

# Ground controls



From top: David Ball, Regional Vice President, Asia-Pacific, Intelsat; Paul Brown-Kenyon, Chief Operating Officer, Measat; Peter Jackson, Chief Executive Officer, Asia Satellite; Elias Zaccack, Vice President Sales, Asia Pacific, SES World Skies; Titus Yong, Vice President of Satellite, SingTel; Prastowo M. Wibowo, Group Head Satellite and Submarine, Indosat

Perhaps the best thing that can be said about Asia's satellite industry at the moment is that it seems relatively calm.

No major co-ordination battles. No rogue satellites. An absence of invective (at least publicly) about old-boys not letting newcomers in. Nothing looming that's going to cause the kind of high-emotion Wimax fright of recent years, although that fight hasn't gone away completely.

Sure, it's not at all hassle-free, and who among Asia's leaders wouldn't want higher transponder pricing, or a regulatory (or an

economic) break or two.

But, on the whole, Asia's satellite leaders seem to be looking at more stable times – and, indeed, more optimistic times – this year than they were last year or the year before.

HD TV is picking up in a big way as expected. High-quality capacity remains in demand. New satellites are lining up for launch...

Maybe the biggest change is the gentle shift in leadership at AsiaSat in August, when long-time CEO Peter Jackson becomes executive chairman and his long-time number two, Bill Wade, takes over.

issue two 2010

## Paul Brown-Kenyon Chief Operating Officer, Measat



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### Are you still concerned about economic uncertainty/fallout from the global downturn?

“The satellite industry is a long-term industry. When you include the time taken to develop the business case, raise funding and construct the satellite, we operate with 15- to 20-year investment cycles. This long-term investment horizon is often matched with long-term contracts with our customers, which can stretch up to 15 years. Given the long time horizon, you will see times of strong economic growth and others of slower growth (or even contraction). The fundamental drivers of growth in the Asian region – general economic development and deregulation – remain in place. While growth may have slowed in 2009 compared to the years before, we remain positive about the opportunity in the region both in the short term and over the longer term.”

### What's your opinion on the amount of available capacity over Asia right now?

“I think there is a good supply/demand balance in the market at the moment. This will likely tighten over the next few years, which will lead to an increase in pricing. Given the relatively low lease rates in the market today – which resulted from the excess capacity a few years ago – a strengthening of pricing is important to justify additional investment needed to meet future demand.”

### Are you still sure that HD will continue to drive satellite usage in the long term? If not HD, what will?

“Yes. Definitely. Given the number of players in the HD ecosystem – from content providers, to channels, to equipment manufacturers, to viewers – adoption was always going to take a little time. We are seeing interest continue to build. Over the next few years HD will become the norm for top-tier video content. Measat-3 /3a now carries 13 HD channels on our regional distribution platform, increasing at around one channel a month.”

### Updates on Ku- and C-band: which band has shown growth/slowdown in this region over the last 12 months? What has been the key driver of transponder demand in Asia over the last 12 months?

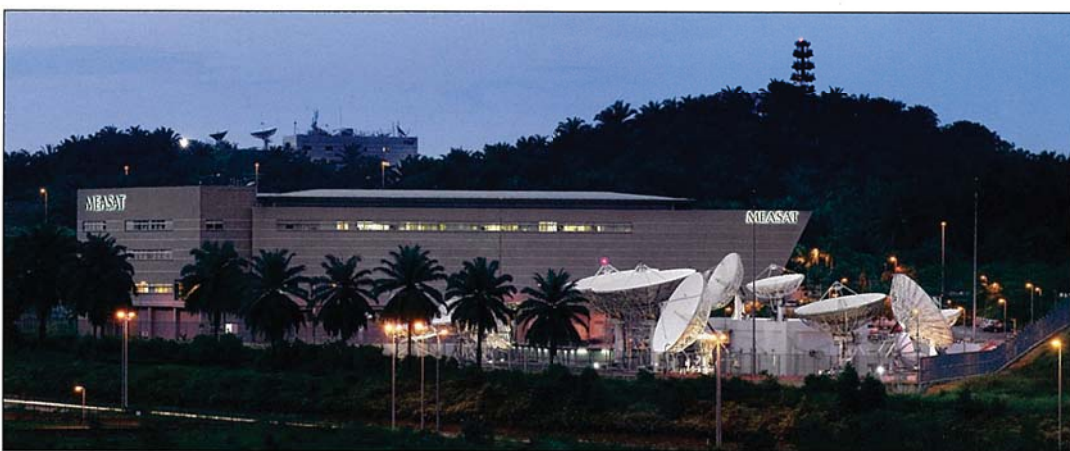
“For Measat, Ku-band has been the core growth opportunity over the last few years. This has been driven by direct-to-home pay-TV growth across our core DTH markets.”

### What's your biggest advantage right now over cable platforms/delivery?

“The biggest advantage is ubiquitous coverage. Unlike cable, which depends on the existence of good quality local fibre, satellite reaches the entire coverage area from day one. This is a significant advantage in Asia for pay-TV operators who are looking to reach large viewership across large countries.”

### Three things you think every programme broadcaster/network should know about satellites...

“Satellites are amazing bits of equipment when you think about them. Stationed in an orbit 36,000km about the earth; moving at thousands of kilometers per hour to keep track with the rotation of the earth; and, operating in an environment where the temperatures can vary over 100 degrees, satellites are designed to operate in an ultra-harsh environment. When you consider this, it's clear why an operator's focus on quality, quality and quality are so critical.”



Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with world-class partners, MEASAT provides a complete range of broadcast and telecommunications services including high-definition and standard-definition video playout, video turnaround, collocation, uplinking and IP termination services.

issue two 2010