

ISSUE 39 | APRIL 2015

# SATELLITEPRO

TECHNOLOGY INTELLIGENCE FOR THE SATCOM MARKET

MIDDLE EAST

## Spotlight on HTS

High Throughput technology  
promises greater capacity  
at lower costs

### CABSAT WRAP UP

A look at some of the highlights  
of the show this year

### THE PERFECT HOTSPOT

7/8 degrees W delivers DTH TV  
to 51 million homes in MENA

Global connectivity,  
Local delivery



## THE N° 1 SATELLITE BROADCASTER FOR MENA

The 7/8° West orbital location is the recognised leading hotspot in the Arab world, where 9 out of 10 homes receive programmes from the Eutelsat-Nilesat cluster at that position. More than 1,200 channels are currently broadcast from 7/8° West and this neighbourhood will be further strengthened by the new EUTELSAT 8 West B satellite, which will be launched in 2015.

[www.eutelsat.com](http://www.eutelsat.com)

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## Exciting Times

Wow, what a show! This year's CABSAT was probably the best I have ever attended, with the organisers recording figures of above 13,000 visitors in the three days of the show. Exhibitors from the satellite industry were packed into halls 7 and 8, which made it easier for the right type of visitors to get to the exhibitors. At almost all the stands I visited, I was told there was a much more focused type of visitor who was solely there to understand the offerings and conduct business transactions. It's no wonder then, that the 2015 edition of CABSAT has cemented

its reputation as the leading platform for the broadcast, production, content delivery, digital media and satellite sectors across the Middle East, Africa and South Asia.

The hottest topic of discussion was the imminent launch of HTS across almost all the operators. Each company has designed their satellites to be different from the competition so as to give them an edge to grab the customers they are most focused on. Some companies even discussed how they have launched and continue to design further satellites with hybrid capacity, divided over both wide beam and spot beam architectures. Furthermore, electric propulsion satellites are also a growing trend that a few smart operators have adopted. Not only are they lighter and smaller and therefore more cost-effective to launch, but they can also support multiple high capacity transponders.

Satellite ground equipment is also quickly evolving. The days of bulky VSAT terminals are now in the past and SNG ManPaks are becoming lighter and easier to be transport, not to mention easier to deploy. HTS has also brought on board a few challenges for equipment manufacturers who are looking to serve the current clientele who use traditional satellites, yet the equipment sold today must also be future-proof to handle the advent of HTS.

Reminds me of Bob Dylan's 'The Times they are a-changing'!

**Clayton Vallabhan**  
Editor

## In this edition:



"KhalifaSat is a very important project that will have a huge impact not only on the future of space technology, but also on the overall national development of the UAE"  
*Yousuf Al Shaibani, DG of EIAST*  
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"There are now 1,200 TV channels, of which at least 90 are in HD, and exclusive pay-TV and free-to-air content is available from the 7/8 degrees West hotspot"  
*Ali Korur, Regional VP, MENA, Eutelsat*  
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"We recently established multiple nodes with international carriers and teleports, thus expanding our reach beyond the ME and N. African market"  
*Mohammed Al-Haj, CEO, Gulfsat*  
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"Tracking ships is now pretty straightforward. The harder part of the puzzle is extrapolating information from the facts and figures"  
*Lars Brandstaeter, MD of Jakota Cruise Systems*  
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# TV & Radio Broadcasting

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**Space Policy**

MHI and EIAST sign contract for KhalifaSat launch; SES and SkyStream pen deal for additional capacity; UAE Space Agency forms group for space policy

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**Spotlight on HTS**

Growing demand for bandwidth is forcing operators to act quickly in the race to get functional satellites that can offer the best QoS at lower costs per bit

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**Best of CABSAT**

CABSAT 2015 attracted more than 900 exhibitors from 60 countries, with more than 13,000 local, regional and international trade visitors over three days. We look at some of the highlights of the show

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**SatEvents**

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**Ready for NAB**

NABSHOW will take place in Las Vegas for six days from April 11-16. The show brings together every sector of the industry, from broadcast, film, entertainment and more

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**The Perfect Hotspot**

Ali Korur, Regional Vice-President, MENA, Eutelsat speaks about the ever growing popularity of the hotspot that delivers DTH TV to 51 million homes

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**SatGuest**

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**Tracking Ships**

Lars Brandstaeter, Managing Director of Jakota Cruise Systems explains how today's technology can transform dots on a map into valuable business intelligence

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## MHI and EIAST sign contract for KhalifaSat launch

» Mitsubishi Heavy Industries, Ltd. (MHI) has received an order from the Emirates Institution for Advanced Science and Technology (EIAST) for launch services, for the KhalifaSat observation satellite. The KhalifaSat satellite will be launched in Japanese fiscal year 2017 (from late 2017 to early 2018) on MHI's H-IIA launch vehicle together with GOSAT-2, a satellite tasked with observation of greenhouse gases, which Ministry of Environment, the Japan Aerospace Exploration Agency's (JAXA) and National Institute of Environmental Studies are jointly developing.

KhalifaSat represents advancements in space technology and the development of Emirati knowledge and skills gained from EIAST's earlier projects DubaiSat-1 and DubaiSat-2. First developed at long-term partners South Korea's Satrec Initiative's facilities in Daejeon, KhalifaSat is currently in the advanced stages towards the completion of construction at EIAST's own advanced satellite manufacturing facilities.



L-R: Naohiko Abe, VP and Senior GM, Space Systems, Integrated Defense & Space Systems, MHI, and Yousuf Al Shaibani, Director General, EIAST.

Yousuf Al Shaibani, Director General of EIAST said: "From conceptualisation to its actual launch, KhalifaSat is a very important project that will have a huge impact not only on the future of space technology in the region but also on the overall national development of the UAE. Looking back on MHI's past projects, and especially its achievements with

the high-performance H-IIA launch vehicle, we are assured of a successful and lasting collaboration with a company with one of the world's highest launch success rates."

+ [www.eiast.ae](http://www.eiast.ae)

+ [www.mhi-global.com](http://www.mhi-global.com)



Riyadh Al Adely, Managing Director at SkyStream.

### SES AND SKYSTREAM PEN DEAL FOR ADDITIONAL CAPACITY

SES and SkyStream have renewed capacity on SES' NSS-6 satellite and SkyStream has taken on additional capacity on SES' NSS-12 satellite to deploy VSAT networks across the Middle East.

SkyStream will utilise the Ku-band capacity on NSS-6 at 95 degrees East and NSS-12 at 57 degrees East to serve the maritime, and oil and gas industries.

"We are glad to renew and expand capacity agreements with SES in order to support the growth of our customers in the maritime and oil and gas industries," said Riyadh Al Adely, Managing Director at SkyStream.

"We look forward to strengthening our relationship with SkyStream in the future," said Deepak Mathur, Senior Vice President, Commercial, Asia-Pacific and the Middle East at SES.

+ [www.ses.com](http://www.ses.com)

+ [www.sky-stream.com](http://www.sky-stream.com)





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## Nilesat to launch regional digital platform this month

» Nilesat will launch its new regional digital platform, known as 'The Nilesat Smart Digital Broadcasting System', in April this year. This major regional initiative will provide for the compression and multiplexing of 360 TV services and 120 radio services over 24 digital transport streams, with the ability to expand up to 480 TV Services and 30 transport streams.

