



## EU Commission Public Hearing on Content Online – 11 October 2006

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Your Satellite Connection to the World

# Pan-European & safe delivery of content via ASTRA

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- ▲ Transmission platform having a 100% coverage over 35 countries, carrying more than 1,600 TV channels & services through over 330 customers
- ▲ Making HDTV a mass reality with its major TV customers (20 channels today, 100 in a decade)
- ▲ Both individual DTH & collective DTH (SMATV) + cable feed-in: 107 million HHs
  - **Facilitator of easy access to digital TV content, whether FTA or Pay-TV, whether SDTV or HDTV, whether individual or collective**
- ▲ Encrypted signals to address & individualize content
- ▲ Backup features of the ASTRA satellite system
- ▲ No illegal or harmful content thanks to a systematic registration of all TV programmes in the home-country (Luxembourg)
  - **Open system to all TV business models & standards for a large range of TV content**
  - **Remaining challenges: copyright & piracy**



# Broadband communications via ASTRA2Connect

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- ▲ Unicast (point-to-point) stand-alone satellite platform enabling triple-play services all over Europe (35 countries)
- ▲ B2B system complementary to existing other fixed & mobile terrestrial systems enabling to connect anywhere, including remote / rural regions
- ▲ Facilitate the circulation of digital IPTV & Internet content & any databases of music, films, etc. across borders
- ▲ Originate content creation by end-users who transmit their own resources
  - **Open to all new EU countries & ISPs**
  - **Immediate Europe-wide access to a broad variety of content under any standard**



# ASTRA Platform Services (APS)

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- ▲ A company based in Germany near Munich, set up as a service provider for *Entavio* which is a new digital satellite infrastructure offered by a newly established company also called *Entavio*
- ▲ *Entavio* provides a set of services designed to administer users' access to content (advertising and marketing, customer services, hotline, call centre, billing and administration, smart card logistics, dealer and technology training)
- ▲ **APS** itself provides an open & non-discriminatory platform for access & re-transmission of digital signals to all kinds of broadcasters or ISPs, by a set of services: playout, multiplexing, CA, encoding, sat uplink, platform management, interactivity (Blucom)
  - **Innovative business model aimed at favouring turn-off of analog TV**
  - **Facilitate aggregation of various sources of content (digital, interactive & HD)**
  - **Make available this combined content to all & everywhere**