



NEWS - For Immediate Release
Contact: Dean Hirasawa
202 503.1562
dhirasawa@sia.org

SATELLITE INDUSTRY ASSOCIATION CELEBRATES SATELLITE COVERAGE OF THE FIFA WORLD CUP 2014 BRAZIL

Thanks to satellites' unique global communications capability - this year's World Cup will reach half of the world's population

Washington, D.C. - June 12, 2014 – With the kickoff of the 2014 FIFA World Cup Brazil™ beginning today, the global satellite industry is once again springing into action to deliver a month of media coverage to soccer fans around the globe. From June 12th through July 13th, more than 50 broadcasters from over 200 countries will cover what the sport's governing body, the Fédération Internationale de Football Association (FIFA) calls, “the biggest single-event sporting competition in the world.” **Commercial communications satellites will carry that television and media coverage from Brazil to an anticipated global audience of over 3 billion people - live and as it happens.**

Throughout the tournament, satellites will provide a pivotal connection in the live broadcasts of all 64 matches. According to FIFA, the World Cup International Broadcast Center (IBC) in Rio de Janeiro will utilize a specially constructed 64,000 square foot satellite antenna farm to centralize and then transmit coverage from the 12 stadium sites and then to fans around the world.

Thanks to communications satellites, the World Cup has been broadcast to ever-expanding audiences that now number in the billions of viewers around the world. World Cup matches were first transmitted via satellite in 1966, beamed from the tournament host country England, across the Atlantic to the Americas and other countries around the world. The first live satellite color television coverage of the World Cup Final took place four years later from Mexico City.

In 2014, global commercial satellite operators including Eutelsat, Intelsat, SES, and Telesat, who collectively operate more than 150 geostationary satellites, are making satellite connectivity available to broadcasters and news organizations so they may transmit live video content of the tournament as it happens.

Earlier this week, Intelsat announced that its global satellite fleet will support contribution services within Brazil and distribution of the World Feed to the Americas. Intelsat will also support the contribution, distribution and fiber back-up demands of sports and news organizations in the Americas, Europe, Asia and Africa on an ad-hoc basis using Intelsat's

Satellite Industry Association – 1200 18th Street, Suite 1001, Washington, DC 20036

Tel: +1 202 503-1560 Fax: +1 202 503 1590 <http://www.sia.org>

occasional use service pool. Programmers have also committed to approximately 500 MHz of capacity reserved on seven satellites for full-time services for the duration of the games, which will be used to distribute the World Cup matches throughout the Americas and Europe. The seven satellites include Galaxy 19, Intelsat 1R, Intelsat 11, Intelsat 805, Intelsat 901, Intelsat 23 and Intelsat 21. These satellites offer optimal coverage and power to meet the diverse requirements of media customers from around the world who are covering this event.

In April, SES announced that broadcasters from around the world had secured more than 450MHz of SES Occasional Use capacity aboard SES's satellites to deliver 2014 World Cup broadcasts to audiences throughout North America, Latin America and Europe. SES's NSS-806, SES-6 and NSS-7 spacecraft will enable content contribution and distribution feeds to and from the 12 World Cup venues throughout Brazil and across the host city of Rio de Janeiro. Broadcasters will also utilize other SES spacecraft together with strategic ground infrastructure, to extend the distribution of World Cup coverage into other regions, including Asia, Australia and the Middle East.

Eutelsat Communications has announced the completion of a Carrier ID implementation for its American coverage satellites in advance of the World Cup. Working in collaboration with Siemens Convergence Creators, Eutelsat has completed the upgrade of its ground station in Mexico City. The ground station is the Eutelsat Americas operations center, managing three Eutelsat satellites that together provide full coverage of the Americas, including Brazil.

SATELLITES SUPPORT NEW GLOBAL MEDIA TECHNOLOGIES

Over the past 48 years, communications satellites have revolutionized the way sporting events have been broadcast, and have helped to grow the World Cup into a truly global sport, while assisting FIFA to achieve its objective to “touch the world.” In 2014, communications satellites will continue that tradition of leveraging new global media technologies to innovate how the FIFA World Cup reaches its global fans.

Earlier this month, the BBC announced its intent to trial 4K Ultra-HD broadcasts during this year’s tournament. The closed trials will cover all of the three World Cup matches being produced in Ultra-HD by FIFA TV from Rio de Janeiro – one from the last 16, a quarter-final and the final. The live Ultra-HD broadcasts will be transported from Brazil live via satellite to the UK where they will be decoded and distributed, via existing broadcast and super-fast IP broadband infrastructure, to a number of compatible consumer Ultra-HD TV sets in selected R&D facilities. According to the BBC, the trials will be hugely valuable in furthering its understanding of Ultra-HD technology, and potential distribution models for the future.

SATELLITE IMAGERY

Satellites can also assist tournament organizers by providing remote sensing and earth observation imagery from commercial satellite providers such as Airbus Defense and Space and DigitalGlobe.

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Satellite imagery is routinely used for planning infrastructure development projects around the world, such as the FIFA World Cup 2014 Brazil stadiums. In May, Airbus Defense and Space released a set of satellite images that show the construction and upgrades to the 12 stadium sites across Brazil that will be hosting World Cup matches. Airbus' Civil engineering customers have access to imagery from the twin Pléiades 1&2 satellites, which provide high-resolution optical data products to any point on the globe.

THE TELSTAR SOCCER BALL

The satellite industry has even influenced the sport at its most fundamental level – the soccer ball. In 1970, Adidas produced Telstar, the official ball of that year's FIFA World Cup. With global satellite television viewership just beginning, Adidas created the now familiar and iconic black and white design to make the ball more easily visible on black and white TV sets. The ball, with its pentagonal and hexagonal black and white patches, was dubbed "Telstar" because of its similarity to the look of the world's first commercial communications satellite.

About The Satellite Industry Association

SIA is a U.S.-based trade association providing worldwide representation of the leading satellite operators, service providers, manufacturers, launch services providers, and ground equipment suppliers. Since its creation more than eighteen years ago, SIA has advocated for the unified voice of the U.S. satellite industry on policy, regulatory, and legislative issues affecting the satellite business. For more information, visit www.sia.org.

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