Nilesat currently broadcasts over 730 TV channels, and over 140 digital radio channels uplinked from Cairo, Dubai, Amman, Doha, Riyadh and Beirut. Over 75% of the TV channels are free to air, and the Nilesat audience in the MENA region has shown steady growth, from 11 million households in 2003 to more than 60 million households in 2013. According to the most recent surveys in 2013, Nilesat has the largest audience share, with about 95% of the households in the MENA region.

Media Era Technologies (Mera-Tech) has been appointed as the integrator and consultancy partner to assist Nilesat in



building the next generation platform with all its requirements. Mera-Tech provided the services that addressed all aspects of designing the architecture, planning, and testing, deploying, and optimising the end-to-end solution. The selected vendors are all seen as the best within their fields, and that is paramount for a future-proof platform.

Cisco is continuing its long-standing relationship with Nilesat by introducing new technologies that will help to enhance the company's customer offering in the Middle

East region and even further. Cisco Media Production Solutions enable Nilesat to easily extend content to any business unit, partner, or customer device, anywhere in the world, as well as to reduce costs by consolidating and virtualizing media applications and infrastructures. Cisco's best in class solution based on D9036 encoder and DCM platform, provides all the important features Nilesat needs in the digital headend.

+ [www.nilesat.com.eg](http://www.nilesat.com.eg)

### ETISALAT AND ERICSSON PARTNER FOR RADIO DOT IN EGYPT

Ericsson and Etisalat have partnered to deploy Ericsson's Radio Dot system in Egypt. This is the first implementation of its kind in Egypt and demonstrates the solution's capabilities catering to the fast-growing demand for data traffic in Egypt.

Ericsson Radio Dot system is designed to support operators in consistently delivering a better user experience for both voice and data in the broadest range of enterprise buildings and public venues.

+ [www.etisalat.ae](http://www.etisalat.ae)

+ [www.ericsson.com](http://www.ericsson.com)



The signing ceremony.

### UAE SPACE AGENCY FORMS GROUP FOR SPACE POLICY

During its inaugural meeting, the UAE Space Agency Working Group on Space Policy and Law discussed the national space policy development plan, space law in the UAE and organisational regulation.

The meeting, which was held in the agency's headquarters in Abu Dhabi, was led by Dr. Mohammad Nasser Al Ahbabi, Director General of the UAE Space Agency. Representatives and experts from the relevant UAE stakeholders were also in attendance.

In that context, Dr. Al Ahbabi said that the working group was conceived as a temporary group which would discuss common goals, responsibilities and prerogatives for all interested parties in order to identify suitable priorities to implement government directives. Likewise, the group will work towards encouraging cooperation and coordination between the various stakeholders for the space sector inside the UAE.

+ [www.wam.ae](http://www.wam.ae)

### ETL TO UPGRADE INTELSAT'S TELEPORT FACILITIES

ETL Systems has been chosen by Intelsat to upgrade its teleport facilities.

Intelsat operates a fleet of approximately 50 satellites and the IntelsatOne terrestrial network, featuring eight strategically located teleports and more than 58,000km of leased fibre. ETL Systems has supplied Intelsat with specialised RF equipment to monitor and control global satellite traffic at all its teleports in the U.S. and overseas.

"Intelsat's satellite, teleport and fibre infrastructure is unmatched in the industry, and it is essential that our teleport facilities have the best technology and equipment in order to support our customers around the globe," said Butch Philbrick, VP, Teleport Operations, for Intelsat. "The addition of the Enigma routers in our operations will enable our personnel to monitor multiple projects."

+ [www.etlsystems.com](http://www.etlsystems.com)

+ [www.intelsat.com](http://www.intelsat.com)





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## Newtec appoints Vice President of Market Development

» Newtec has appointed Kevin McCarthy, a veteran of the maritime satellite communications industry, to the position of VP of Market Development.

The addition of McCarthy to the Newtec management team is part of the company's strategic initiative to strengthen its capabilities in various mobility verticals, including maritime, oil & gas, and aviation.

Newtec's CEO Serge Van Herck said: "Kevin has been a Newtec customer for several years and understands the mobility market extremely well. With his background as a service provider, he will bring a fresh perspective to the company."

Thomas Van Den Driessche, Newtec's



Kevin McCarthy,  
VP of Market  
Development,  
Newtec.

Chief Commercial Officer, further explained: "During our search for talented leadership, Kevin exceeded our expectations on insights into synergies of technologies, markets and satellite based operations. Although his primary focus initially will be maritime, oil & gas and mobility, he will play an instrumental role in shaping Newtec Dialog platform technologies into business tools to ensure the highest performance and flexibility for service providers and customers on all verticals."

McCarthy will be based in Florida, U.S., and report to Thomas Van Den Driessche.

+ [www.newtec.eu](http://www.newtec.eu)

## ARIANESPACE WINS LAUNCH CONTRACT FOR SES-15

SES has chosen Arianespace to launch its new, all-electric telecommunications satellite, SES-15. The launch service contract was signed by Karim Michel Sabbagh, Chairman and CEO of SES, and Stéphane Israël, Chairman and CEO of Arianespace, and marks Arianespace's 41st contract with SES.

The contract signing ceremony was held at SES headquarters in Betzdorf, Luxembourg. It was attended by French President François Hollande, His Royal Highness Henri, Grand Duke of Luxembourg, and Xavier Bettel, Prime Minister of Luxembourg.

SES-15 will be launched by an Ariane 5 during the second quarter of 2017

from the Guiana Space Center, Europe's Spaceport in Kourou, French Guiana.

Arianespace and SES have developed an exceptional partnership that reaches back more than 25 years. SES-15 marks the 41st launch contract signed by Arianespace with the SES group (Euronext Paris and Luxembourg bourse: SESG). SES-15 is also the second SES satellite with all-electric propulsion to call on an Arianespace launch, following SES-12 in January 2015.

+ [www.arianespace.com](http://www.arianespace.com)

+ [www.ses.com](http://www.ses.com)



Karim Michel  
Sabbagh, Chairman  
and CEO of SES

## CETEL BOOSTS C-BAND COVERAGE

CETel, a global solutions provider with its own teleport, and satellite operator Arabsat are stepping into the extended C-band with their jointly built earth station, offering business expansion possibilities with the launch of CETel service over Arabsat extended C-band.

The collaboration will include CETel's teleports facilities, network and broadband services as well as solution design across the whole African continent, Middle East, Europe and Central Asia on board Arabsat's state-of-the-art satellite Arabsat-5C on 20 degrees East.

Arabsat and CETel's strategic plan to expand into the extended C-band is driven by the need of cost effective communications solutions in rural areas which offers not only trunking and backhauling applications but also corporate network connectivity between the regions and continents.

With the extended C-band being now available, CETel and Arabsat have complemented their existing service-proven portfolio of satellite enabled communications solutions. For the customer it opens the door to achieve the optimal mix of the different bands to their specific and individual requirements over Africa.

+ [ce-tel.com](http://ce-tel.com)

+ [www.arabsat.com](http://www.arabsat.com)





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# Spotlight on HTS

HTS has been a hot topic for a while now, but it's only off late that the actual satellites have been designed and launched into orbit. Growing demand for bandwidth is forcing operators to act quickly in the race to get functional satellites that can offer the best quality of service at lower costs per bit

High Throughput Satellites have become a familiar phrase throughout the industry, and although it was a hot topic a year ago, it's even hotter now. Operators are all set to launch new satellites with high throughput capabilities, and equipment manufacturers are having to design equipment to ensure efficient transmission.

At the recent GVF Satellite Hub Summit, HTS was one of the most important topics on the agenda, and panellists discussed how it could positively affect various verticals.

