

Teletimes

International

The only tri-regional magazine focused towards the ICT, Telecom & Satellite Sectors of the Middle East, Asia and Africa



CABSAT

"SES will be able to fulfill the growing connectivity demands of the regions"

Hussein Oteifa, General Manager Commercial - SES Middle East



Intelsat Demonstrates Satellite's Strength, Versatility at Cabsat

Jean - Philippe Gillet, VP - EMEA, Intelsat



"The Middle East and African satellite markets are exciting with numerous opportunities"

Mr. Raj Malik
SVP - Sales & Marketing - MEASAT



“The Middle East and African satellite markets are exciting with numerous opportunities”

Mr. Raj Malik
Senior Vice President
Sales & Marketing
MEASAT Satellite Systems Sdn. Bhd

Interview: Khalid Athar



Mr. Raj Malik as Senior Vice President, Sales & Marketing at MEASAT Satellite Systems oversees MEASAT’s global sales and marketing activities, focused on building and supporting a strong customer base across Africa, Asia, Australia and Europe. Raj is also

the MEASAT’s senior leadership team responsible for the overall development and execution of the company’s strategy. Prior to joining MEASAT, Raj spent seven years with an Asian satellite operator in various sales, marketing and operations roles. Raj holds an

MS (Biomaterials) & International Business Studies from the University of Minnesota and completed an Executive General Management Programme from IIM Bangalore, India. Following is an interview with Raj Malik for this CABSAT edition of Teletimes International.

Khalid Athar: Let's begin with some information on MEASAT's capabilities in supporting distribution of VSAT services within Africa and Asia?

Raj Malik: MEASAT is an emerging market satellite operator with capacity across six (6) communication satellites. Today the MEASAT fleet includes:

- The MEASAT-2, MEASAT-3,

party VSAT hubs.

KA: The recent application of NovelSat Technology on AFRICASAT-1a is generating significant cost savings. Could you give us some details on this?

RJ: Late in 2014 MEASAT demonstrated AFRICASAT-1a's compatibility to support NovelSat's NS3 64 APSK modulation technology. This was a key result, which



MEASAT-3a and MEASAT-3b satellites which support Ku- and C-band VSAT networks for cellular backhaul, oil & gas, and corporate networks in the Asian and Oceania regions;

- The MEASAT-5 satellite providing HTS services across Malaysia, Singapore and Brunei; and,
- The AFRICASAT-1a satellite providing high-powered C-band VSAT services across Africa and the Middle East, with unique connectivity into Southeast Asia and Europe. The MEASAT fleet is flown from the MEASAT Teleport and Broadcast Centre ("MTBC") located in Cyberjaya, Malaysia. In addition to providing primary satellite control functionality, MTBC also provides our main Network Management Center and hosts numerous third

allows our customers using the satellite to benefit from a 20% to 50% increase in spectral efficiency.

Higher spectral efficiency translates to higher transponder throughput and thereby reduces cost, in turn providing extra customer value. The key application areas that benefit are multiplexed IP trunking and voice backhauled for mobile operators and point-to-point IP transit for Internet Service Providers.

KA: AFRICASAT-1a has an excellent high powered footprint across Africa with connectivity into Europe, how is the response from customers for this satellite? Would you like to give us some more information on the services you are offering with this satellite?

RJ: Customers are continuing to respond favorably to AFRICASAT-1a due to enhanced sales coverage and greater market recognition. In 2014, we increased the customer base using the satellite by more than 50% and the capacity leased by 35%. Due to our efforts, the market is also more aware of the satellite's advantages of high EIRP, favorable G/T, and standard C-band frequencies supported by teleport uplinks

This is in response to the population's greater need for connectivity and general economic development. In the medium-term, demand will increase for traditional VSAT and broadcast services. Respectively, this is in support of growing sectors such as oil & gas, mining, and banking, and the continent's growing appetite for video content especially sports. MEASAT is also positioning 46°E to be the region's video hotspot, similar to 91.5°E for Asia.

