



# Director's Report

October 18, 2005

The Satellite Industry Association (SIA) Director's Report is a weekly executive capsule covering current satellite industry news and events.

Your comments are appreciated. Please contact Cindy Spiers at (202) 349-3632.

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## Recent News

SIA is hosting the first annual **Civil Government SATCOM Users Workshop** on November 16<sup>th</sup> 2005 at the Crystal City Marriot in Arlington, VA. This event is focused on educating Civil Government users of commercial satellite communications services of the critical role of satellite in their day-to-day and emergency preparedness communications plans. Speakers will include representatives from Red Cross, Department of Homeland Security, National Communications System, General Services Administration, NORTHCOM, FEMA, US Coast Guard, and many more federal, state, and local government representatives.

The Civil Government Workshop is being hosted in conjunction with the **DOD Commercial SATCOM Users Workshop** which is also be hosted by SIA, in cooperation with USSTRATCOM and DISA, at the Crystal City Marriot from Nov. 15<sup>th</sup> – 18<sup>th</sup>. For further information on these two workshops, please see the attached registration forms and flyers, or visit [www.sia.org](http://www.sia.org)

**Orbital Sciences Corporation** announced that the Galaxy 15 geosynchronous (GEO) communications satellite the company built for **PanAmSat Corporation** was successfully launched aboard an Ariane rocket on Thursday, October 13, 2005.

The Galaxy 15 satellite is the eighth Orbital-built GEO satellite to be completed and launched. The company also has another eight GEO satellites in various stages of design, development and manufacturing that will be launched over the next several years. Once the initial in-orbit testing is complete, the satellite will occupy an orbital slot at 133 degrees West longitude over the United States.

**Boeing** announced the on-orbit delivery of the Spaceway F1 satellite to **DirecTV**. The Spaceway satellite is considered to be the most complex commercial satellite ever manufactured. It will enable DirecTV to broadcast local high definition channels into several of the nation's largest markets. Spaceway F1 and Spaceway F2, scheduled for launch in the near future, are among DirecTV's next generation of broadcast satellites. *Story courtesy of SkyREPORT*

**Connexion by Boeing** intends to enable mobile phone devices onboard commercial airplanes utilizing the existing broadband satellite link and make this available to its airline customers as early as 2006. Boeing recently concluded a week of demonstration flights in Europe that showed travelers how mobile telephony in flight can be provided safely and conveniently for passengers in flight. During flights aboard the Connexion One,

a Boeing 737-400 test and demonstration airplane guests were given the opportunity to sample the Connexion by Boeing high-speed, real-time Internet service, which now includes four channels of live TV, and used roaming-enabled mobile phones to make and receive phone calls. *Story courtesy of Satnews Daily*

A **Northrop Grumman Corp** and **Boeing Company** team unveiled plans to design and build NASA's proposed Crew Exploration Vehicle (CEV), a modular space system intended to carry humans to the International Space Station by 2012 and back to the moon by 2018. The CEV comprises a crew module that builds on NASA's Apollo spacecraft. It is designed to be carried into space aboard a shuttle-derived launch vehicle. The CEV will be produced both as a crewed space transportation system and as an uncrewed space vehicle capable of transporting cargo to and from the International Space Station. NASA expects to select a CEV prime contractor in the spring of 2006. *Story courtesy of Satnews Daily*

**DirecTV** filed comments with the Federal Communications Commission regarding competition within the pay-TV business. In its filing, DirecTV criticized an assertion from the Association of Public Television Stations that DBS services should be forced to carry all free, over-the-air digital signals where local stations are being delivered via satellite. **DirecTV** said the association's legal reasoning for the carriage mandate is incorrect, and even if the regime is imposed on DBS it "would require the immediate shutdown of local service in markets throughout the country." **EchoStar** said in its comments that satellite TV services should not be required to carry local HDTV and

multicast digital broadcast signals. Also, the company told the FCC that not only does cable's dominance of the pay-TV market persist, it could be further cemented. *Story courtesy of Satnews Daily*

**DirecTV** will launch local TV services for customers in Mankato, Minn., Rochester, Minn., and Zanesville, Ohio beginning in December. The additions will take **DirecTV's** list of local channel offerings to 137 markets, representing more than 93 percent of U.S. TV households. *Story courtesy of SkyREPORT*

**Eutelsat's** IPO launched this week has valued the satellite operator at up to 3.5 billion euros (\$4.2 billion). **Eutelsat** set an indicative price range of between 15.25 euros and 17.75 euros a share for its IPO. *Story courtesy of SkyREPORT*

**XM Satellite Radio** announced that American Honda Motor will factory-install more than 550,000 of its 2006 vehicles with the satellite radio service. **XM** is now factory-installed on the 2006 Honda Civic and 2006 Honda Pilot sport-utility vehicle, and the following Honda models also include XM as a factory-installed feature for the 2006 model year: Honda Accord, Honda Accord Hybrid, Honda Pilot, Honda Odyssey, Honda Element and Honda Ridgeline. **XM Satellite Radio** is a standard factory-installed feature on all Acura RL, Acura TL, Acura TSX and Acura MDX models.

