



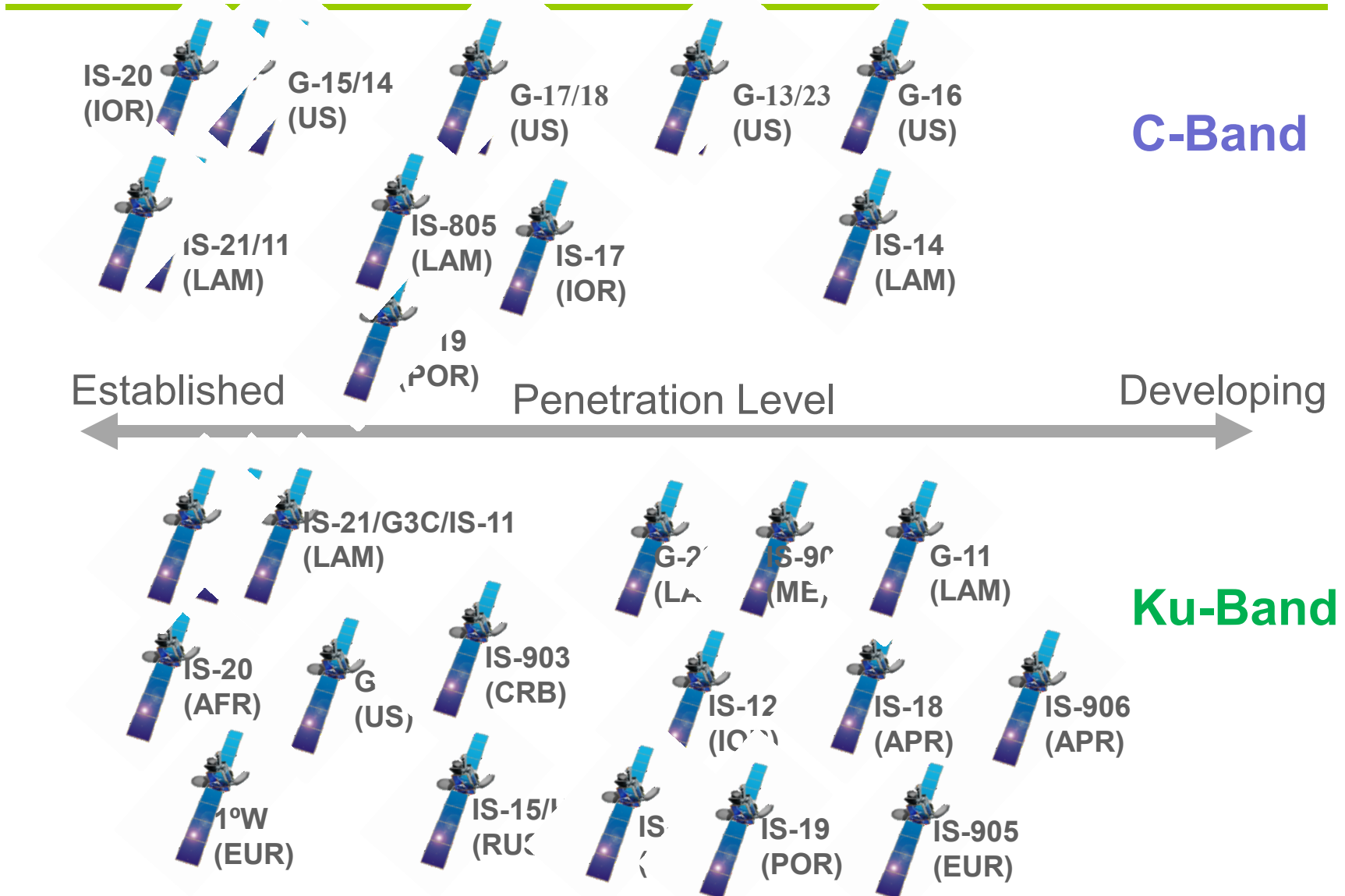
**Digital Switchover support  
for African Customers**

**Lare Atcha-Oubou  
10 December 2013**

# Our Industry-Leading Satellite Network...



# 39 Video Communities Around the World



# Africa Video Communities



IS-28: 30 channels

33E

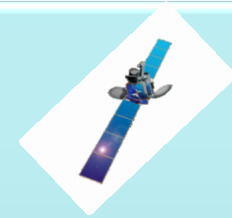
- **Uau!**
- - DTH Angola
- **Intelsat**
- - FTA DTH SSA Africa



