



# Director's Report

January 10, 2006

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

The **DirecTV** Group, Inc. announced completion of the sale of its remaining 50 percent interest in **Hughes Network Systems, LLC** to Hughes Communications, Inc., a subsidiary of **SkyTerra Communications, Inc.**, an affiliate of Apollo Management, L.P., a New York-based private equity firm, for \$100 million in cash. In addition, HNS paid DIRECTV \$10 million at closing to resolve certain post-closing adjustments related to the initial purchase by SkyTerra of its interest in HNS.

**SES Americom** announced that **BellSouth** has signed an agreement for a IP-PRIME trial. IP-PRIME is a centralized, satellite-centric video distribution solution that enables telcos to bundle and distribute hundreds of standard and HD television programming channels with voice and broadband services. SES AMERICOM will provide BellSouth with video aggregation, encoding, monitoring, and transport over the IP-PRIME platform. The IPTV solution will be delivered over the AMC-9 satellite.

**XM Satellite Radio** will now be a factory-installed feature on 2006 Lotus Elise sports car in all models equipped with a Premium Pack option. *Story courtesy of SkyREPORT*

Canadian Satellite Radio, which offers satellite radio service north of the border

and operates under the **XM Canada** brand, expects to achieve 75,000 customers by the end of August and pass the 1 million subscriber mark late in 2010. *Story courtesy of SkyREPORT*

**DirecTV, Inc.** and Fox Entertainment Group announced an agreement to bring viewers FX and FOX Broadcasting on demand through the new DIRECTV Plus DVR. Beginning in March viewers will get a "first look" at prime time hits from FX a full 24-48 hours prior to their initial broadcasts for \$2.99 and, later in the year, DIRECTV subscribers will have post-air access to top-rated FOX Broadcasting's series for just 99 cents for six to seven days following their national broadcast. The deal will provide DIRECTV subscribers the ability to choose between pre-air and post-air television programming options for the first time ever.

**DigitalGlobe** has been awarded a \$24 million contract modification by The National Geospatial-Intelligence Agency (NGA) for satellite imagery capacity. NGA said this ClearView contract enables the NGA to acquire additional commercial imagery from DigitalGlobe's QuickBird satellite. **Space Imaging** was also awarded a similar \$24-million contract extension that enables the NGA to acquire additional commercial imagery from Space Imaging's IKONOS satellite for



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another year. *Story courtesy of Satnews Daily*

**The Satellite Broadcasting and Communications Association** announced the appointment of Patricia Sumler as executive director. Sumler is a non-profit executive who comes to SBCA from the Arkansas Medical, Dental and Pharmaceutical Association. Sumler has a proven track record as a successful fundraiser, SBCA said, and at her previous trade association Sumler developed a continuing education program for members and increased membership by 40 percent each year. She also has experience in lobbying State legislatures.

**Intelsat, Ltd.** announced key executive appointments that will be effective following the closing of Intelsat's planned acquisition of **PanAmSat Holding Corporation**. At the time that the acquisition was announced, in August 2005, the companies stated that David McGlade, Intelsat's current Chief Executive Officer, would be the CEO of the company, and that Joe Wright, PanAmSat's current CEO, would be Chairman of Intelsat's board, after the transaction closes.

Mr. McGlade announced that he intends to appoint James Frownfelter, currently Chief

Operating Officer of PanAmSat, as Chief Operating Officer of Intelsat upon the closing. Mr. Frownfelter will replace current Intelsat Chief Operating Officer Ramu Potarazu and Intelsat Global Service Corporation President Kevin Mulloy, who have submitted their resignations from Intelsat, effective February 9 and January 27, 2006, respectively.

**Boeing Co.** appointed Jeff Trauberman to the position of vice president of business development in the Space and Intelligence business unit of Boeing Integrated Defense Systems. Trauberman has been with the company for 21 years. Previously, Trauberman was director of business development for Boeing's Missile Defense Systems business unit. Prior to that, he served as director for Boeing's Missile Defense Systems and Space and Intelligence Systems units.

## Upcoming SIA Meetings and Events

**11 January 2006** SIA Government Procurement Working Group meeting, 4 p.m.

**24 January 2006** SIA Regulatory Working Group meeting, 2-4 p.m.

**26 January 2006** SIA Trade Working Group meeting, 4 p.m.

**6 February 2006** SIA Satellite Leadership Dinner, Folger Shakespeare Library, Washington DC. [Invitation only]



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**6-9 February 2006** SATELLITE 2006, Washington, D.C. Convention Center  
[www.satellite2006.com](http://www.satellite2006.com)

**3-6 April 2006** United States Space Foundation Symposium, "22<sup>nd</sup> National Space Symposium", Colorado Springs, Colorado [www.spacefoundation.org](http://www.spacefoundation.org)

**11-15 June 2006** ISCe Conference, San Diego, CA [www.isce.com](http://www.isce.com)

**10-12 October 2006** United States Space Foundation Symposium, "Strategic Space 2006", Omaha, Nebraska [www.spacefoundation.org](http://www.spacefoundation.org)

**30 November – 1 December 2006** California Space Authority, "Transforming Space" Conference, [www.californiaspaceauthority.org](http://www.californiaspaceauthority.org)