



# THE HISPASAT GROUP

WBU-ISOG Satellite Operator's Panel  
1st December 2009

**hispasat**   
*acercando culturas*



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**Hispasat Group**



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# Hispasat Group

- **HISPASAT was established in 1989.**
- **Regional Satellite Operator:**
  - The seventh world satellite and the third in **Latin-America** in terms of revenues.
  - Leader in the **Spanish-Portuguese** spoken Telecommunications satellite market.
  - Adding new satellite capacity to its network and providing **innovative products** and services to its customers.
  - Goal of becoming the primary transatlantic **satellite gateway** between **Europe and the Americas.**





# HISPAMAR

our branch in the Americas

- HISPAMAR, a Brazilian company created in the year 2000, was born as part of the international strategy of the HISPASAT group.
- Its main objective is to develop and support the group activities in the Americas.
- Headquarters located in Rio de Janeiro.



# CUSTOMER CARE

## Satellite Control Centers

...cultural synergy, fast reaction

- **Six Control /Monitoring Centers :**
  - Europe : Madrid and Canary Islands (**Spain**)
  - South America: Rio de Janeiro (**Brazil**) & Balcarce (**Argentina**)
  - North America: California (**USA**) & Mexico DF (**Mexico**)
- Customized and immediate attention **24x7**
- Multilingual customer service: **Spanish, Portuguese, English and French**



**Arganda SCC**  
Madrid, Spain



**Guaratiba SCC**  
Río de Janeiro, Brazil



**Maspalomas SCC**  
Canary Islands, Spain

# Hispasat Group

## Satellite's Fleet

Orbital Position	Satellite	Capacity	Launch / Status
30 ° West	Hispasat 1C	24 Ku	2000 / In operation
	Hispasat 1D	28 Ku	2002 / In operation
	Hispasat 1E	57 Ku, Ka	2010 / Ordered
	Spainsat *	X, Ka	2006 / In operation
61 ° West	Amazonas 1	32 Ku, 19 C	2004 / In operation
	Amazonas 2	54 Ku, 10 C	2009 / In operation
29 ° East	Xtar-Eur *	X	2005 / In operation
TBD	AG-1	20 Ku , Ka	2013 / Ordered

•HISPASAT offers government services in X-Band and Ka-Band through Hisdesat Strategic Services.



# Hispasat Group

## Future Launches



**Hispasat 1F**  
**2014**

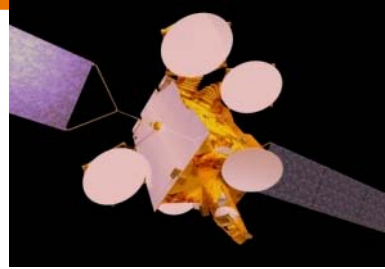
**AG-1**  
**2013**

**Amazonas 3**  
**2012**

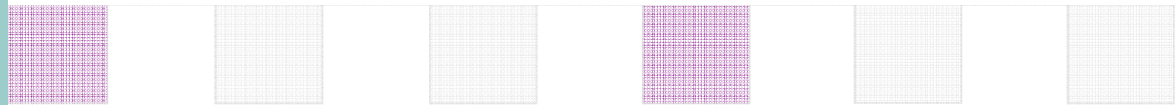
**Hispasat 1E**  
**2010**

# AMAZONAS 2

Launched 1<sup>st</sup> Nov 2009



- Substantial amount of **Ku-band capacity** for the **North American market**.
- High quality **24x36MHz transponders** in the **standard Ku-band**. OBP (Amerhis) capability
- Ideal for : Video (DTH, Cont., Dist., occasional), Governmental, Corporate, etc...



