



Director's Report

October 25, 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.

If you would like to unsubscribe to this list, please email cspiers@sia.org.

Recent New

The Federal Communications Commission has begun the process of scrutinizing the transfer of control of FCC licenses held by two subsidiaries of **PanAmSat** to **Intelsat**. PanAmSat operates satellites in C-Band and Ku-Band, and holds authorizations for numerous earth stations that transmit and/or receive signals in those frequency bands. Intelsat owns and operates a global satellite system serving voice, data and Internet customers, and its fleet of satellites offers service in more than 200 countries. The FCC will take comments on the Intelsat/PanAmSat transaction: Comments are due Nov. 14, and responses and opposition comments are due Nov. 29. All replies are due Dec. 6, 2005.

Americom Government Services, Inc. (AGS), a wholly-owned subsidiary of **SES AMERICOM, Inc.**, announced that it has been awarded a contract by the National Oceanic and Atmospheric Administration (NOAA) for shipboard terminals and satellite service. Maritime Telecommunications Networks (MTN) will act as AGS's subcontractor for the award. AGS will be immediately installing network platforms on seven vessels, enabling both C-band and Ku-band connectivity. These vessels will be part of a global monitoring network NOAA is developing to provide better research capabilities, predictions of weather and

climate-related events, as well as enhancing NOAA's environmental stewardship of coastal and marine resources.

XM Satellite Radio will expand its talk radio programming with the launch of FOX News Talk Channel in January 2006. The new channel will offer news, analysis and commentary from FOX News personalities Bill O'Reilly, Tony Snow, John Gibson, and Alan Colmes, among many others. Additionally, it will give listeners another chance to hear the primetime FOX News Channel programs, including The O'Reilly Factor, Hannity & Colmes and On The Record with Greta Van Susteren.

To celebrate the first game of the 2005 World Series, **XM Satellite Radio** will offer a free satellite radio to every fan who enters U.S. Cellular Field in Chicago for Game One this Saturday. When fans arrive at the ballpark for the first game of the Fall Classic, every ticket holder will receive a coupon good for the brand-new Delphi XM RodyXT satellite radio plus a World Series commemorative pin attached to the coupon. In addition, if the 2005 World Series goes to a fifth game, XM will extend this offer to fans at the Minute Maid Park in Houston for Game Five. The 2005 World Series caps the first season of Major League Baseball action carried live and nationwide on XM, the official

satellite radio network of MLB. XM carried every single game of the 2005 regular season, and is carrying all postseason games through the World Series.

In data recently released, Bernstein Research forecasts that by 2010 there will be 44 million satellite radio subscribers in the United States, representing a penetration of 28 percent of U.S. households. The primary market for satellite radio will be 230 million vehicles on the road today and 17 million vehicles sold each year. Bernstein Research also predicts that **XM Satellite Radio** and **Sirius** will target the nation's 113 million households as well as special markets. The special markets potential is represented by 3 million RVs, 2.3 million heavy trucks and 4 million boats. Story courtesy of SkyREPORT

Mobile Satellite Ventures (MSV) announced that, using its existing satellites, it had successfully completed the first proof of concept for MSV's next generation hybrid wireless network. With minor modifications to a standard CDMA 2000 cellular phone and base station, MSV has proven the technical and commercial feasibility of its planned next generation hybrid network. This network will feature a mobile satellite component with an integrated Ancillary Terrestrial Component (ATC), both using a common, mainstream wireless air interface. This architecture allows the deployment of handsets indistinguishable from standard cellular units. The technology utilizes small integrated low-cost handsets capable of supporting both satellite and cellular operations. MSV is planning similar

demonstrations based on other technology platforms.

In a study issued by **Mobile Satellite Ventures** (MSV), recognized telecommunications experts Dale Hatfield and Phil Weiser, both Professors of Interdisciplinary Telecommunications at the University of Colorado, review how public safety communications systems failed to operate effectively during Hurricane Katrina. They also outline the requirements for an ideal public safety network, in particular, how public safety agencies should support the development of the next generation architecture of hybrid satellite and terrestrial systems as a critical tool in public safety. Hatfield and Weiser explain that the optimal public safety communications architecture should be a vibrant and flexible system that accommodates different technologies. In particular, the system should incorporate traditional public safety land mobile radio systems (LMRs) into a broader architecture that includes satellite, terrestrial and emerging wireless broadband networks. With the advent of mobile satellite services' ancillary terrestrial component (ATC) offering (which can switch seamlessly between satellite and terrestrial networks), the benefits of this hybrid approach are substantial, including low cost access to a fully interoperable, reliable, ubiquitous network. The authors challenge policymakers to provide the leadership necessary to make this important technology a reality by urging them to ensure that satellite and terrestrial providers are afforded the opportunity to develop and finance effective offerings for public safety agencies. The full study, entitled "Toward a Next Generation

Strategy: Learning from Katrina and Taking Advantage of New Technologies," is available at <http://www.msvlp.com/nextgen/vision/papers.cfm>.