IS-17: 30 channels

66 E

- **MultiChoice**
- - Contribution South Africa
- **KBC**
- - DTT Kenya



IS-20: 280 channels

68.5E

- **MultiChoice**
- - DTH SSA
- **Sentech**
- - DTT & DTH South Africa
- **ViewSat**
- - DTH SSA
- **My TV**
- - DTH SSA



# High Performance Satellite Platform

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**High Capacity**

**High Efficiency**

**High Throughput**

**High Performance**

**Multi-band**

**Resilient and Secure**

**Open Platform**

**Backward Compatible**

**Flexible**

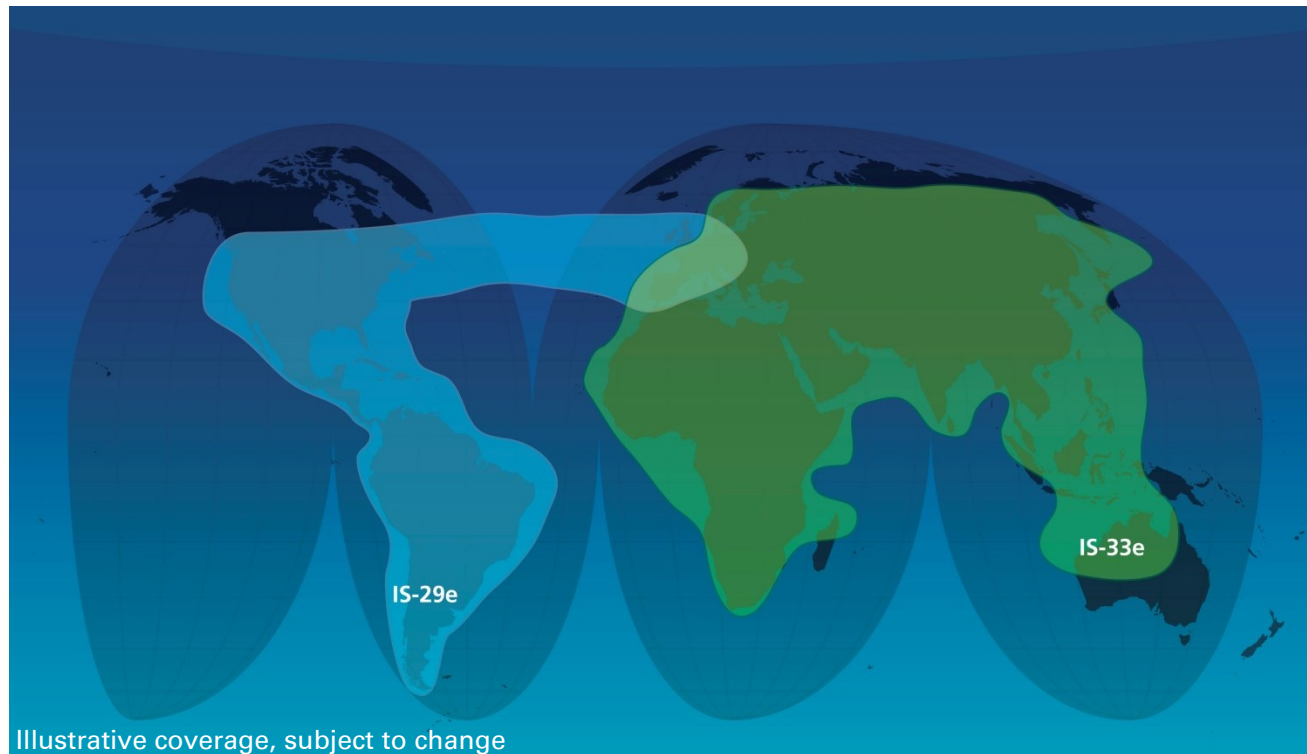
**Complementary Overlay**

**All-region Coverage**

**Lower Cost of Ownership**

# Intelsat Epic<sup>NG</sup>

A high-performance, next-generation satellite platform that delivers global high throughput technology without sacrificing user control of service elements and hardware.



