



BROCHURE CORPORATE



## AT THE HEART OF A VIDEO AND HIGH-SPEED AGE

In a fast-changing communications environment, satellites are uniquely placed through their ubiquitous coverage and high bandwidth availability to retain their rank as a first-class platform for delivering content direct to end users and to the edge of terrestrial networks. For thousands of enterprises, satellites are synonymous with retaining a competitive edge and building global presence, while in emergency situations they frequently represent the sole means of establishing or restoring communications.

WNS, one of the world's most established and experienced satellite operators is the reference in the Fixed Satellite Services sector in all these areas of activity. Through a combination of technology leadership, high levels of flexibility, a demonstrated commitment to innovation and an eye firmly trained on identifying future markets, we have gained the confidence of a solid base of users who include broadcasters, ISPs, telcos and government agencies.

This expertise, combined with a portfolio of flagship neighbourhoods in geostationary orbit and a culture of rapid response to market opportunities puts us in a unique position in the satellite sector.





## **INFORMATION, KNOWLEDGE, ENTERTAINMENT – VIA SATELLITE**

Access to digital broadcast and broadband services is generating a step change in business performance and consumer habits. For men and women throughout the world, new digital services go hand in hand with real-time information, diversity, mobility and choice.

Everyday, WNS satellites play a key role in ensuring the ubiquitous coverage that enables users to receive services either directly or via fixed and mobile terrestrial networks.

#### OUR SUCCESS GOES HAND AND HAND WITH DIGITAL TECHNOLOGIES

The dynamic progress of digital technologies, which has dramatically improved television viewing choice, increased data exchange and fostered high-speed Internet access, is closely aligned to WNS own growth story.

#### IMMEDIATE ACCESS TO TECHNOLOGY PROGRESS FOR THE LARGEST NUMBER OF USERS

Our satellites are a preferred partner for terrestrial video and IP operators for broadcasting to the edge of fixed and mobile networks. They are also the optimal solution for ensuring universal coverage so that users beyond range of terrestrial infrastructure, both in work and home environments, can be assured access to digital services irrespective of their location.

# **VIDEO APPLICATIONS**





## **AUDIENCE:** THE WHOLE WORLD IN REAL TIME

As one of the pioneers in the global satellite broadcasting market WMS has built solid relationships over 25 years with broadcasters, news agencies and service providers by delivering the highest levels of efficiency and quality.



OVER 3100 TV CHANNELS TO 165 MILLION HOMES

Today, our satellites broadcast over 3100 TV channels, reaching into 165 million homes.

This sustained growth is driven by the success of pay-TV platforms, the roll-out of digital cable networks and DTT (Digital Terrestrial Television) as well as the incredible diversity of free-to-air channels. With over 1100 television channels WNS flagship HOT BIRD™ neighbourhood has consolidated its worldwide leading position for the number of channels broadcast to the general public.

While consumer broadcasting represents our principal activity, our satellites are also an essential component in the entire digital broadcasting chain, including transmitting live signals back to studios from outside broadcasting sites and exchanging programmes between broadcasters throughout the world.

#### IN POLE POSITION FOR HDTV IN EUROPE

Driven by the march of digital technologies and consumer appetite for even better viewing quality and comfort, the stage is set for HDTV across Europe and in the developing markets served by WNS satellites. The bandwidth demands of HDTV, which are twice those of Standard Digital television together with the requirement to maximize reach with no constraint on bitrate or format, place satellites in a unique position for broadcasting new HDTV channels.

Industry analyst Euroconsult forecasts that the number of HDTV channels broadcast in Europe by 2012 will be more than 480. Between 2007 and 2008 WNS doubled the number of HDTV channels broadcast by our satellites, with more than 50 channels broadcasting by mid 2008.