For instance, SES has invested \$1bn in three satellites, namely SES-12, SES-14 and SES-15. The forecast for now projects about 600Gbits of excess traffic from consumers, and by 2017 that figure is expected to rise to 1800Gbits. The satellite operator is looking to provide more flexibility by providing open architecture solutions, but also continue selling closed architectures, so customers could buy megabits.

Gez Draycott, Senior Manager, Sales

**"Continuing on from rural connectivity, we are seeing a trend where a lot of mobile operators are now letting us know that they'd like to move some of the C-band capacity, traditionally used for GSM backhaul, onto Ku-band, so that they don't use two networks"**

NICOLAS BRAVALLE, VP,  
GLOBAL DATA SALES AND COMMERCIAL  
DEVELOPMENT, EUTELSAT

Engineering at SES says: "The drivers we are seeing boosting the need for high throughput are because of a massive increase in the 3G market. Aeronautical services too are already asking for about 10-15Mbps, compared to 3Mbps of capacity a few years ago. Applications are driving this. Gone are the days of just texting, now consumers want video, Facetime and gaming.

"The HTS perspective that we are looking at is that with SES 12, 14 and 15, we can cover the entire globe with high throughput capacity. Also included in this is O3b; with O3b the latency is actually halved, so that quarter of a second that you see with geo-satellites is halved. As mentioned with backhaul, gaming and videoconferencing this is a very important factor," says Draycott.

SES-14 has 40 Ku spots and SES-15 has 55. These are the broadcast beams as well which will allow the satellite



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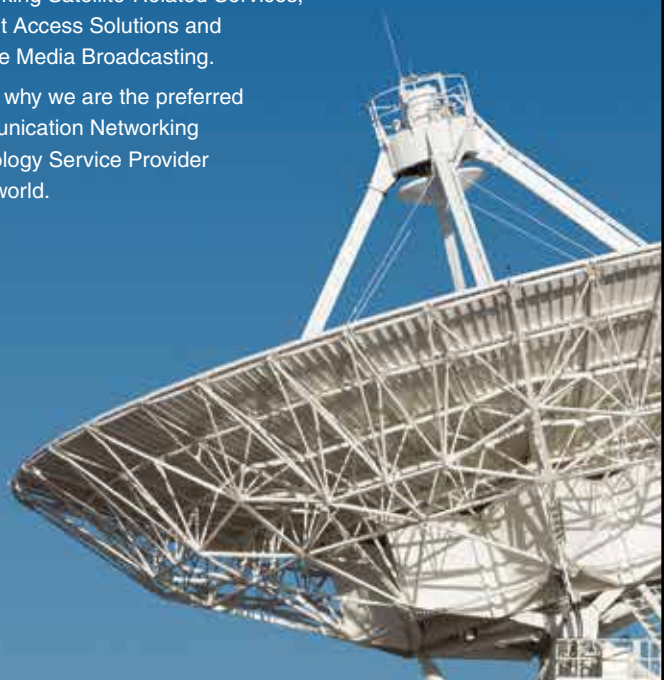
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L-R: Mark Lambert, Advantech Wireless; Patrick Wong, Comtech EF Data; and Nicolas Bravalle, Eutelsat.

operator to deliver live video content to aircraft, and Draycott thinks this would probably be a differentiator for SES.

"These beams are also fed by Ka teleports, saving us valuable Ku capacity, but also as an example with SES-12 we have a Ka beam over the Middle East, which would mean we could offer Ka for broadband solutions, and also very high powered Ku for solutions between two or three beams. Another valuable feature of this is multicasting. We can provide flexibility, where you can come up on a Ku beam from one of the small Ku spots, and we have digital processors on board that allow us to multicast that content to all of the beams," says Draycott.

With O3b completing its constellation with 12 satellites, it can provide very high throughput on a per beam basis. Draycott says this can be used for maritime, where the beams follow the routes for the vessels and provide very high throughput to them.

From the perspective of an equipment manufacturer, Mark Lambert, MD Europe and VP Sales and Marketing at Advantech Wireless says that manufacturers need to rethink their strategies, when it comes to HTS.

"We need to think about what solutions

**"With HTS I think there is a chance because the dollar per bit delivered to the customer is going to be a lot lower. There is a lot more bandwidth available and lot more data can be delivered to the end users"**

PATRICK WONG, MD, ASIA PACIFIC AND MEA FOR SALES, COMTECH EF DATA

we can offer. Advantech's point of view is that simply putting up a huge amount of capability into orbit, is not the final position in terms of improving costs and bringing down solutions to the end users. We believe there are many innovations that can happen on the equipment side of things that can be brought into the market," says Lambert.

Advantech Wireless is addressing the

forward and return links to see where maximum efficiency can be found.

"These High Throughput Satellites have much broader bandwidth than satellites we've known in the past. A typical Ka-band satellite can have up to 500MHz of transponder space, per transponder. Our analysis shows that you can be much more efficient at transmitting over the satellite, if you are completely saturating that transponder, with a single carrier, rather than sprinkling many smaller carriers across it that need to operate at lower power in order to lower interference between them," adds Lambert.

Advantech Wireless is deploying technology that will allow terminals take in a single 500MHz carrier, which in itself can deliver 2Gbits of data to subscribers on the forward link, as well as transmit in the return direction up to 40Mbits of information. What the manufacturer has done to develop this is to build the modem into the transceiver, hence not requiring the need for separate outdoor and indoor units.

Lambert says: "The other thing that we've looked at in the return link is that for many years we were looking at SCPC connections. Then there was TDMA, and chopping the

bandwidth and multiplexing the data across individual channels. This is great for internet connection, but not so good for streaming of data. So Advantech Wireless have taken that further and we dynamically change the technology that we're using for return links from the remote subscribers according to the type of data that they have.

"For bursting data, VoIP or web traffic, then we use TDMA. For streaming like video and file transfers SCPC is more relevant. So our terminals dynamically switch between SCPC and TDMA according to the demands of the application and the instantaneous demands of the data that's being transferred. This guarantees the most efficient use of the satellite bandwidth."

Patrick Wong, MD, Asia Pacific and MEA for Sales at Comtech EF Data agrees and saying innovation is key to drive HTS to its ambitious rollout.

"We need to see what product innovations need to be made so users can fully utilise the power of HTS. High Throughput

**"We need to think about what solutions we can offer. Advantech's point of view is that simply putting up a huge amount of capability into orbit, is not the final position in terms of improving costs and bringing down solutions to the end users"**

MARK LAMBERT, MD EUROPE AND VP SALES AND MARKETING, ADVANTECH WIRELESS

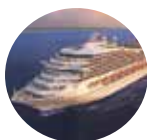
Satellite has allowed service providers to address the record growth in demand for connectivity, and also expand the scale and scope of satellite communications. With HTS I think there is a chance because the dollar per bit delivered to the customer is going to be a lot lower. There is a lot more bandwidth available and lot more data can be delivered to the end users. This also will have some characteristics, as there will be more spot beam usage for

consumers, and that creates challenges for equipment manufacturers like us."

He thinks the question to be asked is how to deliver the maximum that HTS has promised to the world?

Wong says: "HTS is coming around the corner. Some will be operational by 2016, O3b have theirs now, so when a customer buys equipment they will be looking for something that will satisfy today's requirement and yet, when

## Excelling in RF signal distribution



ETL Systems design and manufacture reliable, custom build RF distribution equipment for Satellite Ground Stations and other Microwave users.