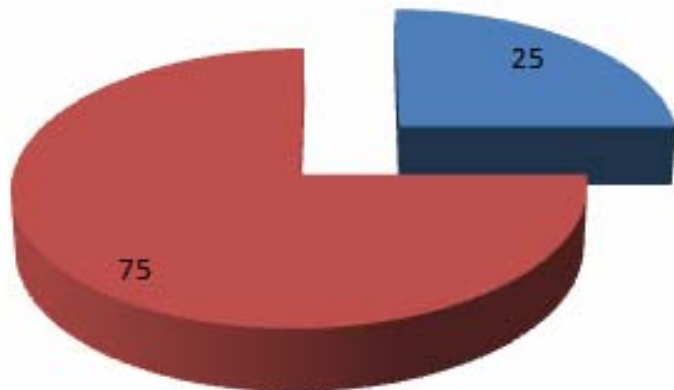




# Hispasat Group 2008 Service distribution

**30 West**

**61 West**



■ Telecom  
■ Video



# Hispasat Group

Strong Customer Base

## EUROPE

Telefonica

abertis telecom

DIGITAL +



Portugal Telecom

overon

Tvcabo



neo SKY  
BANDA ANCHA



TeleCom-clm



UNION FENOSA

## AMERICA

Telefonica

TELMEX



BR PETROBRAS



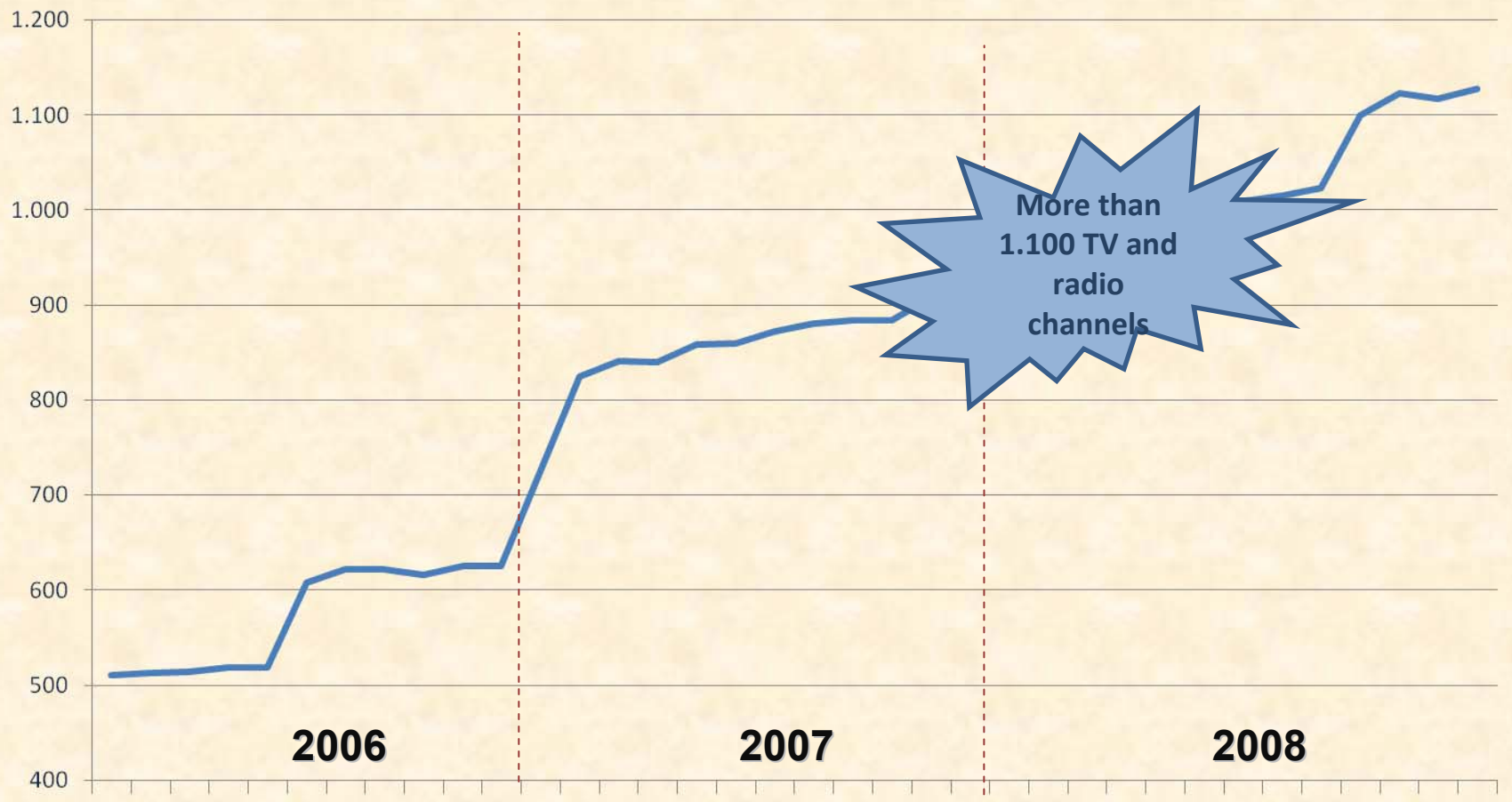
WooHoo



WAL\*MART



# Broadcast Services



# Broadcast Services

Video 30° E



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# Broadcast Services

## Main DTH Platforms in the Regions

- In Europe:

**DIGITAL+**

**meo**

o comando é meu



- In América:



Chile, Peru, Colombia, Brazil,  
Venezuela ...etc



# Broadcast Services

## Digital Terrestrial Television

- The Satellite Platform for the Spanish's DTT (Digital Terrestrial Television), to allow the extension of DTT services over 100% of the Spanish territory.



Contribution, Distribution, CATV, Local TV,  
Occasional TV .....and more

# Technological excellence & Innovation

- HISPASAT is an active member of several technical international forums: ESSOA, ETSI, UIT, SATLABS (ESA), DVB, etc .
- HISPASAT leads several R+D+i projects