#### UBIQUITOUS COVERAGE FOR LEADING MARKETS

In parallel to the increase in direct-to-home satellite reception, which continues to progress globally by around 7% a year, the emergence of new DTT and IPTV networks is also a major growth vehicle for WNS Satellites are the most efficient platform for delivering channel multiplexes to DTT transmitters and also for serving homes which remain beyond range of DTT reception. In the IPTV world, by enabling IPTV channels to reach homes not eligible to receive them via ADSL, satellites are also anchored as a valuable partner for ISPs offering triple-play services.

### from the HOT BIRD<sup>™</sup> satellites



### 9° East: a new video neighbourhood in Europe twinned with reception





HOT BIRD™ 6

HOT BIRD™ 7A

HOT BIRD™ 8

EUROBIRD™ 1

EUROBIRD™ 2

EUROBIRD™ 3

EUROBIRD™ 4

EUROBIRD™ 9

W1

W2

WЗA

W4

W5

W6

SESAT 1

ATLANTIC BIRD™ 1

# **A FIRST-CLASS RESOURCE AT KEY ORBITAL LOCATIONS**

WNS in-orbit resource comprises capacity on 24 satellites located in geostationary orbit between 15 degrees West and 70.5 degrees East. This orbital arc enables us to serve users from the Americas to Asia.

The breadth of our in-orbit resource positions our satellites as a preferred gateway into Europe, the Middle East, Africa and central Asia for consumer and professional services. It also equips us with multiple routes for connectivity between continents.

WNS is currently driving one of the most significant satellite investment programmes in our sector, with seven satellites to launch before the end of 2010. As well as renewing and expanding existing in-orbit resources, this programme includes two major technology innovations. The first, for which WNS has joined forces with SES Astra, is the opening of the first resource in Europe in the S-band to support a new generation of video to mobile services in urban and rural areas, as well as interactive services in complement to satellite-based positioning systems. The second innovation is the KA-SAT satellite whose 80 spotbeams will provide coverage in the Ka-band across Europe and the Mediterranean Basin for broadband access at comparable speeds and prices to new-generation ADSL networks. This satellite will also be used for regional and local television as well as HDTV and 3D broadcasts. **CAPACITY ON THIRD-PARTY SATELLITES** 

**FUTURE SATELLITES** 

ATLANTIC BIRD™ 2 ATLANTIC BIRD™ 3 ATLANTIC BIRD™ 4 TELSTAR 12 EXPRESS A3 SESAT 2 TELECOM 2D TELECOM 2C SATELLITE HOT BIRD™ 9 HOT BIRD™ 10 W2M W2A W7 KA-SAT W3B

POSITION	COVERAGE
13° E	Europe, North Africa, Middle East,
13° E	Europe, North Africa, Middle East,
13° E	Europe, North Africa, Middle East,
28.5° E	Europe
25. 5° E	Europe, North Africa, Middle East,
33° E	Europe
4° E	Europe, North Africa, Middle East, Central Asia
9° E	Europe, North Africa, Middle East,
10° E	Europe, Africa, Middle East,
16° E	Europe, Africa, Middle East,
7° E	Europe, Africa, Middle East,
36° E	Africa, Russia
70.5° E	Europe, Middle East, Central Asia,
21.5° E	Europe, Middle East, Africa
36° E	Europe, North Africa, Middle East, Asia
12.5° W	Europe, Middle East, Americas
8° W	Europe, North Africa, Middle East, Americas
5° W	Europe, North Africa, Middle East, Americas
7° W	Central Asia, North Africa, Middle East
POSITION	COVERAGE
15° W	Europe, Americas
11° W	Europe, North Africa, Middle East
53° E	Europe, North Africa, Middle East, Asia
8° W	Europe
3° E	Europe
POSITION	COVERAGE
13° E	Europe, North Africa, Middle East
13° E	Europe, North Africa, Middle East
16° E	Europe, North Africa, Middle East
10° E	Europe, Middle East, Africa
36° E	Europe, Russia, Africa, Middle East, Asia
13° E	Europe, North Africa, Middle East
7° E	Europe, Africa, Middle East, Central Asia

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