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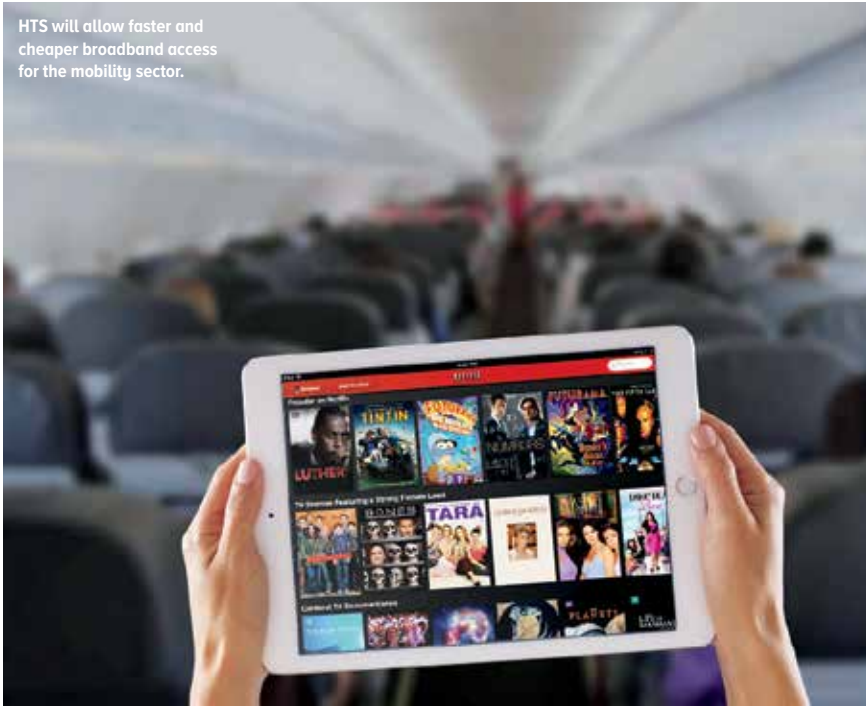
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HTS will allow faster and cheaper broadband access for the mobility sector.



Gez Draycott, Senior Manager, Sales Engineering, SES.



HTS comes around they need to be able to take advantage of the bandwidth available. That really is key for any equipment manufacturers today.

"The equipment has to be able to adapt to various kinds of HTS systems. Thus innovation in the brand equipment design is what the market will focus on. Quality of service, quality of experience and affordable price is what every customer is looking for. In order to do that transmission efficiency is absolutely essential. You need to use the least amount of bandwidth to transmit the maximum amount of bits. We as an equipment manufacturer should allow the user to understand more about the traffic being carried on a network, and how it can be optimised further," adds Wong.

Nicolas Bravalle, VP, Global Data Sales and Commercial Development at Eutelsat sees HTS being invaluable for rural connectivity.

He says: "An interesting aspect of rural connectivity is that it is driving new traffic, mostly in Ku-band and Ka-band, and this is where high powered Ku-band beams with HTS will probably deliver these services. We're also looking at smaller and lighter antennas and as we are moving along to these new services we can see

the evolution of the equipment, to always cheaper, lighter and lesser in terms of consumption. This is a growth area for HTS."

A lot of applications today are delivered through standard high power Ku-band beams, but very soon Bravalle thinks we will see these on Ka-band beams or Ku-band

**"The drivers we are seeing boosting the need for high throughput are because of a massive increase in the 3G market. Aeronautical services too are already asking for about 10-15Mbits, compared to 3Mbits of capacity a few years ago"**

GEZ DRAYCOTT, SENIOR MANAGER, SALES ENGINEERING, SES

HTS, with an increase of traffic. In these cases one of the leading factors would be the energy consumption on the satellite, with the availability of solar panels. This is technology that is evolving quickly too.

"Continuing on from rural connectivity, we are seeing a trend where a lot of mobile operators are now letting us know that they'd like to move some of the C-band capacity, traditionally used for GSM backhaul, onto Ku-band, so that they don't use two networks. This is also where we see a shift in the industry, where we are taking advantage of high-powered Ku-band HTS and also using technology such as adaptive coding modulation. We do have traditional internet over satellite services. As we develop the orbital position, people can expect that all this traffic will move on to HTS. This is the evolution in today's market."

In conclusion Bravalle says: "In mobility, there is a dramatic increase of traffic. The shipping industry, government and military mobility, yachting and fishing industry and the cruise industry is also where HTS will make a difference. Similarly we are also active in aeronautical mobility, with large commercial aircraft and also private jets." **PRO**

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A graphic element consisting of three overlapping triangles in yellow, dark blue, and teal, positioned to the right of the company name.

**ASIASAT**

Reaching Further, Bringing You Closer

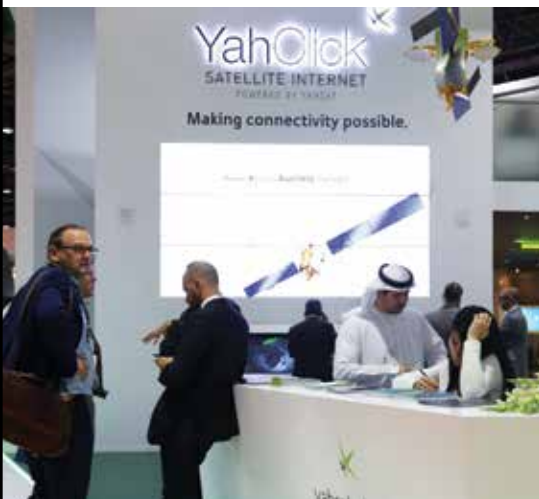


# Best of **CABSAT**

CABSAT 2015 attracted more than 900 exhibitors from 60 countries, with more than 13,000 local, regional and international trade visitors over three days. We look at some of the highlights of the show









## REVIEW

# AsiaSat unveils new brand identity at CABSAT

AsiaSat launched a new brand identity, logo and tagline at CABSAT this year.

This initiative underscores AsiaSat's renewed commitment to innovation and improvement to deliver services that best meet the changing needs of its customers and partners.

"AsiaSat has a proven history of excellence in the satellite communications industry. Over the past year, we have achieved several significant milestones – the addition of two new satellites AsiaSat 6 and AsiaSat 8 to our expanding fleet, successful transfer of customers on AsiaSat 3S to AsiaSat 7, commissioning of the AsiaSat 9 project, the expansion of our service capability at our Tai Po Earth Station and the announcement of new shareholders soon to come onboard, indicate this is the perfect time to refresh the look and feel of our brand," said William Wade, President and Chief Executive Officer of AsiaSat.

"With the roll-out of this new brand identity, we take a big step forward in moving closer to the market and providing ever better services, and growing our



partnership. Working along with our team of dedicated staff, through our new website and our expanding range of marketing and communications activities, we look forward to exchanging knowledge, sharing insights and information with our customers and partners more closely than ever before."

AsiaSat's new brand identity includes a

new logo that symbolises energy and forward movement, also as a force pushing for improvement and reaching new horizons. The new tagline 'Reaching Further, Bringing You Closer' echoes the company's tenacious desire to constantly improve its performance, while positioning AsiaSat as a partner who is proactive in engaging customers' needs.

# Es'hailSat promotes Es'hail 1 and 2 at CABSAT



Es'hailSat showcased Es'hail 1, the first satellite for the State of Qatar now providing high quality, premium DTH television content from the 25.5 / 26 degrees East neighborhood, at CABSAT this year.