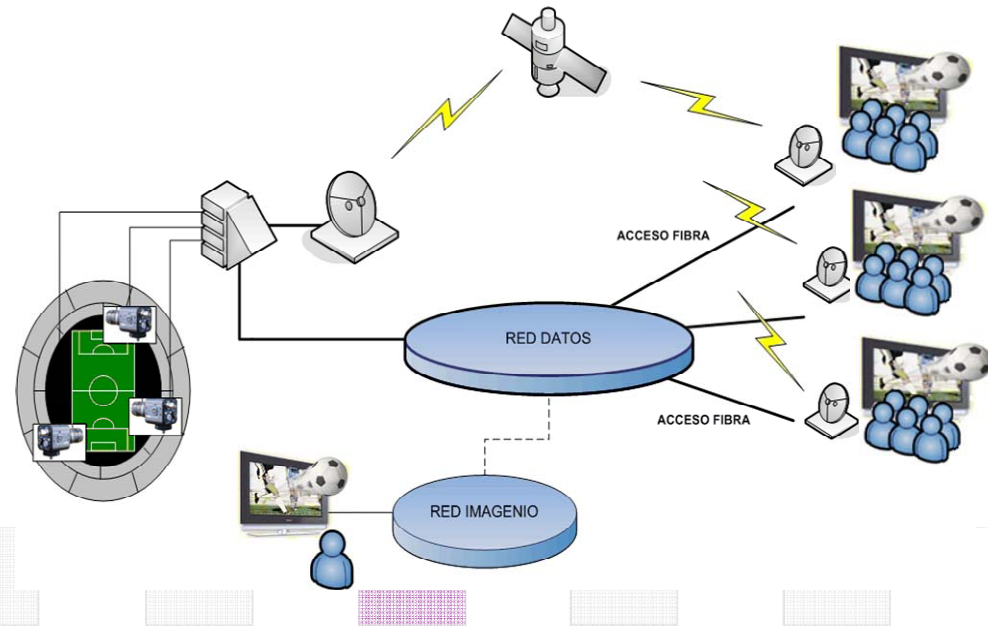




# 3D Live

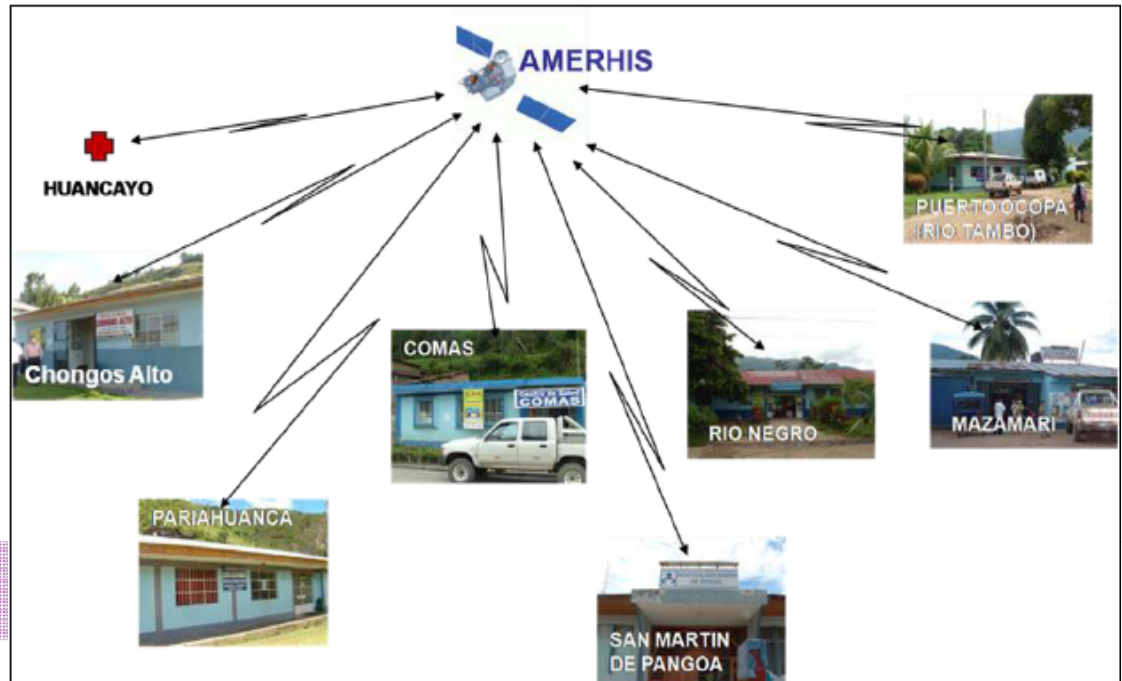
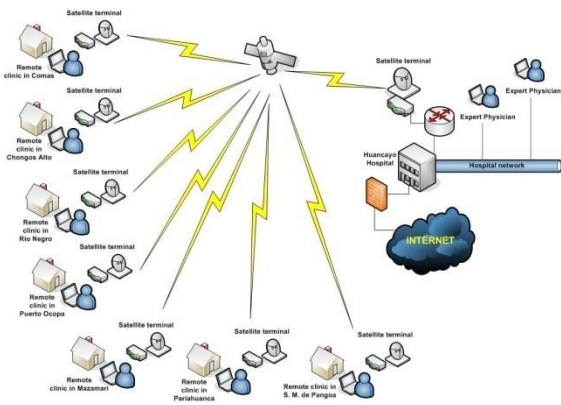
⇒ MAIN OBJETIVE :. The investigation about the technical implementation of 3D audiovisual content production and the transmission of 3D stereoscopic TV **in real time**, by means of different types of networks (satellite, IPTV). It is also considered the visualization in cinemas and at home.

⇒ PARTICIPANTS: Telefónica I+D , Hispasat, TSA, Kinopolis, ITP Producciones Audiovisuales y Universidad de Zaragoza



