital Location</th>
<th>Satellite</th>
<th>Frequency Bands</th>
<th>Approx. Channels</th>
<th>Description</th>
<th>DTH</th>
<th>McPC Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe, Middle East &amp; Central Asia</td>
<td>33.5°E</td>
<td>Intelsat 905</td>
<td>Ku</td>
<td>27 (1 HD)</td>
<td>Iberian Neighborhood</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>33.25°E</td>
<td>Intelsat 907</td>
<td>Ku</td>
<td>30 (6 HD)</td>
<td>UK DTT Neighborhood</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>35°E / 1°W</td>
<td>Intelsat 10-02</td>
<td>Ku</td>
<td>317 (28 HD)</td>
<td>CEE Nordic DTH &amp; Cable Distribution</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>45°E</td>
<td>Intelsat 12</td>
<td>Ku</td>
<td>148 (14 HD)</td>
<td>Bulgaria DTT &amp; DTH Neighborhood</td>
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<td></td>
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<tr>
<td></td>
<td>60°E</td>
<td>Intelsat 904</td>
<td>Ku</td>
<td>45</td>
<td>Russia Cable Neighborhood</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>60°E</td>
<td>Intelsat 904</td>
<td>Ku</td>
<td>109 (4 HD)</td>
<td>Kazakhstan DTH Neighborhood</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>60°E</td>
<td>Intelsat 904</td>
<td>C</td>
<td>34 (1 HD)</td>
<td>Africa and Madagascar</td>
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<td></td>
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<tr>
<td></td>
<td>62°E</td>
<td>Intelsat 902</td>
<td>Ku</td>
<td>146 (2 HD)</td>
<td>Iran Neighborhood</td>
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<td></td>
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<tr>
<td></td>
<td>85°E</td>
<td>Intelsat 15 and 2</td>
<td>Ku</td>
<td>223 (20 HD)</td>
<td>Russia DTH Multi-Satellite Neighborhood</td>
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<td></td>
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<tr>
<td></td>
<td>65°E</td>
<td>Intelsat 17</td>
<td>C</td>
<td>157 (10 HD)</td>
<td>Transcontinental Hotspot from Europe to West Australia</td>
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<td></td>
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<tr>
<td></td>
<td>65.5°E</td>
<td>Intelsat 20</td>
<td>C</td>
<td>284 (13 HD)</td>
<td>Transcontinental Hotspot from Europe to East Asia</td>
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<td></td>
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<tr>
<td>Asia Pacific</td>
<td>45°E</td>
<td>Intelsat 12</td>
<td>Ku</td>
<td>86 (5 HD)</td>
<td>Sri Lanka DTH Neighborhood</td>
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<td></td>
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<tr>
<td></td>
<td>62°E</td>
<td>Intelsat 902</td>
<td>C</td>
<td>34</td>
<td>India HITS</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>64°E</td>
<td>Intelsat 906</td>
<td>Ku</td>
<td>38</td>
<td>Nepal DTH Neighborhood</td>
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<td></td>
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<tr>
<td></td>
<td>166°E</td>
<td>Intelsat 19</td>
<td>C</td>
<td>156 (17 HD)</td>
<td>Pacific Rim Distribution Neighborhood and South Pacific DTH Platform</td>
<td></td>
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<tr>
<td></td>
<td>166°E</td>
<td>Intelsat 19</td>
<td>Cu</td>
<td>181</td>
<td>Australia &amp; New Zealand DTH</td>
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<td></td>
<td>180°E</td>
<td>Intelsat 18</td>
<td>Ku</td>
<td>139 (4 HD)</td>
<td>South Pacific DTH Neighborhood</td>
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<tr>
<td>North America</td>
<td>123°W</td>
<td>Galaxy 15</td>
<td>Cu</td>
<td>111(20 HD)</td>
<td>Premier US Cable Distribution</td>
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<tr>
<td></td>
<td>127°W</td>
<td>Galaxy 13</td>
<td>Cu</td>
<td>85 (76 HD)</td>
<td>Premier HD and 3D Programming</td>
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<td></td>
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<tr>
<td></td>
<td>125°W</td>
<td>Galaxy 14</td>
<td>Cu</td>
<td>205 (93 HD)</td>
<td>Premier Tier 1 Cable Programming</td>
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<td></td>
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<tr>
<td></td>
<td>123°W</td>
<td>Galaxy 18</td>
<td>Cu</td>
<td>45 (8 HD)</td>
<td>Sports Programming Hotspot</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>121°W</td>
<td>Galaxy 23</td>
<td>Cu</td>
<td>134 (8 HD)</td>
<td>Multicultural &amp; Specialty Programming Spanish-language, ethnic and sports</td>
<td></td>
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</tr>
</tbody>
</table>