Es'hailSat, through its existing and planned satellites broadcasts diversified and high quality premium content with anti-jamming capabilities across the MENA region. A growing number of TV channels such as Al Jazeera and beIN SPORTS have chosen the Es'hail 1 satellite for high definition broadcasting of their premium programming. Es'hail 1 also transmits a bouquet of channels including new Arabic broadcaster Al Araby and Qatari cultural channel Al Bidaa.

With the success of Es'hail 1, the company is already pushing ahead with

plans to expand its satellite fleet. Es'hail 2 is currently under construction with MELCO in Japan and is expected to be launched onboard a SpaceX Falcon 9 rocket at the end of 2016. Discussions are ongoing with customers and stakeholders to define the requirements for a further satellite – Es'hail 3.

Ali Al Kuwari, Chief Executive Officer of Es'hailSat said: "With our first satellite Es'hail 1 currently broadcasting premium content for the MENA region and with future satellites planned, CABSAT will help us to achieve our goal to become a world-class satellite operator and center of excellence in the region. We see this exhibition as a key element in our strategy to attract customers who value quality of service and our market penetration."

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## REVIEW

### Telstra pens deal **with Datamena**

To satisfy growing demand for online media content, such as streaming services and gaming, Telstra has launched a new Point of Presence (PoP) in datamena, an open and neutral data centre and connectivity platform in the United Arab Emirates.

Speaking at CABSAT 2015, Peter Hobbs, Telstra's Head of Global Wholesale, said the new PoP will add more diversified, low-latency options for media and enterprise customers operating across the region.

"We're seeing significant growth in the ME media industry and recent research suggests the accelerated adoption of mobile technology, evolutions in paid and digital media, and a new wave of unique youth-produced content will only accelerate data traffic in the coming years.

"When you combine this with the fact that



gaming in the ME is growing faster than the global average – exceeding other fast-growing emerging markets such as Russia, China, and South Korea – there is clearly demand for high-speed, reliable network connectivity in the ME that will also improve routing efficiency into Europe and throughout Asia," said Hobbs.

### Eutelsat announces **Azam Media deal at CABSAT**

**Azam Media, owned by Tanzanian conglomerate Bakhresa Group, ramped up satellite capacity through a new transponder leased on EUTELSAT 7B satellite. Complementing capacity used on the copositioned EUTELSAT 7A satellite, it will host new services for the rapidly growing AzamTV pay-TV platform. The contract was announced today at CABSAT, this year.**

Launched just 18 months ago, AzamTV already counts 200,000 subscribers in Tanzania, Uganda and Kenya. The new capacity will enable AzamTV to extend its services to Rwanda, Burundi, Zambia, Malawi, South Sudan and Zimbabwe with additional content. Further expansion is planned using the company's state-of-the-art studio complex and headend facility in Dar es Salaam that was inaugurated on 6 March by Jakaya Kikwete, the President of Tanzania.

AzamTV is boosting its line-up of over 55

channels with a new offer called "Azam Reloaded", launched on 1 March and featuring a full decoder/dish kit for \$55 and three package options:

"Azam Pure" at a monthly subscription of the local equivalent of \$5 offering three home-grown channels and popular free-to-air channels; "Azam Plus" at a monthly subscription of \$8, comprising an additional selection of over 35 international channels; "Azam Play" at a monthly subscription of \$10, including premium content such as telenovelas, reality shows, education and dedicated football club channels including Real Madrid, Liverpool and Manchester United.

Rhys Torrington, CEO of Azam Media, commented on the new contract: "Eutelsat's satellite capacity and unrivalled DTH experience enabled us to launch an exceptional entertainment offer at a great price. This new contract equips us with the resources to fast track our development."

### Yahclick announces **winning the SKA tender**

**YahClick, the satellite broadband service of UAE headquartered Yahsat, announced at CABSAT that it had won the Square Kilometer Array (SKA) project tender in South Africa. This will see YahClick delivering voice and data services in the country's Northern Cape at a dramatically reduced cost and with a high level of reliability.**

The SKA is an international initiative to build the world's largest radio telescope, which will enable astronomers to monitor the sky in unprecedented detail, thousands of times faster than any system currently in existence.

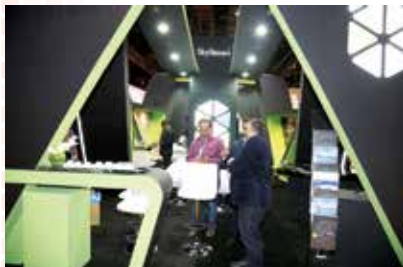
YahClick's ability to operate over Ka-band, enabling it to meet this highly demanding requirement, is understood to have been a key factor in the winning of the tender. YahClick's Ka-band technology makes use of "spot beams" rather than broadcasting over an entire continent, which results in far more efficient use of the available bandwidth, at a lower cost.

David Murphy, Chief Commercial Officer of Yahsat said: "For Yahsat to be winning prestigious and high profile international contracts such as the SKA is a remarkable achievement for a UAE company, especially given that the YahClick service is less than three years old. In that short space of time, it has become a global business, signing up 34,000 subscribers in 12 different countries, working with a growing network of service partners."





## SkyStream pens capacity deal at CABSAT



SkyStream returned to CABSAT this year and was busy showcasing its satellite solutions and meeting partners at the three day event.

SkyStream also announced a major capacity deal that was signed with SES for renewed capacity on SES' NSS-6 satellite and additional capacity on SES' NSS-12 satellite to deploy VSAT networks across

the Middle East.

Riyadh Al Adely, MD of SkyStream said: "Cabsat is a beautiful opportunity for the companies based in the industry to find opportunities to calibrate, and also listen to the end user. In every industry, this is what helps it develop. We look at the challenges and see how we can provide solutions. We see a lot of local presence at the show, with dominant satellite operators, and this is great to see more companies entering the broadband domain.

"We see a trend of new applications in mobility. Airborne applications, ManPak applications, military applications and others. Another trend is with HTS and how operators are bringing the industry back to the end-user broadband business," added Adely.

## SES announces three new satellites

SES once again returned to CABSAT this year, and was excited to announce its new fleet of High Throughput Satellites. Three satellites have been announced that will cover the Americas, Latin America, and the first of those HTS satellites will be built for Asia, and will also cover the Middle East.

Deepak Mathur, SVP Commercial, Asia-Pacific and Middle East at SES said: "It's at an established orbital location at 95-degrees, where we've had very healthy business in the Middle East, and interestingly that business needs to have an ability to talk to Asia. This is either because of cellular networks or mobility beams, where ships are coming out the Suez Canal, past India and then going into China, Australia or Indonesia. Coal carriers coming from Indonesia, oil and natural gas from the Australian coast and manufactured goods from China.

"From our perspective we've got a lot of our legacy businesses that are continuing to grow, and there's good organic growth in the



traditional data market. There is a second tier where we haven't been as involved in as we would've liked to, and that's in the video segment. Our investment and the work we're doing with Yahlive is making a significant difference to that," added Mathur.

## Gulfsat promotes GCast at CABSAT



Gulfsat returned to CABSAT this year, and promoted their GCast and GLink services to clients. It considers CABSAT to be the ideal forum to meet fellow partners and increase its brand awareness.

Mohammed Al-Haj, Chairman and CEO, Gulfsat: "The first objective is to build branding and awareness of Gulfsat, as part of the strategy to be closer to our customers. Secondly we recently established multiple nodes and international circuits with carriers and teleports, thus expanding our reach beyond the Middle East and North African market.