KA: Do you see potential growth opportunity within the Broadband through Satellite market in this region?

RJ: There will be opportunity for HTS satellites to provide high-speed broadband to the region, given that broadband markets in the Middle East and Africa are expected to grow significantly in the near future. Studies suggest peak Internet traffic will grow approximately six (6) fold from 2012 to 2017. The main advantage of satellite systems is coverage as they can be configured to cover any part of the world where fibre may not be deployable. With innovative satellite technologies coming into play we expect that satellite systems could play a

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in Europe and the Middle East for both telecommunication and broadcasting services.

KA: Please share with us your detailed anticipations for the Middle East and African Satellite market?

RJ: The Middle East and African satellite markets are exciting markets with numerous opportunities. With respect to the African market, which is our main focus at this time, we see continued growth driven by cellular backhaul, corporate networks and video segments.



more significant role in Africa.
KA: In your opinion, what are the most important user considerations that should be made before choosing the best satellites (for communications and for broadcast)? Do you feel some of these considerations are being ignored?

RJ: A customer should give consideration to both the satellite and the satellite operator when looking for satellite communications and broadcast services. Some of the more important considerations would be:

- Good operation track record of satellite operations
- Reliability and performance of the satellite (i.e. coverage & power level)

- 24x7 support and Response levels
- Contractual arrangements based on spirit of partnership

KA: As the Senior Vice President – Sales & Marketing for MEASAT, please tell us about the challenging environment within the market and competition for MEASAT? What is your strategy towards dealing with this competition and what are your plans for long-term growth?

RJ: The overall environment

is challenging especially for a small satellite operator. The industry is an industry of scale, and so MEASAT's long-term strategy is to expand our fleet to better support our customers. Following the launches of AFRICASAT-1a and MEASAT-3b in 2013 and 2014 respectively, MEASAT will be launching:

- MEASAT-3c in 2016
- MEASAT-2a in 2017
- MEASAT-3d in 2019

“As part of its broadcast strategy, MEASAT has worked proactively with leading payout and uplink service providers such as Encompass, Globecast and RR Media to create tailor-made customer solutions.”

This will bring MEASAT's fleet to nine (9) satellites by 2019. This growth will enable our customers to further expand their services across the Asia-Pacific, Africa, the Middle East, Europe and Australia.

In Africa, MEASAT's strategy is to continue building our relationship with the market to ensure they understand that:

- AFRICASAT-1a offers the advantages of high throughput, cost savings, and excellent look angles across the entire African continent

and island nations;

- MEASAT looks to partner with our customers by offering flexible, customized solutions that lead to mutual growth and win-win situations;
- MEASAT will build more local proximity to better engage our customers and continue raising our level of service.

KA: How important do you consider partnerships within the Satellite Industry for long

segment.

We look to build similar partnerships as we grow our African and Middle Eastern broadcast business to create an African and Middle Eastern video hotspot at 46°E. With our partners' support, 46°E will become a regional leader similar to MEASAT's 91.5°E video hotspot in Asia. AFRICASAT-1a's European connectivity has led to partnerships with leading



teleport operators in Germany, Luxembourg, Switzerland, Greece and the UK. More European teleports are looking at taking capacity on AFRICASAT-1a.

KA: Would you like to comment on Teletimes International (which is the only tri-regional magazine focused towards the ICT, Satellite and Telecommunications sectors of the Middle East, Asia and Africa)?

RJ: Teletimes International has built itself into a publication of repute in the communications sector. It addresses synergies between the Middle East and African service providers, promoting content that addresses important issues and mobilizes support for the larger benefit of the industry. **■**

term sustainable growth? Would you like to tell us about some of MEASAT's partnerships in the region and their significance?

RJ: As part of its broadcast strategy, MEASAT has worked proactively with leading payout and uplink service providers such as Encompass, Globecast and RR Media to create tailor-made customer solutions. This strategy has been mutually rewarding for MEASAT and its partners, leading to leadership position in the Asian HD video market