DirecTV is proposing that it could develop a system and procedures necessary to deliver national emergency alert system (EAS) messages to its subscribers. The plan was detailed in a letter to the Federal Communications Commission. DirecTV said it does not currently have a national EAS capability, and achieving it would require substantial investments to develop and deploy the necessary hardware and software components. DirecTV told the FCC it's prepared to commit the assets necessary to implement a national EAS strategy. The company estimated it would take 18 months to implement a fully-functioning system. DirecTV also noted out that satellite TV services are inherently national. As such, DirecTV pointed out that any obligation to carry EAS messages on a state or local basis would be highly problematic. Story courtesy of SkyREPORT

DirecTV's Spaceway 2 satellite has been fueled at the Spaceport in French Guiana, marking one of the final steps in its preparation for Arianespace's upcoming dual-payload Ariane 5 mission. Spaceway 2 is one of four satellites DirecTV is launching during a two-year period as part of an in-orbit expansion. The satellites will enable DirecTV to deliver more than 1,500 local and more than 150 national HD channels and other advanced programming services to consumers nationwide by 2007. Liftoff of the Ariane 5 with Spaceway 2 and the Telkom 2 satellite for PT Telkom

Indonesia is set for November 9. Story courtesy of Satnews Daily

DirecTV has selected LG Electronics as the first supplier of digital high-definition television (HDTV) set-top boxes based on powerful new video compression technology. LG has begun production of set-top boxes for use in DirecTV's MPEG-4 HD satellite broadcasts.

Space Systems/Loral (SS/L) has awarded L-3 Communications subsidiary Electron Technologies, Inc. a contract valued at over \$20 million to provide S-band Traveling Wave Tube Amplifiers (TWTAs) for two communications satellites being built for **ICO Satellite Management, LLC** and **Terrestar Networks, Inc.** Both satellites under this order are geosynchronous (GEO) satellites based on SS/L's 1300 platform and will provide next-generation, 2-GHz mobile voice and data communications throughout the United States.

Iridium announced a new ship-to-shore calling plan for the holiday season, the Crew Calling service and Family First discount plan. Iridium's Family First plan provides a 35 percent discount on crew calls placed with prepaid scratch cards on major holidays, as well as the first day of each month and weekends. For this year's holiday season, the Family First discounts will apply on Dipawali (Nov. 1), Eid al Fitr (Nov. 4), Christmas (Dec. 25) and New Year's Eve (Dec. 31). The personal calls are automatically separated from calls made for ship's business, eliminating the administrative burden of manually accounting for crew calls. The discounts are applied automatically and are in effect for 24 hours based on GMT, regardless of

the location of call origin or termination.
Story courtesy of Satnews Daily

Space Exploration Technologies

(SpaceX) has filed a federal suit against **Boeing** and **Lockheed Martin** for conspiring to violate antitrust laws by cornering the market on U.S. government satellite launches. SpaceX, founded by Silicon Valley entrepreneur Elon Musk, accused the nation's two largest defense contractors of monopolizing the rocket launch business after unsuccessfully wresting government rocket work from Boeing Co. and Lockheed Martin Corp. The suit was filed on Oct. 19 in the U.S. District Court for the Central District of California. The suit comes as the Federal Trade Commission prepares to rule on Boeing and Lockheed Martin's proposed merger of their government rocket launch operations. The proposed joint venture, United Launch Alliance, provide Lockheed Martin Atlas and Boeing Delta rockets for U.S. government launches. Their application with FTC was refiled last month. Early last month, SpaceX unveiled its new launch vehicle, the Falcon 9, an Evolved Expendable Launch Vehicle (EELV) class vehicle that would compete directly with Boeing's Delta 4 and Lockheed Martin's Atlas 5 rockets.
Story courtesy of Satnews Daily