"In terms of products and services, and for CABSAT we are mainly promoting GCast, which is for the TV broadcast business and GLink, which is related to satellite connectivity. We have also announced new capacity which will be launched in the third quarter, a satellite called EAWB, which is mainly for DTH, and there are a few satellite beams on Africa for data connectivity," added Al-Haj.

## REVIEW

### Noorsat to expand into Africa and Central Asia

**Noorsat has returned to CABSAT for the ninth year, and the company regards the show as only becoming better every year.**

Marwan Al-Tal said, VP for Sales and Marketing at Noorsat said: "We love to meet our clients. For this year's show we are introducing a new satellite that will be launched by Eutelsat, E8West B. Noorsat has a large transponder on this satellite and we will grow some of our business on that satellite.

"On the other hand at 25.5 degrees East, we have succeeded to engage with governmental agencies in the Arab world, and lease large chunks of capacity to them. We are also hoping to reach other regions like Africa and Central Asia," said Al-Tal.

Al-Tal added that CABSAT is one of the biggest and most important shows for the satellite industry, and said it is the perfect exhibition for anybody that is interested in TV, data, and the telecom business.

### Intelsat touts Epic HTS at the show



**This year at CABSAT, Intelsat was excited to showcase its latest range of Epic High Throughput Satellites. Two satellites in particular were being spoken about at the show, namely IS-29 and IS-33. Intelsat is adamant to educate its customers about the benefits of using HTS across various verticals.**

Jean-Philippe Gillet, VP, EMEA for Intelsat said: "For us this year is a build-up on our Epic range of satellites. Next year two satellites are being launched, IS-29 and IS-33, and we are having discussions with our customers

and really walking them through the benefit of a High Throughput Satellite for multiple applications. This could be for mobility, maritime, VSAT, cellular backhaul and others.

"The idea is basically looking at the applications and how High Throughput can help. We have taken a clear decision on how we are going to design the High throughput satellites, and all of these are not the same. The first thing was we wanted our customers to be able to re-use their equipment. In order to do that, we decided we were going to build infrastructure on C-band and Ku-band. The hub can be re-used, allowing the customer lower cost to operate on a High Throughput Satellite," added Gillet.

Gillet also mentioned that the company sees customer requirements going up. He explained that if a customer has a 10Mbps requirement today, and if he sees that going up to 20Mbps, because the volume of traffic has increased, HTS will increase bandwidth, but at a lower cost. He said this is generally observed with maritime, and oil and gas situations, and to further reduce cost, the size of the dish can be reduced too.

### ABS promotes new satellites

**ABS is thrilled to be at CABSAT this year, and is promoting two new satellites, ABS 3A and ABS 2A.**

Mohammed Youssif, COO, ABS said: "ABS has been growing close to 30% year on year, we have seven satellites and employ nearly 200 employees. We're also launching more satellites, the latest of which is ABS 3A which is a satellite that will be located at 3-degrees West. Even though this satellite is yet to be in operation it has a 45% fill rate, and we think by the time the satellite is turned on, we should be at a 60% fill rate. This tells us that there is so much potential, and we've teamed up with big operators for life time capacity on the satellite."

Further extolling the advantages to customers of ABS 3A, Youssif said: "What is so special about ABS 3A is it's the first commercial electrical propulsion satellite, which also brings the weight of it down to nearly 50% of a traditional satellite. This helps in the cost of launching the satellite, and what we've decided to do is take that cost saving and pass it to our customers. The satellite has more than 80 transponders on it, and the interesting thing is that this satellite is also part of a two satellite deal which we made. The second will be launched in Q4 of this year, ABS 2A, and will be co-located with ABS 2 at 75-degrees East, and will



complement ABS 2, adding more capacity and redundancy."

Youssif added: "We always enjoy CABSAT, where a lot of our senior management come. It's a great place to meet with a lot of people. We always notice that sales activity after CABSAT really goes high, so we always ensure to participate."



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## REVIEW

### Vislink shows NewStream at the show



Vislink returned to CABSAT again this year, and was showing a variety of its light weight terminals and the latest NewStream technology.

As part of the VISLINK portfolio, the NewStream can easily integrate with a variety of other VISLINK uplink products for additional data and video applications. Designed to meet both current and future demands, and based on a future-proof platform, the NewStream also offers broadcasters a clear upgrade path to multi-channel newsgathering. With a vendor-agnostic design, the NewStream can easily provide multi-channel support to any existing newsgathering system.

"NewStream is a CNG, SNG, ENG unit. It will be packaged in a deployable configuration in the Middle East, so you can have very high quality video encoding for transmission via ENG microwave, or SNG in the same unit and at the same time," said Ashley Dove, VP Solutions, Vislink.

"On the satcom side, Vislink has always specialised in ultra-low rate terminals for deployment in the field. Fast acquisition of content, like satellite news gathering in remote areas, and one of the products we're displaying here is the Mantis LT, which is an ultra-light weight antenna terminal, available in 90 and 120cm, with a sub 20kg weight. This can be deployed with existing SNG terminal equipment," added Dove.

### Horizonsat introduces Horizon TV Asia at CABSAT

**Horizonsat has returned to CABSAT again this year and introduced the newly launched Horizon TV Asia at the show.**

Hisham Ansari, EVP and CCO of Horizonsat said: "This year, we have started Horizon TV Asia, which is a free-to-air TV platform for South East Asian channels. We currently have channels from Bangladesh and Sri Lanka which are transmitting on the platform. It is operational on Eutelsat E70 B, which has a wide beam coverage. The target audiences are the expatriate populations of these countries, living

abroad in the Middle East and also their own countries. The beam covers 64 countries and this was started in January 2015. We already have 25 channels which are being uplinked from our teleport in Munich."

Ansari added: "CABSAT is always a major event for us because this is the only event dedicated to the Cable and Satellite industry. We have been participating at CABSAT for almost 13 years. It's a great platform for us, because we show all our different offerings."

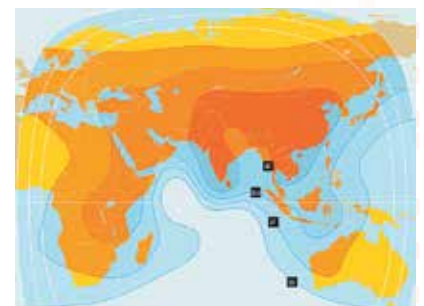


### APSTAR introduces APSTAR 7 and 9 at CABSAT

**APSTAR is a new player in the satellite market, which claims a niche in terms of its capacity and technical capability. Thomas Antony, Sales Director at APSTAR said the company has been welcomed well in the region, and that he was impressed by the visitors to their stand at CABSAT.**

"Our primary satellite is APSTAR 7 at 76.5-degrees, with global C-band, which covers everywhere from Africa to Australia. We have anchor tenants on that, such as HBO, AXN, Cinemax, Zee network etc. The second is the Ku-band MENA beam and also the African beam. We have a capability of cross-trapping the transponders, so that with an uplink in Europe, we can even serve customers in South Africa," said Antony

"We are also promoting APSTAR 9 which



will be launched in the fourth quarter of this year, and positioned at 142-degrees EAST. On this satellite there will be four beams, three of which are fixed. The satellite will cover a lot of ocean, so we are targeting maritime customers with this and aeronautical for in-flight connectivity," added Antony.



Today Sky Stream has established itself as a leading provider of managed and turnkey VSAT solutions across the Middle East, North Africa and South-West Asia for customers engaged in the Marine, Military and Oil and Gas sectors. Sky Stream provides flexible solutions to meet the ever changing demands of its customers, including the design, build and operation of networks. Its state-of-the-art control centre and hubs are complemented by a highly qualified and experienced team of engineers, project managers and customer service personnel.