**Intelsat 29e (IS-29e)**

**Intelsat 33e (IS-33e)**

# Digital Switchover Market feedback

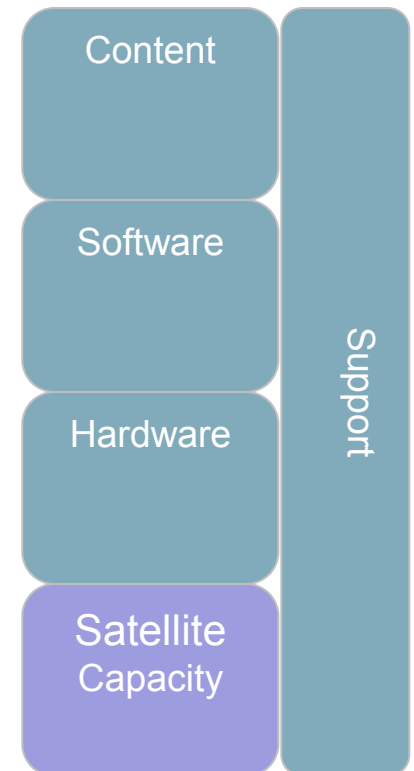
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- African state broadcasters aspire to meet the ITU 2015 deadline for digital terrestrial switchover
- Countries also aspire for DTT programming to reach their diaspora in addition to their entire domestic audience
- To meet their budgetary restrictions any solution should minimize cost and be flexible and scalable i.e pay as they grow
- Desire to enable local content but complement with international
- DTT bouquets should include local and regional content relevant to each country, and premium content from abroad
- Countries should retain sovereignty and control of their content and of their viewership

# Intelsat DTT Implementation Proposal

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- Intelsat offers to “facilitate” complete end to end DTT solution
- Single satellite solution
  - C-band service targets the DTT hi-sites for maximum availability
  - Ku-band DTH gap-filler service allows full population coverage
- Close working with world-class equipment vendors
- Introductions to experienced DTT systems integrators
- Facilitation of access to premium international content to supplement local content and achieve maximum economies of scale
- Innovative commercial solution offering countries the ability to make an initial investment and grow organically thereafter

