

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.

Member News

As Hurricane Katrina began raking the U.S. Gulf Coast, **Iridium Satellite LLC** had already begun ensuring end users and service providers would be able to fully respond to the looming disaster. Iridium quickly moved mobile satellite communications equipment into the hands of first responders at the federal, state and local levels. Iridium's largest customer, the U.S. Government, already had thousands of satellite phones available for deployment into the disaster area. In just the first 72 hours of the disaster, Iridium traffic in the region increased more than 3000 percent, while the number of subscribers increased more than 500 percent. To help Iridium meet this increased demand, the **Federal Communications Commission (FCC)** moved quickly to grant use of additional spectrum to accommodate network traffic and minimize the risk of congestion resulting from Hurricane Katrina.

Globalstar reported that it has been recording more than 20,000 calls and 60,000 minutes per day through the Clinton, TX, Gateway, and an addition 2,500 calls and 7,500 minutes through Sebring, FL. Globalstar also reported that FEMA has ordered several thousand AXTracker simplex data modems which are designed for asset tracking and fleet management in remote regions. Globalstar understands that FEMA is

using these battery-operated, self-contained telemetry devices to keep track of its emergency equipment in the field such as portable generators.

Department of Defense officials said that they are making military satellite bandwidth available for civilian communication purposes in Mississippi because of the high demand for satellite capacity. Satellite phones and fly-away VSAT earth stations are playing a major role in recovery efforts due to the vast flooding of areas following Katrina. Jack Deasy, director of government affairs for **Inmarsat** was quoted as saying, "For those of us who provide the connectivity, it's awe-inspiring to see how it really gets used in a crunch." **Mobile Satellite Ventures (MSV)** noted that the use of hybrid satellite/terrestrial networks with Ancillary Terrestrial Components (ATCs) to repeat the satellite signal on the ground can provide seamless coverage during a disaster such as Katrina. **Globalstar** currently is seeking an ATC license.

More satellite-based companies are doing their part for hurricane relief. On the satellite TV side, **DirecTV**, continues to offer a special channel dedicated to hurricane recovery efforts, on channel 100. The channel has a scroll at the bottom delivering personal messages to those caught in the storm. As of Thursday, DirecTV has received more than 7,000 messages/e-mails for the channel scroll.

Also, the Sky Angel service will deliver its programming to a hurricane relief shelter in Fort Worth, Texas. And it's extending free service to churches connected with PRC Compassion that are housing citizens displaced by the hurricane, said Florida-based Dominion Video, which operates Sky Angel. Sky Angel delivers 36 TV and radio channels of Christian-oriented programming, family entertainment and 24-hour news to homes and churches.

PanAmSat said it's donating satellite capacity to aid in a variety of hurricane rescue and recovery missions throughout Louisiana and Mississippi. The company said it has given the **American Red Cross** six months of free satellite capacity and is working with the Army Corp of Engineers, the South Carolina National Guard and **FEMA** to provide communications. PanAmSat also said it deployed an experimental inflatable antenna, provided by GATR Technologies and **Infinite Global Infrastructures**, at a Red Cross relief center in Biloxi. The system, which used PanAmSat's domestic iDirect service on Horizons 1 was used by hurricane victims to process FEMA disaster response forms, send e-mails and video messages.

XM Satellite Radio last week launched Red Cross Radio, on channel 248. The service offers information for Hurricane Katrina victims, Red Cross staff and volunteers along the Gulf Coast, and other Red Cross workers across the country.

SES Americom said its Washington teleport and HD-Prime neighborhood, aboard the AMC-10 and AMC-11 satellites, were selected to monitor and distribute networks for Discovery

Communications and BBC America. Through the multi-year agreement, Discovery's Sterling, Va.,-based digital playout facility will be linked to SES Americom's facility in nearby Alexandria, where 19 Discovery network feeds will be monitored and uplinked to the spacecraft.

SES Americom and **AMERICOM Government Services (AGS)** provided urgently needed communications links for relief workers and tent cities, including free satellite communications through portable antennas, satellite bandwidth, and systems that enable voice and data communications. AGS systems and services have linked rescue teams with each other and their command centers, provided Internet connectivity, plus voice and data channels, to field hospitals and streamlined communications to relief and rescue workers on the ground, in the air and on the water.

XM Radio has announced that it signed a 10-year, \$100 million exclusive agreement with the NHL. Beginning with the 2007-2008 season, XM will be the exclusive partner of the NHL for satellite radio. XM will begin broadcasting with the 2005-2006 season which will also be available in Canada.