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# Ready for NABSHOW

NABSHOW brings together every sector of the industry, from broadcast, digital media, film, entertainment, telecom, post-production, education, advertising and more. The show will take place in Las Vegas for six days from April 11-16

## TeamCast reveals slew of new products at NABSHOW

The insertion of CID signals will become mandatory in the forthcoming years, as soon as 2016 for DSNG applications in the USA, 2018 for all satellite applications in the USA, and later on in other parts of the world. In order to help its customers to prepare themselves for this new operational requirement, TeamCast has decided to include the CID management in two first products: the VYPER satellite modulator and the Jupiter demodulator

The third generation of the successful Vyper satellite modulator is combining two products in one, offering both IF and RF (L-Band) signal outputs, for a maximum flexibility in system built-up,



operation and maintenance. It also offers CID insertion for meeting the future requirements of DSNG applications.

Jupiter is TeamCast's new OEM DVB-S/S2 satellite demodulator board, dedicated to the professional Integrated Receiver/Decoder (IRD) industry, with CID extraction capability for fast CID checking in DSNG applications.

Additionally, VORTEX comes as a ready-to-use and stand-alone rack modulator/exciter, specifically designed to be integrated inside new and existing TV transmitter systems. Being ATSC1.0 compliant and ready for ATSC3.0 with software switching, VORTEX allows preparing a smooth migration to the future standard.

Also being showcased at the exhibition is Green4CAST, which comes as a very compact and OEM digital modulator, ready to be integrated within Terrestrial Digital Transmitter designs.

It uses a highly proven platform, with thousands of units in DVB-T and DVB-T2 networks.

## Jampro showcases UHF and FM antennas at NAB



Jampro returns to NAB with both TV and Radio broadcasters' needs in mind. The manufacturer will show their full line of antennas and filters at this year's NAB 2015 Show in Booth C1055. The product family includes the popular UHF Broadband panel antenna, the JVD-U and JCD-U broadband

antennas for UHF Bands IV & V, and the RCEC family of mask filters for TV, and a series of Broadband FM antennas for radio.

"We are delighted to share our top-performing antennas, combiners, filters and RF components with the attendees at this year's NAB," said Alex Perchevitch, Jampro

President. "Jampro has earned a reputation for accommodating our customers with the best and most competitively priced solutions, and the show affords us the ability to demonstrate our commitment by offering our fully customisable, high-quality systems."

Designed as either a side-mount or a top-mount unit, Jampro's UHF Broadband panel antenna provides the ideal solution for DTV, ISDB-T, DVB-T/H, NTSC or PAL broadcasting. It is now available for Bands IV & V in all polarizations: CPOL, EPOL, HPOL and VPOL.

Minimum windloading while providing broadband response makes the JAT the perfect answer for applications where either one channel is defined, or multiple channels are combined. The radome-enclosed unit can be either top or side mounted on a tower offering long life and many years of continuous service, ideal for broadband multi-channel UHF applications. Jampro's Broadband Batwing IV/V 470 – 860 MHz Antenna has many outstanding features that bring great value to today's broadcaster.

On the Radio side of things, the JAVA broadband log periodic FM antenna system is ideal for high gain directional applications, and is available on any standard FM channel.



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## GatesAir demonstrates Maxviva series at NABSHOW



GatesAir is introducing a new range of high-efficiency low-power transmitter and gap filler solutions that affordably solve the challenges of high penetration across large DTV networks, while delivering the lowest total cost of ownership. The new solutions specialise in delivering high-quality digital TV services over the air to regions lacking coverage by higher power transmitters, reliably filling in hard-to-reach areas.

At NAB, GatesAir will display two new low-power TV platforms that address two

distinct needs. The Maxiva UltraCompact series offers standalone low-power translator and on-channel gap filler solutions for UHF and High Band VHF stations across four power levels (30, 50, 80 and 130 watts). The new solution cuts the rack space requirements of its predecessor by 50 percent, delivering a broadband 1RU solution with exceptional performance and efficiency.

The Maxiva Multi-Compact series comprises high-density, 4RU 19-inch rack-mounted UHF and VHF transmission

systems available in several configurations, including N+1, N+2, or N+1+M+1 redundancy. The innovative Multi-Compact series provides a single chassis to house up to eight separate 15 Watt transmitters, translators or on-channel gap fillers, and provides the most compact design available, along with multiple redundancy options and configurations. Both solutions share performance and efficiency attributes with market-leading medium-to-high power Maxiva transmitters, balancing exceptional over-the-air quality with a green, cost-reducing architecture that slashes energy consumption, power bills and maintenance requirements.

"We continue to evolve our Maxiva solutions to ensure maximum performance, flexibility, efficiency and lowest total cost of ownership for our customers as they build out digital over-the-air networks," said Rich Redmond, Chief Product Officer, GatesAir. "Every network is looking to streamline operations, and these two distinct low-power solutions simplify network deployment and enable cost-effective wireless content delivery."

## Tedial brings Enhanced Media IT Platform to NAB

Tedial has revealed Tedial Evolution, an enhanced version of its Media IT platform, at NAB 2015. Tedial Evolution significantly extends MAM functionality with advanced search/indexing tools, new services to surf/explore archives, and improved integration between archive and workflows engines to reinforce a collaborative environment. NEW GUI Tedial Evolution offers a completely new user experience designed to speed both manual and automated workflows. Built on the solid, tried and trusted Tarsys MAM platform, the new HTML5 User interface keeps frequently used tools on the screen for improved performance. True multi-screen smartphones, tablets and multi-platform like IOS, Android,



Windows operations allow users to manage tasks, validate media or monitor workflows status from mobile devices.

The interface is fully customisable for individual preferences or work assignments, including different metadata

views and screen configurations, with an integrated activity monitor and unified view of archives, workflows and business processes. And the new interface features a configurable "logging" board with shortcuts for actions and actors, specially designed for sports and live events. Inside the User interface is an improved media player with audio waveforms, thumbnails and locators displayed in the timeline. NEW Tarsys Search/Indexing Engine The Tarsys Search/Indexing engine has been extended to organize/search collections and other object related entities, to indexing very large databases via shared indexes, and to automatically tag descriptive metadata based on scoring of texts using stop words. **PRO**

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# Is 7-8 degrees West the perfect hotspot?

Ali Korur, Regional Vice-President, MENA, Eutelsat speaks about the ever growing popularity of the hotspot that delivers DTH TV to 51 million homes

**Eutelsat is traditionally associated with Europe. What is the importance of the MENA market in your company's commercial strategy?**

While it's true that Eutelsat's roots are European, the Middle East and North Africa is more than ever a key market for us. Our coverage included part of this region right from the outset, but over the past three decades, we have extended and improved it considerably. More than half of our 34-satellite fleet currently covers MENA, and one of our new satellites currently on order will also offer coverage of the region. Working with many of the leading companies in the region, we see great potential for growth, exciting technical challenges and considerable scope for innovative solutions.

**What is your main focus in the region?**

Eutelsat and Nilesat together are the undisputed leaders for DTH broadcasting in the MENA region. The 7/8 degrees West position was recently confirmed by independent research as first choice for satellite homes in the region, with an







audience of over 51 million homes. This represents more than 90% of TV households. Since 2010 the number of TV channels benefitting from this prime location has increased by more than 50%. There are now 1,200 TV channels, of which at least 90 are in High Definition, and exclusive pay-TV and free-to-air content is available from the 7/8 degrees West hotspot.