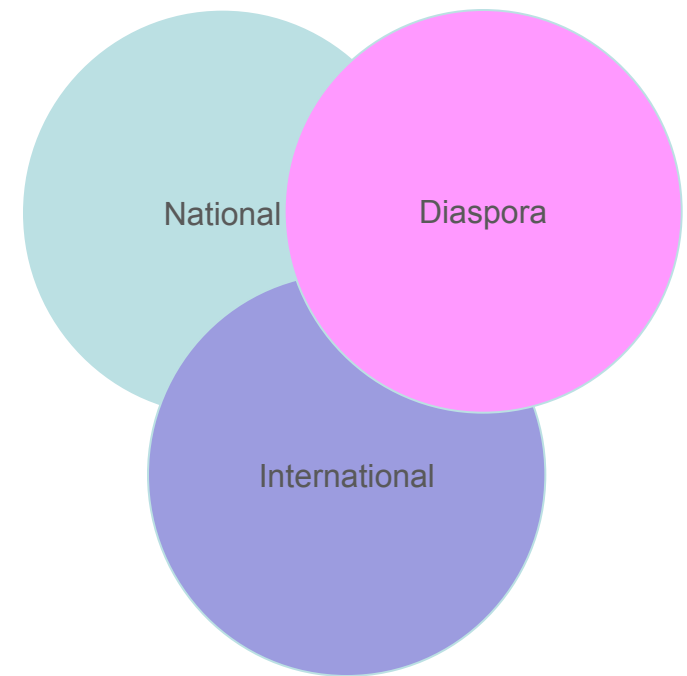




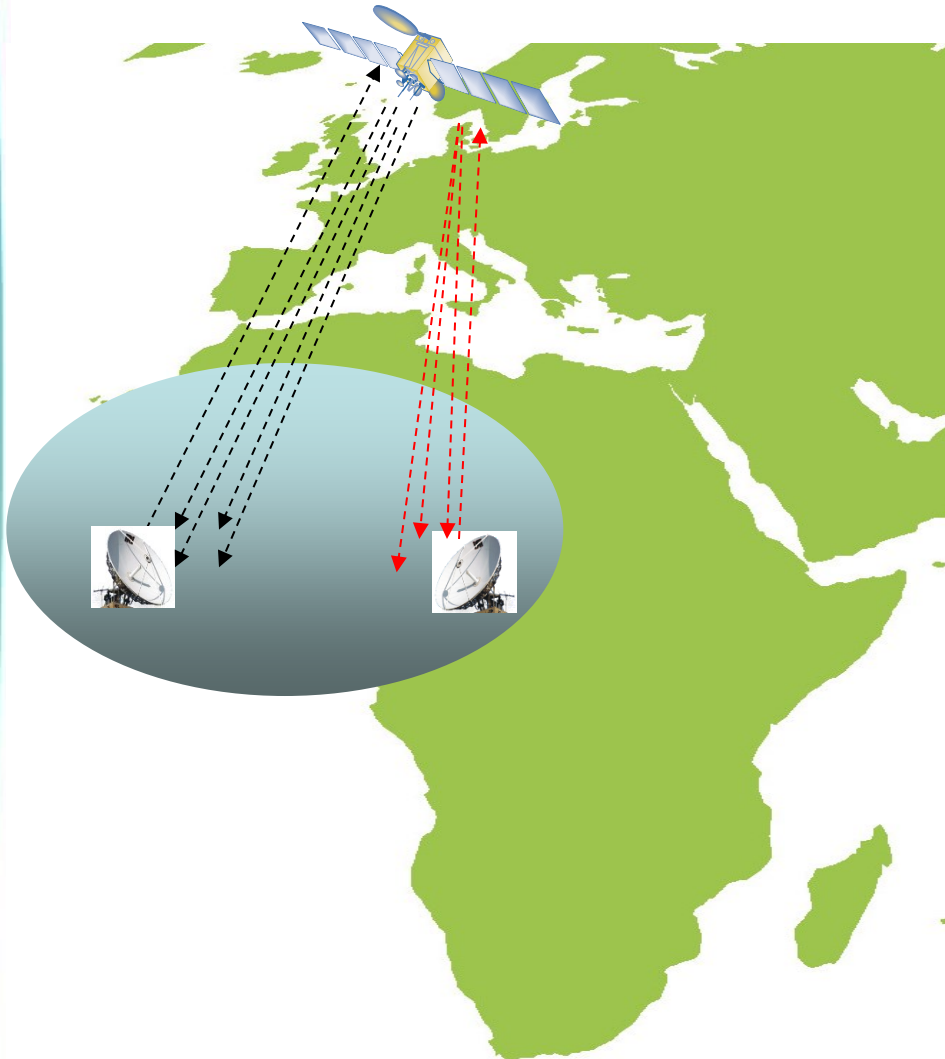
# Solutions

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1. National media content broadcasting
2. Inter-country program sharing
3. DTT gap filling using DTH
4. Added-value international content



# 1. National Media Content Broadcasting



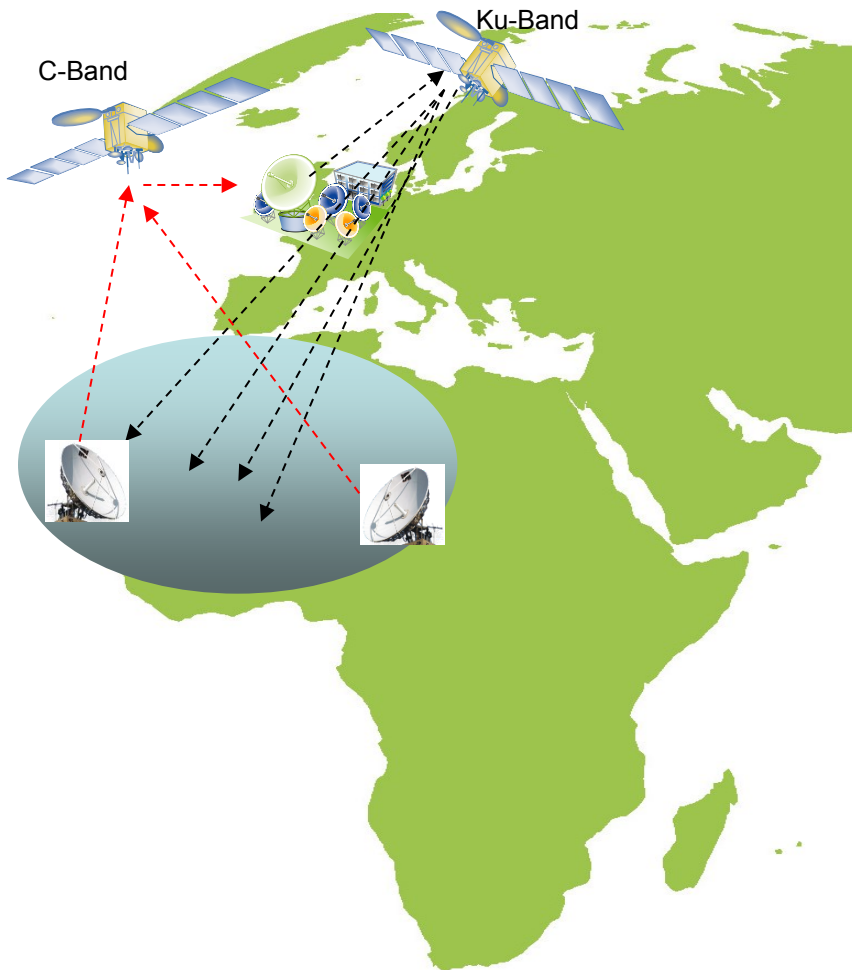
- Domestic country uplinks of national multiplex (government channels and private channels, with or without regionalized content) to be received by each DTT Transmitter site
- Delivered in the same way today for analog terrestrial network broadcast

