

Connect with More Viewers

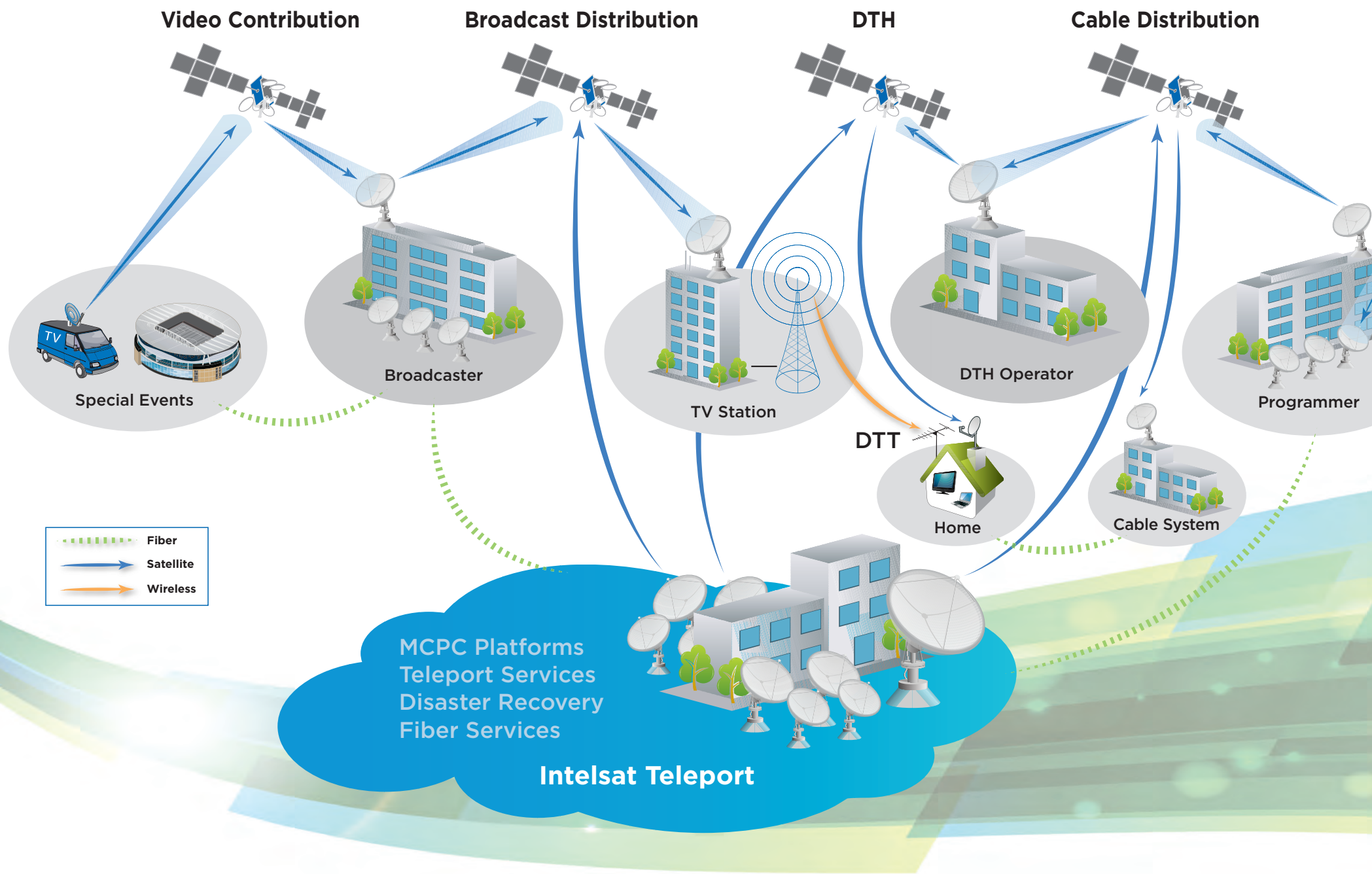
Intelsat Media Services



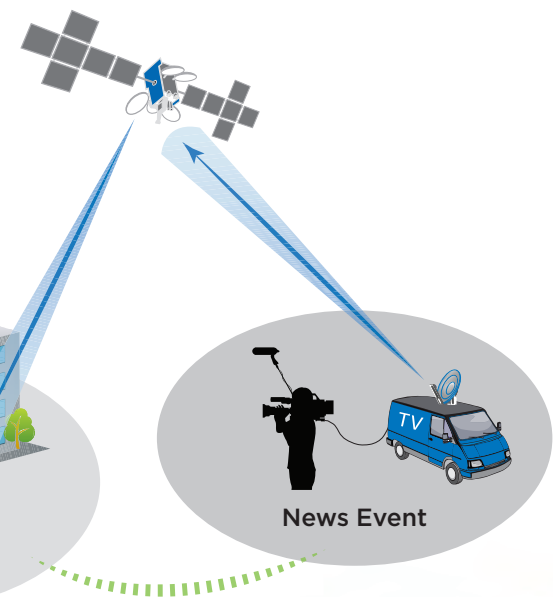
INTELSAT[®]

Envision. Connect. Transform.

Intelsat in the Video Value Chain



Occasional Use



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Connecting the World to Programmers' Iconic Images is Our Heritage...

As the world's first international global satellite operator, we have distributed media for longer and to more regions than any other company on Earth. When NASA put a man on the moon — the world watched it happen via Intelsat.

... and Serving the Demands of a Media-centric World is Our Future

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

Global

- Integrated global network
- 50+ satellites blanketing the world
- ~ 40 video neighborhoods on 30 satellites
- Hundreds of millions of viewers across 6 continents
- Terrestrial access with 36,000+ miles of fiber, 8 teleports and strategically located Points of Presence (PoPs)
- World's largest orbital rights collection

Secure

- Reliability: 99.993% satellite availability
- In-orbit resilience: flexible fleet, satellite spares and in-orbit protection
- Full redundancy of core teleport facilities and equipment, PoPs and fiber paths
- Content protection on the fiber network through IP/MPLS technology and other security features
- Support for industry-leading encryption systems
- State-of-art network management and troubleshooting tools

Innovative

- Vision incorporates the latest media delivery trends
- Forward-looking technologies help customers capture new revenue streams and contain costs
- Hybrid satellite-terrestrial delivery solutions
- Next-generation, high-throughput platform
- Highly efficient content delivery solutions available at customers' door with IntelsatOne edge nodes and automated access tools



Cable & Broadcast Distribution Solutions