# Advanced Telemedicine. Mednet

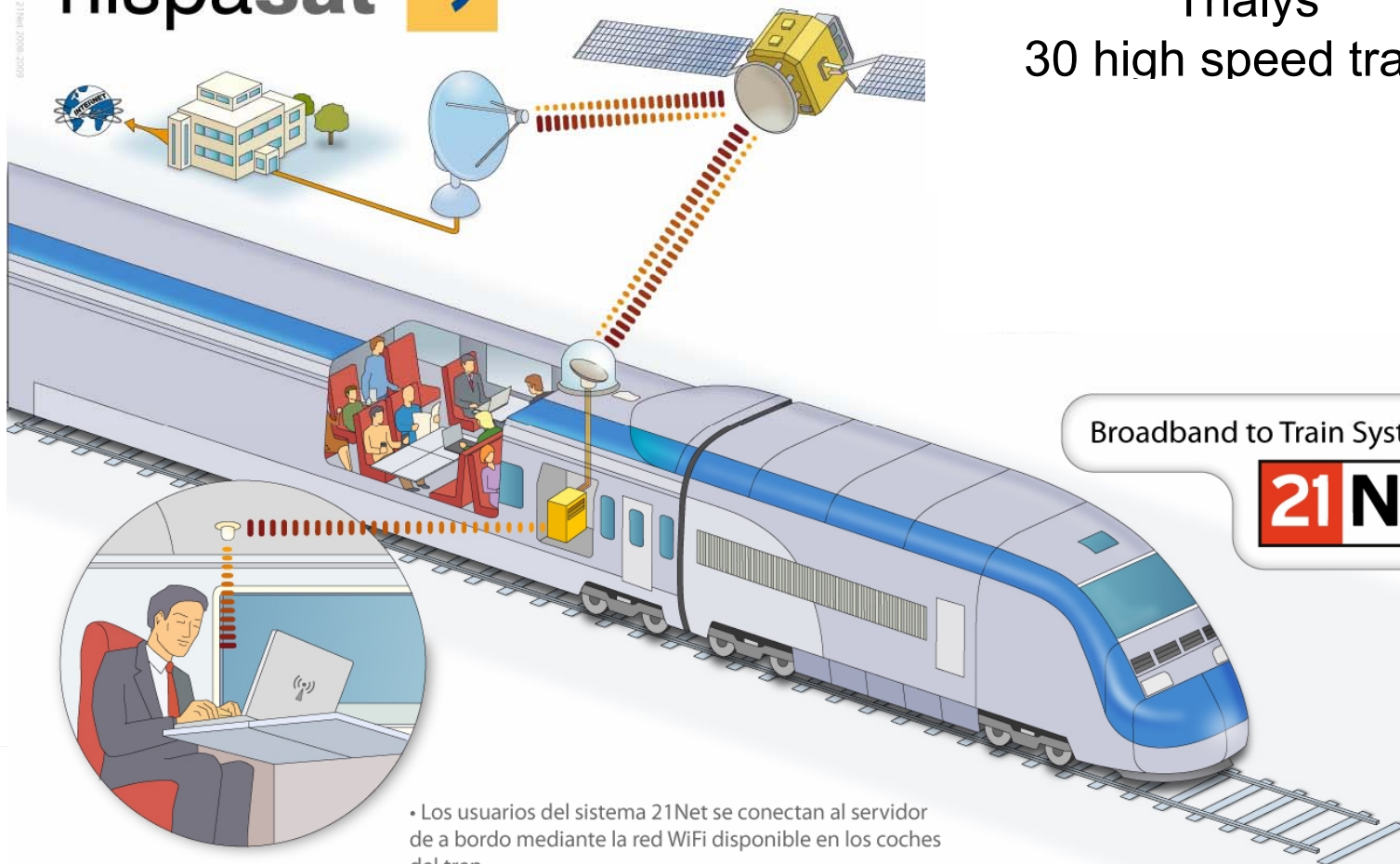
- **MedNET: EC 7thFP** .- Intelligent (OBP) DVB Satellite at the service of Telemedicine.
- **Main Objective:** To develop a medical network in Latin America, providing distantly sanitary services in less favored rural zones