Canada's Federal Cabinet upheld the decision of the June 16, 2005 of the Canadian Radio-TV & Telecom Commission's (CRTC) to grant licenses for satellite radio. Canadian partners of **XM Radio**, Canadian Satellite Radio, and **Sirius Canada** have agreed to try to increase the number of Canadian-content channels and French language programming.

SES Astra has also announced that it has agreed to provide broadband Internet services via the Astra Satellite System in conjunction with CANALDIGITAAL, a Dutch satellite service provider. Additionally, **SES Astra** announced that it signed a major long term renewal agreement with British Sky Broadcasting Limited (BSkyB) on four of its 282 degree transponders.

Loral Skynet announced that it has reached an agreement with Telekom Austria that would complete the full initial infrastructure rollout of SkyReach IP-enabled communications services. The installation of Loral Skynet's iDirect IP hub at Telekom Austria's Aflenz teleport will expand SkyReach's coverage area across Europe, the Middle East and Africa.

Lockheed Martin announced the deployment of the first of two satellites that will support space-based GPS navigation service for the FAA. Lockheed Martin contracted with satellite service providers Telesat and **PanAmSat** to host navigation payloads it will operate as part of the FAA's Wide Area Augmentation System (WAAS) Geostationary Communications and Control Segment (GCCS) initiative. This is the first use of the GPS L₁ civil navigation frequency, and is designed to make air traffic management safer, more reliable and more accurate. **PanAmSat** is scheduled to deliver the second L-band navigation payload to **Lockheed Martin** this fall.

PanAmSat's PAS-9 Atlantic Ocean Region satellite was selected by Venevision Continental, a company of the Cisneros Group, a leading Latin America broadcaster, as its international distribution platform. **PanAmSat** also

forged a marketing alliance with T-Systems, an official broadcast partner with Host Broadcast Services (HBS) for the 2006 FIFA World Cup, for a joint telecommunications delivery solution for the 2006 World Cup event to be held in Germany.

Hughes Network Systems (HNS) announced new price points and speeds for its DIRECWAY service. HNS said DIRECWAY residential plans now offer download speeds of 77Kbps and upload speeds of 128 Kbps for \$59 a month, and a package offering of 1 MB of download speed for an additional \$10. DIRECWAY is reporting a growth of about 10,000 gross customers each month.

The U.S. Air Force is completing the worldwide deployment of more than 280 tactical meteorological data collection systems. These systems use the **Iridium** network of 66 low-earth orbiting satellites to provide near-real-time mission-critical weather data to war planners and decision makers. The system, called the AN/TMQ-53 Tactical Meteorological Observing System (TMOS), is a collection of weather sensors connected to a computer and Iridium data modem. Its modular design allows rapid deployment as a stand-alone suite of sensors or fully automatic suite.

Hughes Networks Systems Europe (HNSE), a wholly owned subsidiary of **Hughes Network Systems, LLC** (HNS), announced a new, comprehensive package of service offerings designed to leverage the capabilities of its DW7000 family of next-generation satellite broadband routers. The new services are readily configurable, with throughputs of up to 4

Mbps download and 2 Mbps upload capabilities.

Sirius announced that it has extended its exclusive contract with BMW through August 2008.

NASA announced a Request for Information (RFI) intended to identify potential interest by commercial satellite operator/owners and manufacturers, in providing accommodation of NASA scientific instruments on future commercial communication spacecraft using their surplus capability. Known as the **Geo-Quick Ride (GQR) program**, NASA intends to award a (fixed price) Indefinite Delivery Indefinite Quantity (IDIQ) contract to each approved provider of this capability. The government intends to use these contracts to place orders for the flight accommodations of various instruments. As part of each order, a portion of the communications channel capacity of each supporting spacecraft will be purchased to provide the command and data uplink as well as the science and housekeeping data downlink needs of the instrument. <http://prod.nais.nasa.gov/cgi-bin/eps/bizops.cgi?gr=D&pin=51#117506>

People

Goldberg, Godles, Wiener and Wright is pleased to announce that **Thomas S. Tycz** is joining the firm as Senior Policy Advisor effective September 19, 2005.

Mr. Tycz recently retired from the Federal Communications Commission as a Senior Executive. He was Chief of the Satellite Division in the International Bureau of the Federal Communications Commission. In addition to this position, Mr. Tycz had worked at the FCC for 30 years in various executive capacities. Mr. Tycz is an internationally recognized expert on satellite communications regulation, the international radio regulations, radio spectrum management and international relations and negotiations.