For media distribution, success is about reaching as many viewers in as many places as possible. Whether you seek a broader regional audience or the creation of a global media distribution network, Intelsat's strategically located video neighborhoods connect your content with the world's prime cable and broadcast systems, with immediate access to maximum global audience.

Reaching Cable & Broadcast Systems Worldwide

Over 20 satellites provide instant and efficient access to cable and broadcast systems in 6 continents through C- & Ku-band beams. Maximum availability is ensured thanks to high-performance assets using the right frequency for the right location and customized protection schemes. The combination of just 4 Intelsat premiere cable distribution neighborhoods can deliver your content to the world...

- North America: 9 satellites host the premiere cable & broadcast distribution neighborhoods in the US and the most prestigious programming names.
- Latin America: an array of 8 satellites offers unparalleled access to cable systems across the continent to the most watched channels in local and international programming.
- Europe: 6 powerful satellite communities serve Western, Central, and Eastern Europe and Russia.
- Indian Ocean Region: 2 transcontinental neighborhoods connecting Europe, Asia, Africa and the Middle-East enjoy full penetration throughout the footprint and the highest viewership share in the booming Indian market.
- Africa: 3 satellites bring local and international TV and radio channels to inform and entertain the African populations.
- Asia: 4 satellites serve broadcast and cable communities throughout the Pacific Rim and South Pacific regions.

Success Stories

NHK

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



Digital Terrestrial Television Solutions

Following a model proven in North America and Western Europe, many nations are realizing the benefits of implementing Digital Terrestrial Television (DTT); digital signals replacing analog signals provide improved reception quality and enable the delivery of increased channel lineups and enhanced multimedia applications. Intelsat has supported DTT applications for many years in multiple regions.

