

TRBNA Accelerates Rollout of DTT Services in Armenia with Intelsat Epic^{NG}



Overview

Digital Terrestrial TV (DTT) offers many benefits over analog terrestrial TV broadcasts, including greater spectrum and power efficiency, improved picture and sound, and an expanded channel line-up. Switching from analog to digital signals allows for a better use of the radio-spectrum, as frequencies formerly used by analog broadcasts can be repurposed for other wireless network services that can contribute to national economic growth.

The International Telecommunication Union's GE06 Agreement established digital broadcasting frequency plans and defined the transition period for countries in Europe, Africa, the Middle East and Central Asia to phase out analog television and switch over to digital broadcasting. Plans for the introduction of DTT in Armenia are based on this agreement. Armenia has 27 television channels and 16 radio stations.

In compliance with the GE06 Agreement, the Television and Radio Broadcasting Network of Armenia (TRBNA), a state-owned leader in the telecommunications market, was looking for a solution to disseminate its digital TV and radio signals to terrestrial broadcast towers and direct-to-home (DTH) where needed. With an obligation to provide capacity for both cities and remote villages across Armenia, a satellite-based distribution solution was the ideal choice to effectively reach the entire population. TRBNA was looking for a satellite partner to provide a solution that:

- Achieves 100% coverage of the broadcast signal over Armenia
- Limits their investment in network infrastructure
- Enables rollout of DTT within the timeframe compatible with the analog switch-off
- Uplinks the signal from Yerevan and downlinks to DTT towers and satellite TV homes across Armenia

"As we looked to upgrade our network to DTT, we needed a partner that had deep technical expertise in moving from analog and digital and could help us accelerate the rollout in a cost efficient manner. Given its breadth and depth of experience in helping companies expand and enhance their digital offerings, Intelsat was the right partner for us. Their innovative, next-generation Intelsat Epic^{NG} satellite will be critical in helping us deliver superior service, high quality and affordable content to our television viewers and radio listeners throughout Armenia."

Grigor Amalyn
General Manager TRBNA

The Solution

TRBNA will be one of the first customers to implement a DTT network on Intelsat 33e, the second satellite to be launched in Intelsat's next-generation satellite fleet, Intelsat Epic^{NG}. The Intelsat Epic^{NG} platform delivers targeted, regionalized programming which will enable TRBNA to better differentiate their services for Armenian audiences. Leveraging a single powerful Ku-band spot beam on Intelsat 33e located at 60° East, TRBNA will be able to deliver DTT services to all of Armenia. The high-powered spot beam will provide TRBNA with a reliable, affordable service that will allow them to accelerate the rollout and expansion of its DTT network.

Until the Intelsat 33e is in service at the end of 2016, Intelsat is providing TRBNA bridge capacity on Intelsat 904 at 60° East for its DTT services. Intelsat currently provides proven DTT solutions across a number of continents, supported by advanced coding and modulation techniques that enable efficient use of bandwidth and improved reception quality.

TRBNA is uniquely positioned to benefit from the powerful spot beams offered by Intelsat Epic^{NG}. With the Intelsat solution, TRBNA can quickly meet their regulatory requirements, deliver more dynamic content and have a network infrastructure that enables them to expand their viewership and content offerings in a cost efficient manner.

Intelsat 33e at 60°E — Ku-band Multi-Spot Beams



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ABOUT TRBNA

The Television and Radio Broadcasting Network of Armenia (TRBNA), a leader in the telecommunications market in Armenia, has established partnerships with more than 50 enterprises, including international companies.

ABOUT INTELSAT

Intelsat operates the world's first Globalized Network, delivering high-quality, cost-effective video and broadband services anywhere in the world. Intelsat's Globalized Network combines the world's largest satellite backbone with terrestrial infrastructure, managed services and an open, interoperable architecture to enable customers to drive revenue and reach through a new generation of network services.

Thousands of organizations serving billions of people worldwide rely on Intelsat to provide ubiquitous broadband connectivity, multi-format video broadcasting, secure satellite communications and seamless mobility services. The end result is an entirely new world, one that allows us to envision the impossible, connect without boundaries and transform the ways in which we live.

www.intelsat.com

SALES CONTACTS

Africa

+27 11-535-4700
sales.africa@intelsat.com

Asia-Pacific

+65 6572-5450
sales.asiapacific@intelsat.com

Europe & Middle East

+44 20-3036-6700
sales.eme@intelsat.com

Latin America & Caribbean

+1 305-445-5536
sales.lac@intelsat.com

North America

+1 703-559-6800
sales.na@intelsat.com



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