#### 30+ DTH Platforms with 31+M Paid Subscribers

#### 45 Global Video Neighborhoods

### IntelsatOne MCPC Access

- **Europe, Middle East & Central Asia**:
  - **99°W Galaxy 16**: C-band US Cable Distribution
- **South America**:
  - **80°W Galaxy 28**: Brazil DTH Neighborhood (in-orbit protection available)
  - **95°W Galaxy 3C & Intelsat 30**: Premier Latin America DTH Neighborhood
- **North America**:
  - **91°W Galaxy 26**: US Full-time and Occasional Use Distribution
  - **95°W Galaxy 17**: Premier Regional & League Sports Neighborhood
- **Asia Pacific**:
  - **90°E Galaxy 16**: C-band US Cable Distribution
  - **117°E Galaxy 18**: Premier Regional & League Sports Neighborhood
- **Africa**:
  - **100°W Galaxy 18**: Africa Free-to-Air DTH Community
  - **107°E Galaxy 19**: Africa DTH Neighborhood

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**Rapidly Enter New Markets**

When you partner with Intelsat, you have access to 45 video neighborhoods, connecting you to the world’s prime cable, broadcast and DTH systems. With Intelsat’s unmatched cable headend penetration, you can maximize the viewership of your content.
You know it is important to have a ground infrastructure to complement your space segment. However, ground networks are a costly investment and are hard to manage. With IntelsatOne’s fiber, teleport and disaster recovery solutions, you can achieve rapid deployment of new end-to-end media services with minimal investment, maximum flexibility and optimal reliability and security. You can combine the most cost-efficient options between space and terrestrial assets for content delivery.

**IntelsatOne® Solutions**

**IntelsatOne Fiber**
With the IntelsatOne IP/MPLS-based fiber network, you have reliable, efficient and flexible transport of your linear and non-linear media content across multiple regions. Also integrated with MCPC platforms and IntelsatOne Teleport services, you will be supported with end-to-end media delivery solutions and connections to media hubs, service providers and other customers in the Americas, Europe, Asia and Africa. And, your services are entirely managed and monitored by Intelsat.

**IntelsatOne Teleports**
With the IntelsatOne solutions, you have access to Intelsat’s state of the art teleports which are operated on a 24/7 basis. Intelsat’s eight strategically located teleports act as gateways between your satellite capacity and the IntelsatOne fiber network. You can leverage Intelsat’s infrastructure for teleport and hub co-location services. When you’re “on-net” with the IntelsatOne fiber network, you can seamlessly use any service available at any IntelsatOne teleport.

**Disaster Recovery**
As the complexity of media networks increases, so do the potential points of failure. In the unfortunate event of an outage, you can seamlessly restore your network and services via satellite. With Intelsat’s global fleet of over 50 satellites coupled with a robust IntelsatOne terrestrial network, you can back-up your service from anywhere, at any time. And with IntelsatOne’s triple fiber redundancy, your traffic can easily be redirected across our network to avoid single points of failure and/or disaster areas. Additionally, with Intelsat’s flexible service options, you can define the type of recovery service best suited to your business requirements.

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**Success Stories**

**Discovery Communications, Inc.** distributes more than 100 channels in SD, HD and 3D in more than 180 countries and in 39 languages to more than 1.5 billion subscribers around the globe. To constantly adapt its channel offerings, Discovery requires a highly integrated ground and space network solution with the flexibility to launch new services quickly. Intelsat supports Discovery’s global distribution needs on six different satellites, which are complemented by IntelsatOne teleport, fiber and MCPC services. The Intelsat solution gives Discovery the ability to quickly scale up its operations wherever new channels are in demand.