DTT: Enabling National Broadcasters for Digital Distribution

Intelsat offers DTT solutions that are simple, yet reliable:

- DTT signals are uplinked from a multiplexing facility to an Intelsat satellite
- The satellite sends the signal to all the targeted broadcast towers at once
- The towers transmit over-the-air signals to homes, where they are converted for viewing by digital set-top boxes
- The DTT service can be complemented with a DTH overlay to service homes that are not in range of a broadcast tower
- Intelsat carries many national channels on each continent and can also leverage premium private content to facilitate the creation of attractive DTT channel line-ups

Success Stories

Sentech

Intelsat worked with Sentech, on behalf of the South African Department of Communications, to provide satellite capacity for a DTT television service launch in South Africa in 2012. The multi-transponder service, originally on the Intelsat 7 satellite, provides backbone connectivity as well as DTH television distribution across South Africa. Services have now transitioned to Intelsat 20.

Kenya Broadcasting Corporation

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



DTH Solutions

Intelsat transmits entertainment, news, sports and educational programming for content providers and direct-to-home (DTH) platform operators. Prime DTH platforms around the world rely on Intelsat's orbital rights and assets for rapid access to new regional or national audiences.

Customized Solutions to Launch or Grow Your DTH Business

Whether providing high-power Ku-band beams for new platform launches in record time, or customized beams to optimize and grow an existing platform, Intelsat provides flexible, efficient solutions to reach millions of households and to accelerate speed-to-market.

Intelsat combines unmatched assets and credentials...

- More than 2,500 DTH television and audio channels
- 30+ DTH platforms on 18 satellites
- Audiences in 6 continents
- Prime Ku-band capacity to support new platform launches

... with a flexible approach

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

Success Stories

DIRECTV Latin America

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

MultiChoice

MultiChoice's DStv platform is the largest DTH platform in Africa, originally utilizing Intelsat 7 and Intelsat 10 to carry its DTH programming and Intelsat 904 to contribute content to its South Africa facility from other continents. MultiChoice and Intelsat collaborated on the design of the South African Ku-band payload for Intelsat 20, optimizing the beam parameters and the signal reception power for MultiChoice's more than 3.9 million DStv customers throughout South Africa, Namibia, Botswana, Lesotho, Swaziland and Mozambique. MultiChoice services have now transitioned from Intelsat 7 and Intelsat 10 onto Intelsat 20. Intelsat also provides restoration capacity, resulting in a more robust network platform.



Occasional Use Solutions: Connect Your Viewers to the Hottest News Stories

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

Connect with Intelsat's Occasional Use Solutions

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

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

Features:

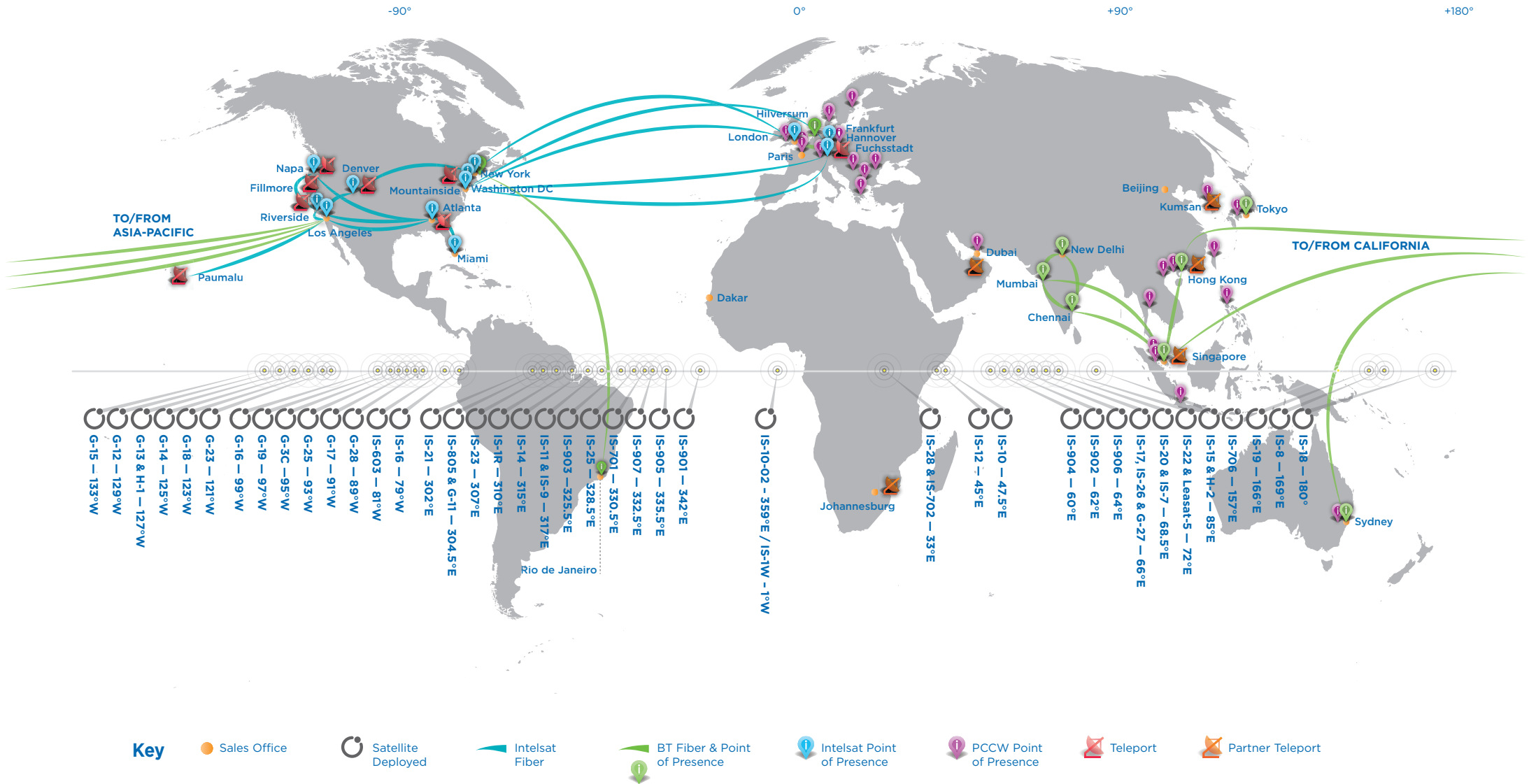
- Large inventory of OU capacity across Intelsat's global fleet of satellites updated daily
- Terrestrial OU services on the IntelsatOne teleport and fiber network, including teleport uplinking/downlinking, encoding/decoding and format conversion services
- Network of global partners for local SNG and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



One Connection Delivers the World: Our Global System

With broadcaster relationships that span over 40 years, Intelsat understands the demands of delivering media content better than any other company in the world. When our customers told us that they needed reliable solutions that incorporate both ground and space network components, Intelsat built the world's largest fully integrated satellite, teleport and fiber network, with the quality, reliability and flexibility on which our reputation is built.

Intelsat Global Network



Powerful Neighborhoods Connect Programmers to Profits

Content distributed through the Intelsat neighborhoods instantly connects with its target audience through the thousands of antennas looking at our satellites from the ground. Our exclusive cable and DTH satellite neighborhoods, with unmatched cable headend penetration and ‘homes passed,’ provide highly efficient distribution platforms for programmers seeking to maximize viewership of content. The most prestigious programming names trust Intelsat to distribute their content around the world.