## 2. Inter Country Program Sharing



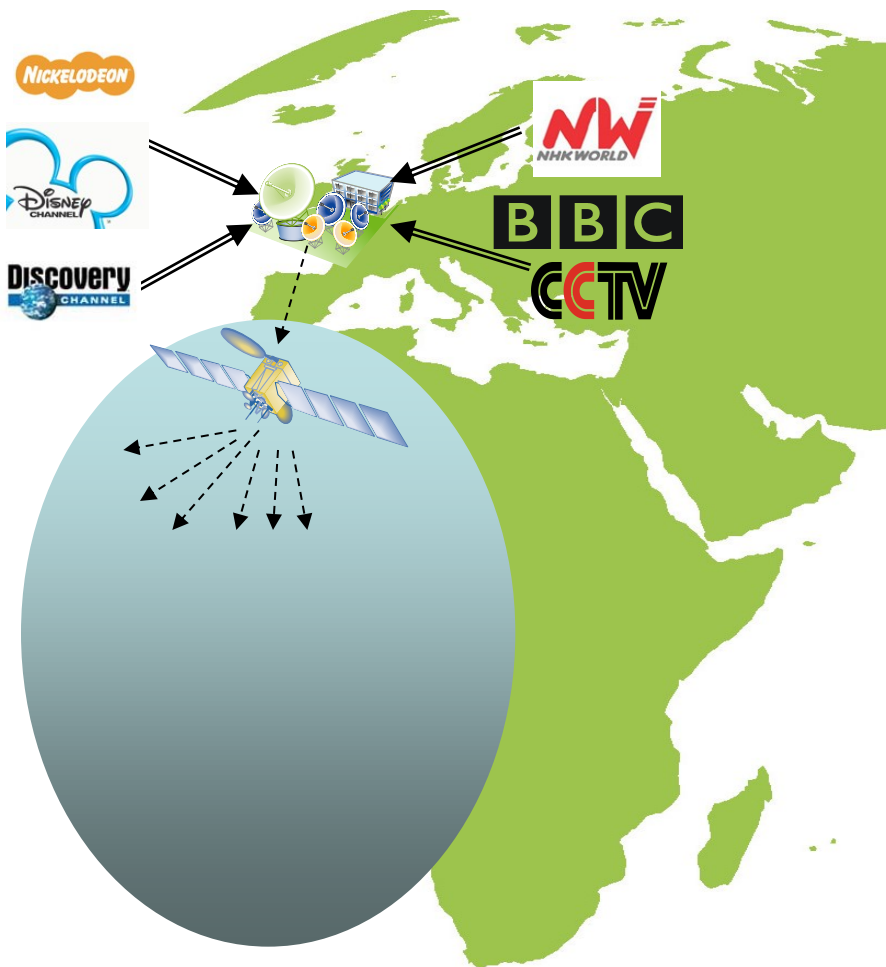
- Each country uplinks national channels , with or without regionalized content) using Hemi capacity so that any country under the hemi coverage can receive the multiplex of the other countries and choose to inject (or not) the content into its national DTT network
- The goal is to enrich the DTT network and reach the diaspora.

### 3. DTT Gap-filling using DTH



- All the national content from every African country is received at Fuchsstadt (red)
- The selected channels will be turned around in a dedicated MCPC platform, uplinked on a saturated Ku-band transponder and then received everywhere within the Ku-band footprint (black)

## 4. Added-Value International Content



- International programming received at Fuchsstadt via satellite or fiber optic cable
- Content backhauled to West Africa (same principle for other African regions)
- Each country can broadcast both national content and international content on the DTT network

# Benefits

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- ITU 2015 obligations met
- Achieves country-wide DTT operation
- controls line-up for its population and reaches out to its diaspora in neighboring countries
- Local content reaches larger audience
- Content is an attractive mix of local, regional, and international channels
- Inter-country program sharing allows to spread cost
- African content accesses the world through the IntelsatOne network
- Intelsat's experience guarantees peace of mind

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**Thank you for your attention**

**QUESTIONS?**