Intelsat General Corp. has chosen **Richard DalBello** as vice president of government relations. DalBello will be responsible for informing and educating policy and decision makers in federal, state, local and other government-related organizations on the many ways IGC serves the nation and the world. With more than 20 years of experience, DalBello is well known in satellite communications and government circles. He served previously as president of the Satellite Broadcasting and Communications Association, and for more than three years as the president of the Satellite Industry Association, the voice of the U.S. commercial satellite industry on policy, regulatory and legislative matters.



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September 15, 2005

Upcoming SIA Meetings and Events

September 20th, 10:00am—SIA Government Services Working Group teleconference

October 5th, 2:00pm— SIA Regulatory Working Group Meeting with FCC International Bureau

November 15-18 - SIA Hosted DoD Fixed/Mobile Commercial Satellite Communications (SATCOM)Users Workshop, Crystal Marriott, Crystal City, VA. Contact SIA for details.

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

December 13-16 – SIA Hosted ITU International Satellite Workshop, FCC, Washington DC. Contact SIA for details.



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DoD/Civil SATCOM Users Workshop

November 15 – 18, 2005

Crystal City Marriott at Reagan National Airport

Stay up to date on the commercial SATCOM needs, requirements, challenges and concerns of multiple U.S. DoD Combatant Commands, Military Services, and Civil agencies.

Secure valuable "face time" with these same government satellite users. Limited briefing slots are available to satellite operators and integrators on a first-come, first-served basis. Present your company's latest technologies, space and terrestrial capabilities and commercial war fighter SATCOM solutions to the entire DoD audience in attendance (without your competitors in the room).

SIA, the premier trade organization representing the global commercial satellite industry, is presenting the **DoD/Civil SATCOM Users Workshop**, hosted by the **DoD SATCOM System Expert (SSE) DISA**, and Chaired by the SATCOM Operational Manager, **(SOM) USSTRATCOM**. The Workshop offers a unique opportunity for industry to learn about the DoD's near-, mid- and long-term operational capabilities, capacity and protection requirements.

[SIGN UP](#) now for this unique government/industry workshop, coming in November.

The **DoD/Civil SATCOM Users Workshop** consolidates the popular Commercial SATCOM Operations Working Group (CSOWG) and the annual DISA MSS Users Conference into a single four-day event. No other SATCOM event delivers such quality interaction with DoD and other Civil Government users of commercial SATCOM at the working level.

Where can you find this many DoD and Civil agencies under one roof?
DISA; U.S. Army, Navy and Air Force; DNI; NSA; DoS; GSA; DHS; NTIA; FCC; USPS; FEMA; Red Cross; USCG; CENTCOM; EUCOM; PACOM; SOCOM; NORTHCOM; NSSO; SPAWAR. Registrants will enjoy direct access to these and many more agency representatives at the DoD/Civil SATCOM Workshops.

The **DoD/Civil SATCOM Users Workshop** features a powerful two-track program:

TRACK ONE: DoD Commercial SATCOM		TRACK TWO: Civil Government Commercial SATCOM	
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<ul style="list-style-type: none">▶ SOM Brief▶ SSE Brief▶ Combatant Command/Service/Agency Briefs▶ Commercial SATCOM Training/Integration▶ Satellite Company Briefings for DoD Audience▶ MSS CDD Status/EMSS Update▶ CSWOG Action Items▶ MSS Users Conference/Navy Commercial▶ Wideband Brief▶ TCA V2 Team 5C Brief▶ DoD/Commercial Teleport Infrastructure	<ul style="list-style-type: none">▶ Satellite 101/Industry Overview▶ Civil Agency Case Studies▶ GSA Presentation on SATCOM II Contract▶ DHS Presentation▶ Regulatory Issues/Concerns▶ Satellites and Disaster Relief and Recovery, Continuity of Government, COOP, Critical Infrastructure Protection, Hurricane Katrina "lessons learned"
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Join us at the Crystal City Marriott November 15 – 18. Increase your company's visibility with the leading defense and civil agencies. Find out how you can support the U.S. Government's ever-changing commercial SATCOM needs and requirements.

To register, complete the attached form or go to www.sia.org. For more information, call **Mike Beavin at SIA: 202 349-3652.**

Satellite Industry Association

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