Intelsat’s Global Distribution Neighborhoods

	Orbital Location	Satellite	Description	Approx. Channels	Frequency Bands	Cable & Broadcast	DTH	IntelsatOne MCPC Access
Europe, Middle East & Central Asia	335.5°E	Intelsat 905	Iberian Neighborhood & Digital Cinema Hotspot	28	Ku	•		•
	1°W	Intelsat 1W	CEE/Nordic Multi-satellite DTH Hotspot: 17+ million homes in Central/Eastern Nordic Europe	716	Ku	•	•	•
	45°E	Intelsat 12	CEE DTH Neighborhood	145	Ku		•	
	60°E	Intelsat 904	Russia & Kazakhstan DTH Neighborhood	210	Ku		•	
	85°E	Intelsat 15 Horizons 2	Russia DTH Multi-Satellite Neighborhood	160	Ku	•	•	
Europe & Asia	66°E	Intelsat 17	Transcontinental Hotspot from Europe to West Australia	143	C	•		•
	68.5°E	Intelsat 20	Transcontinental Hotspot from Europe to East Asia: 120+ million viewers	274	C	•		•
Asia Pacific	45°E	Intelsat 12	Sri Lanka DTH Neighborhood	85	Ku		•	
	64°E	Intelsat 906	Nepal DTH Neighborhood	39	Ku		•	
	166°E	Intelsat 19	Pacific Rim Distribution Neighborhood: 37+ million Pacific Rim viewers	156	C	•		•
	166°E	Intelsat 19	Australia/New Zealand DTH Neighborhood	146	Ku		•	•
	169°E	Intelsat 8	Japan HITS Neighborhood	80	Ku	•		
	180°E	Intelsat 18	South Pacific DTH Neighborhood	136	C/Ku	•	•	

	Orbital Location	Satellite	Description	Approx. Channels	Frequency Bands	Cable & Broadcast	DTH	IntelsatOne MCPC Access
North America	133°W	Galaxy 15	Premier US Cable Distribution*	108	C	●		
	127°W	Galaxy 13	Premier HD and 3D Programming*	62 (52 HD)	C	●		●
	125°W	Galaxy 14	Premier Tier 1 Cable Programming*	196 (81 HD)	C	●		
	123°W	Galaxy 18	Sports Programming Hotspot*	40	C	●		
	121°W	Galaxy 23	Multicultural & Specialty Programming: Spanish-language, ethnic and sports	115	C	●		
	99°W	Galaxy 16	C-band US Cable Distribution* & Ku-band SNG	90	C/Ku	●		
	97°W	Galaxy 19	Leading US Ethnic DTH Neighborhood: 300 multicultural channels, 40 languages	424	Ku		●	
	95°W	Galaxy 3C	US & Puerto Rico DTH	525 (50 HD)	Ku		●	
	91°W	Galaxy 17	Premier Regional & League Sports Neighborhood*	103 (40 HD)	C	●		
South America	89°W	Galaxy 28	Brazil DTH Neighborhood*	112	Ku		●	
	302°E	Intelsat 21	Premier LATAM Cable Distribution Neighborhood: Highest cable head-end penetration in LATAM	245	C	●		●
	302°E	Intelsat 21	Mexico DTH Neighborhood*	338 (70 HD)	Ku		●	
	304.5°E	Intelsat 805	Pan-regional Cable Distribution Neighborhood	166	C	●		
	304.5°E	Galaxy 11	Brazil DTH Neighborhood	119 (27 HD)	Ku		●	
	310°E	Intelsat 1R	Brazil Distribution Neighborhood	25	C	●		
	310°E	Intelsat 1R	Central America Distribution Neighborhood	133	Ku		●	
	315°E	Intelsat 14	Cable Distribution Neighborhood	34	C	●		
	317°E	Intelsat 11	Premier LATAM Cable Distribution Neighborhood: Full penetration in Latin America	223 (34 HD)	C	●		
	317°E	Intelsat 11	Brazil DTH Neighborhood*	241 (42 HD)	Ku		●	
Africa	325.5°E	Intelsat 903	Caribbean DTH Neighborhood	164	Ku		●	
	33°E	Intelsat 28	Africa Free-to-Air DTH Community	26	Ku		●	●
	64°E	Intelsat 906	Africa Distribution Neighborhood	36	C	●		
	68.5°E	Intelsat 20	Africa Premier DTH Community*	336	Ku		●	
	332.5°E	Intelsat 907	Africa Distribution Neighborhood & Radio Hotspot	103	C	●		

* in-orbit protection available



IntelsatOne Solutions

IntelsatOne combines an IP/MPLS fiber network, broadcast and data platforms, and teleport services that complement our global satellite fleet. As a result, customers achieve rapid deployment of new end-to-end services with minimal investment, maximum flexibility and optimal reliability and security.

Connecting More Efficiently with IntelsatOne: We Invest for You.