To ensure robustness of its operations and business continuity, Discovery also utilizes Intelsat for ground and space disaster recovery services.

**BBC World News (BBC)** distributes its SD and HD programming via cable systems, DTH platforms and hotels throughout the world. The BBC World network is a truly global network solution that is managed end-to-end by Intelsat. It comprises of 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.

---

**8 Strategically Located Teleports**

**3X Fiber Redundancy to/from Teleports**

**99.99% Availability**
Realize Your Optimal Programming Vision

Media distribution models are changing dramatically to address the new ways audiences are consuming content. This has caused programmers to scramble in order to find new alternative methods of delivering video content to consumers. To stay relevant, you’re looking to transition from your traditional media content delivery methods to a next generation network that will support the future of your business. However, to do this, you need to navigate increased network complexity and invest in more bandwidth, hardware and software to make your platform available to more viewers. However, all this can be difficult to achieve with finite resources.

With IntelsatOne Prism, you’ll realize your optimal programming vision. Move to a new business model that will help you with the transition to IP so you can pursue rapid changes in broadcast technology and take advantage of OTT, UHDTV, HDR and other developments. With IntelsatOne Prism, you can easily upgrade your legacy satellite-based network. Contribution and distribution via IP will further enhance agility and flexibility of the delivery of your content so you can more rapidly change your content based on customer’s feedback.

IntelsatOne Prism is a managed media VSAT platform and suite of services that enables two-way communication using IP transport. Leveraging the Newtec Dialog® Hub, IntelsatOne Prism gives you the power to control, upgrade and scale your network infrastructure to meet your future business needs. Offered either as a full-time or occasional use service, you can go beyond traditional content delivery and gain a more flexible transport solution that offers more control. You can now do much more with your network without major capital expenditures.

IntelsatOne Prism in Action

Fast Access Event Coverage
Executing live events requires an array of services including satellite uplink, production, satellite capacity for live video, telephone circuits for voice coordination and internet access. These traditionally come from a variety of vendors and local carriers that carry high and unpredictable costs, hit-or-miss performance standards, additional engineering expertise to support and often long pre-coordination times to order services.

With IntelsatOne Prism, content production companies can implement a simple, integrated “triple-play” multimedia transmission solution for special events that provides near-instantaneous and automated access to all of these services while minimizing engineering resources on site. The results are impressive – reduced and predictable costs, minimal advance preparation time.

IntelsatOne Prism Service Offerings

<table>
<thead>
<tr>
<th></th>
<th>Full-time</th>
<th>Occasional Use (OU)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applications Supported:</strong></td>
<td>- Automated SNG</td>
<td>- Event coverage from venues</td>
</tr>
<tr>
<td></td>
<td>- Broadcast network connectivity</td>
<td>- OU SNG</td>
</tr>
<tr>
<td></td>
<td>- Digital cinema delivery</td>
<td>- Communications for remote locations</td>
</tr>
<tr>
<td></td>
<td>- Disaster recovery (hot standby)</td>
<td>- Regional bureau contribution</td>
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<tr>
<td></td>
<td>- DTT</td>
<td>- Surge from full-time to OU</td>
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<tr>
<td></td>
<td>- Radio broadcasting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Video file delivery services</td>
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</tbody>
</table>

Available on a full-time basis, you can leverage IntelsatOne Prism along with space, fiber and teleport service leases to manage your bandwidth more efficiently, add new applications and features to your network and upgrade to IP-based operations.

You can leverage the applications and features of IntelsatOne Prism on an as needed basis from the OU capacity pool.

Intelsat S.A. (NYSE: I) is the world’s leading provider of satellite services, delivering high performance connectivity solutions for media, fixed and mobile broadband infrastructure, enterprise and government and military applications.

Intelsat’s satellite, teleport and fiber infrastructure is unmatched in the industry, setting the standard for transmissions of video and broadband services. From the globalization of content and the proliferation of HD, to the expansion of cellular networks and mobile broadband access, with Intelsat, envision your future network, connect using our leading satellite technology and transform your opportunities.

Envision…Connect…Transform…with Intelsat.

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