In addition to the 7/8 degrees West position, the HOT BIRD orbital neighbourhood at 13 degrees East is a key bridge for Arab communities living in Europe and for Europeans living in MENA. Today, HOT BIRD is one of the world's largest video hotspots with more than 1,100 channels, of which over 100 are Arabic native. Market-leading pay-TV platforms and a strong free-to-air line-up have driven the steady expansion on HOT BIRD to 66 million DTH homes in 2014.

This shows very clearly that the broadcast market is of paramount importance for us and is an increasingly sophisticated environment in the MENA region. Leading media groups, such as Al Jazeera, MBC and OSN, are setting new benchmarks for quality programming and driving up audiences, creating a virtuous circle for market growth.

As well as our market-leading satellite services, we have built strong partnerships with other operators besides Nilesat, in particular Gulsat and Noorsat. This allows us to work closely with broadcasters, premium networks and service providers and be better prepared to anticipate and meet the requirements in the MENA region.

This neighbourhood is about to be further strengthened by the new EUTELSAT 8 West B satellite, scheduled for launch mid-2015. The market is also benefitting from the recently re-located EUTELSAT 7B satellite at 7° East, which is particularly suited to serving regional and linguistic markets in the region.

We can also provide solutions to enable new data and video point-to-multipoint distribution, and efficient, cost-effective broadcast solutions in the Ka-band, with our tailored satellite services. And Eutelsat is also actively promoting connected TV services in the MENA region, via our innovative 'smart LNB' system. This can transform DTH audiences into fully interactive homes. Broadcasters and platform operators can



Ali Korur, Regional  
Vice-President,  
MENA, Eutelsat.

**"This neighbourhood is about to be further strengthened by the new EUTELSAT 8 West B satellite, scheduled for launch mid-2015. The market is also benefitting from the recently re-located EUTELSAT 7B satellite at 7° East, which is particularly suited to serving regional and linguistic markets in the region"**

operate linear television and connected TV services directly via Eutelsat.

#### **Is Eutelsat active in other segments of the telecoms market?**

Definitely. Eutelsat is working with partners to develop digital opportunities across the region. Last year, for example, we deployed an in-orbit satellite to 48° East, which delivers full national coverage to Afghanistan. The satellite has been co-branded AFGHANSAT 1 following an agreement between Eutelsat and Afghanistan Ministry of Communications and Information Technology (MCIT) and will be used to enhance deployment of Afghanistan's national broadcasting and telecommunications infrastructure as well as its international connectivity. AFGHANSAT 1 will support a wide range of services, including broadcasting, mobile telephony

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**“Eutelsat and Nilesat together are the undisputed leaders for DTH broadcasting in the MENA region. The 7/8 degrees West position was recently confirmed by independent research as first choice for satellite homes in the region, with an audience of over 51 million homes. This represents more than 90% of TV households. Since 2010 the number of TV channels benefitting from this prime location has increased by more than 50%”**

backhaul and IP connectivity, providing access to ICT and broadcast services especially in otherwise un-served areas of the country.

We have also opened the first Ka-band spotbeam over the UAE, Bahrain and Qatar, and are in active discussions with local telcos to build an offer in these countries. There is considerable interest in exploiting this new frequency range and realizing the benefits of competitively-priced, easy-to-deploy Ka-band terminals.

Another important market is DTT rollout. TDA, Algeria's national broadcasting company, uses our EUTELSAT 5 West A satellite as a key component in the country's transition into a fully digital broadcasting environment. And expansion of our activities in Algeria is continuing through the recent contract with Divona for capacity on the EUTELSAT 21B satellite enabling them to accelerate their deployment of a digital infrastructure.

#### **What about ground infrastructure?**

Eutelsat operates a network of teleports which is a powerful tool for connecting

the MENA region to Europe and beyond. We own and operate teleports in France, Italy, Madeira and Mexico, offering the highest technical and security standards and a full range of services including video broadcast, content distribution and data services. We also work closely with a growing number of certified and partner teleport operators to enhance the access to and coverage of our network worldwide.

Access to the internet (for trunking services) is provided via three major Tier1 ISPs, and Eutelsat has access to a network of dedicated leased lines.

The teleports feature some 150 transmit and receive antennas dedicated to managed services. They operate in the C, Ku and Ka frequency bands and have visibility of satellites located on an arc extending from 117° West to 172° East.

As a historical partner of leading MENA operators, committed to developing universal access to the main digital networks, Eutelsat continues to invest significant resources to help our customers grow their business in these markets. **PRO**

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# Tracking ships

Lars Brandstaeter, Managing Director of Jakota Cruise Systems explains how today's technology can transform dots on a map into valuable business intelligence

**Until only recently, when a ship would set sail for a distant port, nobody knew how the precious cargo of people and goods were faring until they arrived at their destination – or worse, didn't arrive at all.**

Shipping is still fraught with dangers – piracy, theft and horrendous hurricanes are not limited to storylines from Pirates of the Caribbean.

Today, with modern mobile satellite communications, ship owners and managers can track their fleet's progress and judge the local conditions that impact the journey such as wind strength and wave height.

For example, FleetMon is a satellite-based tracking solution centred around Globalstar's LEO global constellation, and was developed by maritime communications solutions provider Jakota Cruise Systems. This innovative system is currently used on hundreds of ships, including many registered in the Middle East region. With a one-way asset tracking M2M device on each ship, this customised software does more than put a dot on a nautical chart. It provides a low-cost way of making all the information about the fleet usable and actionable, thereby enabling informed and more rapid decision-making.

"Tracking ships is now pretty straightforward. The harder part of the puzzle is extrapolating information from the facts and figures to understand the implications of the data," says Lars Brandstaeter, Managing Director of Jakota Cruise Systems.

The way FleetMon works is through the gathering and use of 'intelligence'. The system monitors a ship for several months, and builds a comprehensive picture about the vessel's performance, monitoring numerous metrics to determine what is typical, expected, and acceptable.



**"Tracking ships is now pretty straightforward. The harder part of the puzzle is extrapolating information from the facts and figures to understand the implications of the data"**

Lars Brandstaeter, Managing Director of Jakota Cruise Systems

"When someone charts a ship, the owner contractually agrees service levels for performance, speed and fuel consumption. With the data available from the Globalstar trackers, both parties can ensure they have the facts about speed and the conditions that impact those contractual obligations. When tens of thousands of dollars a day are at stake, this data is critical," adds Brandstaeter.

With the cost of satellite communications falling, and with more value-added information available to leverage, there's a new transparency in the maritime communications market. There are many stakeholders in a long logistics chain, and all of them want to know the ship's location so they can prepare for delivery dates – or delays – for goods as well as planning for ship maintenance when it is in port. Every moment counts, and maritime operations that are less than 100% efficient mean lost revenues.

But many parties also have an interest in understanding the ship captain's behaviour, and various aspects of crew performance. The shipping company, fleet manager, fleet superintendent and operations department all benefit from looking under the hood and understanding the reason for and impact of nautical manoeuvres and other developments that take place, and decisions that are made, aboard a ship.

And still age-old problems like piracy and theft persist despite the rapid pace of technological innovation. "Fortunately today's satellite devices are so small and autonomous that they can be hidden discreetly without being found by pirates or thieves," concludes

Brandstaeter. "We can provide peace of mind in a business that is still in daily battle against the elements and the constant potential for theft and piracy." **PRO**

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