



NEWS: For Immediate Release

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**SATELLITE INDUSTRY ASSOCIATION ORGANIZES SATELLITE
INDUSTRY FORUM AT 2016 NAB SHOW**

*Conference at the world's largest electronic media show highlights the role
satellites play in global connectivity and delivery of high quality content to and
from virtually anywhere*

Washington, DC., April 18, 2016 – The Satellite Industry Association (SIA) in partnership with the National Association of Broadcasters (NAB) is organizing the inaugural **Satellite Industry Forum** at this week's NAB Show being held in Las Vegas. The one-day program will take place on Tuesday, April 19th in Room S225 of the South Hall, Las Vegas Convention Center. It will focus on the role the satellite industry plays in broadcasting and delivering high quality video content to and from anywhere on the planet. NAB Show, held April 16-21, 2016 in Las Vegas, is the world's largest electronic media show covering the creation, management and delivery of content across all platforms.

In addition to a satellite industry keynote address by Mark Dankberg, Chairman and CEO of ViaSat Inc., the Forum will also be highlighted by three panel discussions. SIA members and industry speakers, moderators and analysts will address the role of satellites in the delivery of Ultra-HD content, satellite broadband technology and services, plus in-flight satellite entertainment and connectivity for the aviation industry.

"In a connected world where customers of all types are demanding increased global content and services, we are proud to organize the inaugural Satellite Industry Forum at NAB Show," said Tom Stroup, President of the Satellite Industry Association. "For over 50 years, satellites have delivered live media content to and from every corner of the planet and even the surface of the moon. From providing the world with global broadband and in-flight entertainment to the delivery of Ultra HD services, today satellites continue to feed the worldwide thirst to be connected, and satellite companies continue to deliver ground-breaking new services designed to further connect the world for decades to come."

"We are pleased to partner with SIA for the Satellite Industry Forum at NAB Show to further strengthen our commitment to this industry," said Executive Vice President of NAB Conventions and Business Operations Chris Brown. "Satellite technology continues to be a strong driver in the evolution of media, entertainment and content delivery overall."

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For further details regarding the Satellite Industry Forum and a copy of the agenda program, please see the following link. <http://www.nabshow.com/attend/satellite-industry-forum>

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About The Satellite Industry Association

SIA is a U.S.-based trade association providing representation of the leading satellite operators, service providers, manufacturers, launch services providers, and ground equipment suppliers. For more than two decades, SIA has advocated on behalf of the U.S. satellite industry on policy, regulatory, and legislative issues affecting the satellite business. For more information, visit www.sia.org.

SIA Executive Members include: The Boeing Company; The DIRECTV Group; EchoStar Corporation; Intelsat S.A.; Iridium Communications Inc.; Kratos Defense & Security Solutions; Ligado Networks; Lockheed Martin Corporation; Northrop Grumman Corporation; OneWeb; SES Americom, Inc.; Space Exploration Technologies Corp.; SSL; and ViaSat, Inc. SIA Associate Members include: ABS US Corp.; Artel, LLC; COMSAT Inc.; DigitalGlobe Inc.; DRS Technologies, Inc.; Eutelsat America Corp.; Global Eagle Entertainment; Glowlink Communications Technology, Inc.; Hughes; iDirect Government Technologies; Inmarsat, Inc.; Kymeta Corporation; O3b Limited; Panasonic Avionics Corporation; Planet Labs Inc.; TeleCommunication Systems, Inc.; Telesat Canada; TrustComm, Inc.; Ultisat, Inc.; and XTAR, LLC.

About NAB Show

NAB Show, held April 16-21, 2016 in Las Vegas, is the world's largest electronic media show covering the creation, management and delivery of content across all platforms. With 103,000 attendees from 166 countries and 1,700+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. For complete details, visit www.nabshow.com.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.