IntelsatOne Media Fiber Services

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

Fully integrated with our IntelsatOne MCPC and IntelsatOne Teleport services, IntelsatOne supports end-to-end media delivery solutions and offers connections to media hubs, service providers and other customers in select cities of North America, Europe, Asia and Africa.

Features:

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

IntelsatOne Teleport Services

Operated using the highest quality standards in the industry, Intelsat Teleports are state-of-the-art facilities with 24/7 operations staff strategically located in the United States and Europe. Our 8 teleports are media gateways that act as interfaces between our satellites and our IntelsatOne fiber network, and as relay stations between two or more satellites. Customers that are “on-net” with the IntelsatOne Fiber Network can seamlessly use any service available at any IntelsatOne teleport.

Features:

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



IntelsatOne MCPC Solutions

Whether you want to test a new market, grow one channel at a time, or avoid large infrastructure investments, the IntelsatOne MCPC platforms provide an efficient, cost-effective access to our most valuable video neighborhoods.

Intelsat support from start to finish

IntelsatOne MCPC (Multi-Channel Per Carrier) platforms are a highly reliable, cost-effective, and operationally efficient solution for the distribution of a single channel or small group of channels to cable operators or DTH subscribers. The MCPC carrier allows customers to leverage the power of a fully saturated transponder on top video neighborhood satellites, while leasing only their required bandwidth. Offered as a full-time managed service, Intelsat provides single-source, turn-key solutions that include encoding, conditional access, multiplexing, uplink, space segment, fiber/satellite backhaul and teleport services.

Features:

- 11 C-band platforms on prime cable distribution satellites in the Americas, Indian Ocean and Pacific Ocean regions
- 3 Ku-band platforms on leading DTH and cable distribution satellites in Europe, Africa and Oceania
- Platforms can be combined for global or custom coverage
- Support for SD and HD, MPEG-2 and MPEG-4
- Cisco PowerVu or Ericsson Director encryption offered as default; most platforms also support pass-through of customer-selected encryption system

Success Stories

BBC World News

BBC World News 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.



Always Connected: Disaster Recovery Solutions

As the complexity of media networks increase, so do the potential points of failures. Outages in a network result in lost revenue from advertising and subscriptions. Intelsat's Disaster Recovery Services provide peace of mind by reducing the risks of network downtime.

There's No Such Thing as a Minor Service Outage

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

Features:

Satellite Back-up

Intelsat provides back-up satellite capacity in the unlikely event of a major outage on the customer's primary satellite

- In-Orbit Protection capacity offered on select satellites in the Americas and Asia
- OU capacity can be booked as back-up in Intelsat's large inventory on an as-available basis
- In-orbit spare satellites customized for select assets

Teleport Back-up

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

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

Fiber Back-up

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

- Edge nodes at customer premises for diversified access to Intelsat's network



Intelsat Knows Global Distribution

Intelsat's investments in global infrastructure, including satellites, fiber and teleports, result in an unmatched capability to deliver programming efficiently and seamlessly. More importantly, because Intelsat monitors and controls the entire global distribution path, Intelsat is solely accountable for the quality and reliability of these robust solutions. Customers gain operational efficiency, allowing them to focus on programming and viewers. Now that's a valuable connection!

Unparalleled Video Distribution Capabilities...

- 50+ satellites
- 36,000+ miles of fiber
- 8 teleports
- Points of Presence (PoPs) in strategic traffic exchange points
- ~ 40 video neighborhoods on 30 satellites
- 30+ DTH platforms

... Connect Content and Audiences Around the Globe

- Hundreds of millions of viewers across 6 continents.
- Leading media companies rely on Intelsat's network to distribute their content to a global audience.
- Our global redundant network roots in Sky and Earth to securely serve traditional and emerging media applications around the world.

Success Stories

Discovery Communications, Inc.

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 & space network solution with the flexibility to launch new services quickly. Intelsat supports Discovery's global distribution needs on 6 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 ensure business continuity, Discovery also utilizes Intelsat for ground and space disaster recovery services.

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Leading Programmers, DTH and DTT Operators
 rely on Intelsat's global infrastructure to deliver
 content throughout the world.



INTELSAT.

Envision. Connect. Transform.

www.intelsat.com