# Internet access for High Speed Trains

hispasat 

In commercial service for  
Thalys  
30 high speed trains



Broadband to Train System

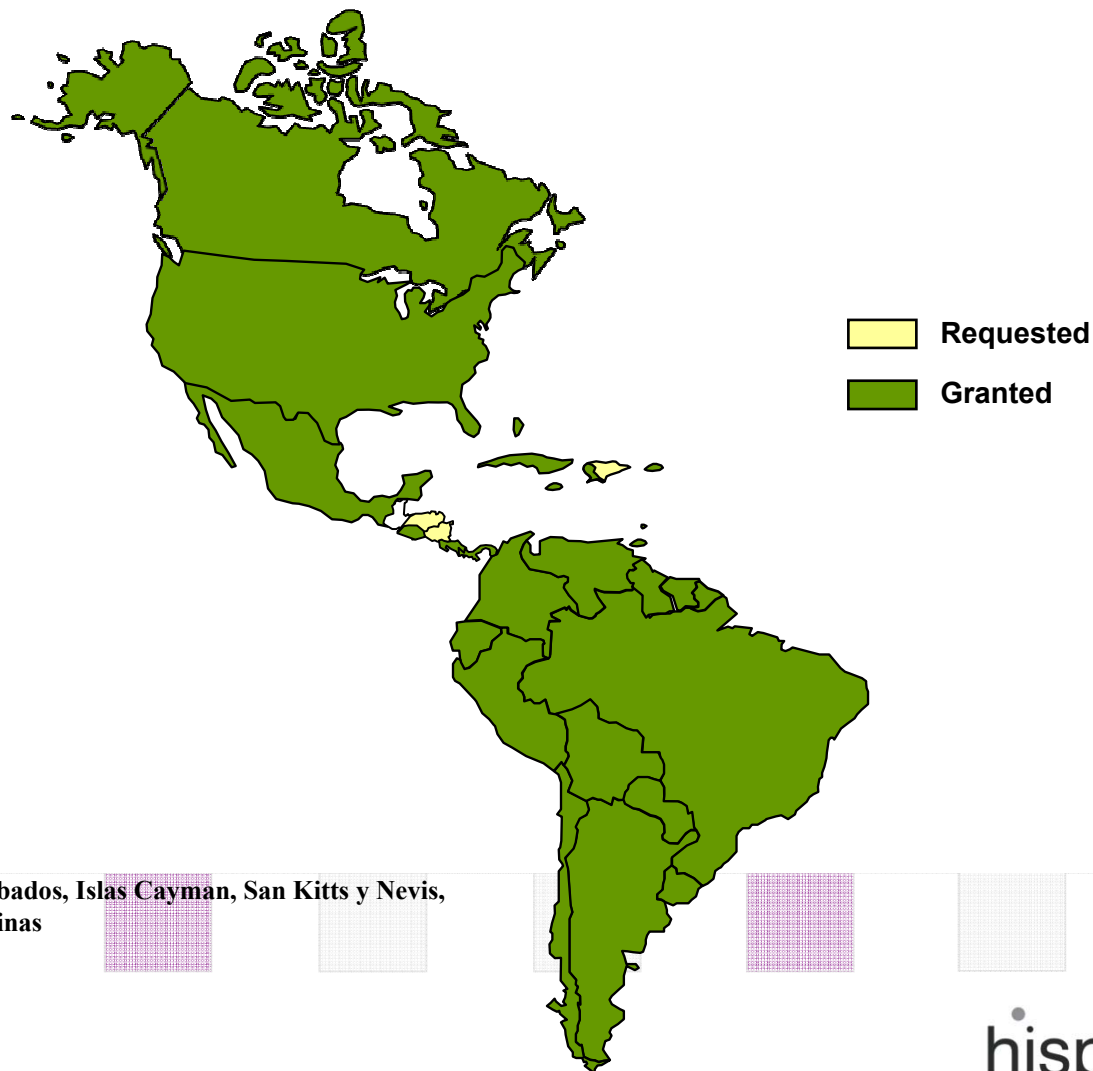
**21Net**

• Los usuarios del sistema 21Net se conectan al servidor de a bordo mediante la red WiFi disponible en los coches del tren.



# Landing Rights Amazonas 1 & 2

As of 16-Oct -2009



Rights in Caribe: Anguilla, Aruba, Barbados, Islas Cayman, San Kitts y Nevis, Santa Lucía, San Vicente y las Granadinas



# In summary ...

**High capacity Satellite  
fleet, with high  
performance over  
Europe, America and  
North Africa**

**Leader in TV  
Broadcasting TV  
in Spanish and  
Portuguese**

**More than  
1100 TV  
channels**

**Maximum quality  
and efficiency for  
DTT, HDTV and 3D  
TV**

**Innovative spirit,  
always  
delivering the  
state of the art  
technology**



# Thank you !

Inés Sanz

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