Canadian Satellite Radio Inc. announced the launch of the **XM Canada** brand. **XM Canada** will deliver commercial-free music and premier news, sports, talk and entertainment to Canadians' cars, homes, and boats. XM Canada receivers will be available to Canadians through GM



# Director's Report

October 18, 2005

dealers, leading retailers and online in time for the 2005 Christmas season. In addition to XM's original programming, XM Canada's 80-channel line-up will include four English-language and four French-language Canadian-produced channels. XM Canada's sports offering will include more than 1,000 games per season of the NHL. XM Canada will begin broadcasting from studios in Toronto, Montreal and eventually Vancouver. Canadians will also be able to purchase factory-installed XM Canada receivers in new General Motors vehicles at launch.

**XM Satellite Radio** approached the Federal Communications Commission last week concerning the 2 GHz band. In a letter sent to the FCC, **XM** commented on **Sirius** and its interest in the 2 GHz band. In August, Sirius asked the FCC to initiate a proceeding to reallocate the 24 MHz of unassigned 2 GHz MSS spectrum to satellite-based DARS (digital audio radio service) companies, and to authorize the company to use that spectrum for its satellite radio system. In addition to **XM** and **Sirius**, mobile satellite operator **Inmarsat** has indicated interest in the 2 GHz spectrum.

## **Upcoming SIA Meetings and Events**

**October 20, 12:00pm** – Washington Space Business Roundtable Luncheon, The University Club, Washington, D.C. Speaker: David McGlade, CEO Intelsat, Ltd.; Topic: “Intelsat and PanAmSat: A Marriage Made in the Heavens” Details at [www.wsbr.org](http://www.wsbr.org).

**October 21, 10:00am** – SIA Public Relations Working Group Meeting at SIA.

**October 31- November 3<sup>rd</sup>** – Defense Spectrum Summit, Radisson Annapolis Hotel, Annapolis, MD. Contact the Federal Business Council, Inc. for details. [www.fbcinc.com/dss](http://www.fbcinc.com/dss).

**November 10, 12:00pm** – Washington Space Business Roundtable Luncheon, Details to be announced at [www.wsbr.org](http://www.wsbr.org).

**November 11** – SIA Regulatory Working Group meeting at SIA. (TBD).

## **EchoStar Communications Corporation**

and its **DISH Network** satellite TV service announced the rollout of the PocketDISH(TM), a new line of portable media companions. The handheld PocketDISH downloads and plays thousands of MP3s, stores and displays photos and is one of the industry's first video players. The PocketDISH is available in three models: two portable media recorders and a portable media player. The PocketDISH is available with a 2.2-inch, 4-inch or 7-inch LCD screen, and ranges in price from \$329-\$599.

The International Bureau at the Federal Communications Commission reported that **EchoStar's** proposed acquisition of satellite assets once controlled by Rainbow DBS won regulatory approval. The Rainbow DBS assets were used by Rainbow to deliver services for the now-defunct VOOOM satellite TV service.

**EchoStar** had agreed to purchase Rainbow 1, a satellite located at 61.5 degrees, together with the rights to 11 DBS frequencies at that location. The satellite includes 13 frequencies, up to 12 of which can be operated in spot beam mode. *Story courtesy of SkyREPORT*



# Director's Report

October 18, 2005

**November 15-18** - SIA Hosted DoD Commercial SATCOM Users Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details. [www.sia.org](http://www.sia.org).

**November 16<sup>th</sup>** - SIA Hosted Civil Government Commercial SATCOM Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details. [www.sia.org](http://www.sia.org).

**December 1-2** – California Space Authority “Transforming Space” Conference at the Sheraton Gateway Hotel in Los Angeles, CA [www.californiaspaceauthority.org](http://www.californiaspaceauthority.org).

**December 7, 2:00-4:00pm** – SIA Regulatory Working Group meeting at SIA.

**December 8, 12:00pm** – Washington Space Business Roundtable Luncheon, Details to be announced at [www.wsbr.org](http://www.wsbr.org).

**December 12-15** – SIA Hosted ITU Satellite Coordination Workshop, FCC, Washington DC. Contact SIA for details. [www.sia.org](http://www.sia.org)