Harris Corp. has been awarded a competitive procurement contract to supply the U.S. Marine Corps' MBMMR (Multiband, Multimission Radio) Standardization Program with its combat-proven Falcon(R) II AN/PRC-117F(C) radios. Harris said the first delivery orders of \$67 million have been awarded as part of a multi-year \$205 million blanket purchase agreement. Deliveries of the new

MBMMR systems will begin in the company's second fiscal quarter. Story courtesy of Satnews Daily

WorldSpace, Inc. has received licenses from the Telecommunications Regulatory Authorities (TRA) of Bahrain and the United Arab Emirates (UAE) for terrestrial repeater networks which will enable the company to deploy mobile satellite radio services in those countries. WorldSpace plans to rollout the mobile services in the first half of 2006. The UAE has a population of over four million people with a GDP per capita of approximately \$17,000 and one million vehicles in service. Dubai (part of the UAE) is a major international trade and tourist center, drawing over 16 million visitors annually. Story courtesy of Satnews Daily

CapRock Communications has formed a strategic alliance with Seattle-based **SeaMobile Inc.** to provide a bundled offering of satellite based broadband communications and mobile wireless services for the cruise line and commercial maritime industries. The joint service will allow customers to walk onboard a ship and use their own mobile phone or wireless device as if they were back on land. The combined service offering allows cruise lines and ship captains to deliver new applications directly to the customer through a variety of devices like cell phones, wireless PDAs and laptops. It enables passengers and crew to benefit from high-speed broadband services for Internet access and e-mail, including secure corporate data applications for PCs, servers and other devices connected to the ship's onboard wired network. Story courtesy of Satnews Daily



Director's Report

October 25, 2005

Arrowhead Global Solutions and **Norsat International Inc.** announced that they have teamed up to deliver the GLOBETrekker backpackable broadband satellite system. Under this arrangement, Arrowhead will market the Norsat GLOBETrekker and provide the first line of customer support to certain U.S. military forces in the field. Norsat's GLOBETrekker is an ultra-portable satellite system that enables users to establish reliable broadband connections on short notice anywhere in the world and under the harshest conditions. Designed to be carried in a backpack, GLOBETrekker can be transported by airplane and helicopter. Story courtesy of Satnews Daily

Blue Sky Network announced it has been awarded a five-year U.S. General Services

Administration (GSA) Schedule Contract. Blue Sky said its FAA certified products enable customers to track their aviation assets via satellite anywhere in the world. Story courtesy of Satnews Daily

Spectrum Signal Processing (USA) Inc., a subsidiary of Spectrum Signal Processing Inc. announced its products and services are now listed in the U.S. Government's General Services Administration (GSA) catalogue. Spectrum Signal said the listing will allow all branches of the US government, including military and civilian agencies, to purchase Spectrum's software-defined radio products and services in a timely, efficient manner. Story courtesy of Satnews Daily

Upcoming SIA Meetings and Events

October 28, 10:00 am – FCC Open Meeting, Room TW-C305; Topics include: a First Report and Order and Further Notice of Proposed Rulemaking concerning Emergency Alert System Rules; a Report and Order to adopt rules for satellite carriage of “significantly viewed” television stations pursuant to the Satellite Home Viewers Extension and Reauthorization Act (SHEVRA). Real-time streaming available at www.fcc.gov/realaudio.

October 31- November 3rd – Defense Spectrum Summit, Radisson Annapolis Hotel, Annapolis, MD. Contact the Federal Business Council, Inc. for details. www.fbcinc.com/dss.

November 3, 5-7 pm – SSPI, Capital Hill Satellite Product Demonstration, Rayburn Bldg. #2237. Details at www.sspi.org/calendar.cfm.

November 10, 12:00pm – Washington Space Business Roundtable Luncheon, Speaker: Congressman Terry Everett; Topic: “The Way Ahead for Space.” The University Club, Washington, D.C. Details at www.wsbr.org.

November 15-18 - SIA Hosted DoD Commercial SATCOM Users Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details. www.sia.org.

November 16th - SIA Hosted Civil Government Commercial SATCOM Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details. www.sia.org.



Director's Report

October 25, 2005

December 1-2 – California Space Authority “Transforming Space” Conference at the Sheraton Gateway Hotel in Los Angeles, CA 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.

December 12-15 – SIA Hosted ITU Satellite Coordination Workshop, FCC, Washington DC. Contact SIA for details. www.sia.org