DigTVEurope
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The EMEA DTH industry shows little sign of slowing, but viewing habits are changing as people get used to watching on-demand content on various devices, for example. Will satellite delivery keep up with these developments, or do you believe that their likely impact will continue to be small relative to linear viewing?

Viewing habits are changing around the world, not only in EMEA. Spacecom is constantly working with our clients to assist them develop services, often as hybrid or complementary to standard satellite services. These services will enable them to keep a competitive advantage and be a strong part of viewer habits. Alongside the increase of on-demand content, we are experiencing the emergence of advanced high bandwidth consuming video technologies such as HD and 3D. These technologies are significant drivers for consumers and represent opportunities for satellite operators.

How can satellite and DTH operators combine satellite with other technologies if necessary to offer added value services such as video-on-demand and triple-play?

We work with a number of operators that offer hybrid solutions based on DTH services that are combined with on demand capabilities using IPTV or OTT (Over the Top) technologies. Spacecom is flexible and our ability to work with clients enables us to bring in new business. For instance, Magio TV, the Slovakian Deutsche Telekom subsidiary, utilizes our satellites to complement Slovak Telekom's IPTV and broadband Internet offerings. The company makes satellite service available to all of Slovakia as a stand-alone digital TV service or as part of the incumbent telecom's other services.

What role will satellite operators play as more pay-TV platforms start to role out hybrid networks?

As long as Pay-TV stays competitive and popular and as long as event based Pay-TV is part of the industry, satellite operators will continue to be an important element in the service. Pay-TV platforms with hybrid elements recognize the reliability and power of satellite to provide the highest quality of service at an excellent price point – and thus keep it as part of the overall package.

Will the economics of satellite – driven by the cost-effectiveness of one-to-many distribution – continue to make sense indefinitely?

Satellite will always be among the most reliable communication means to broadcast high quality TV and data services. Despite extensive infrastructure investments in fiber and Internet access around the world, the need for high bandwidth increases further with the introduction of advanced services such as HD and 3D. Moreover, the growing need to provide efficient broadcast distribution and data services in rural areas stimulates the demand for satellite services with its high quality of service, wide coverage and rapid time to market. Satellite distribution will thus continue to be a highly effective solution.

In which regions are you seeing most growth at the moment, and how do you expect this to change in the future? How much growth is left in western Europe, and is the growth in eastern Europe slowing?

Spacecom finds that the CEE market continues to be a very viable one and growth will continue in the future. We also see that the Russian and Ukrainian markets are in excellent shape for growth. Our focus from 4°W has been CEE and we are very happy with the capacity we have there. In fact, we are readying the AMOS-6 satellite for pan-European coverage and additional capacity. We also anticipate growth of the TV market in Africa and the upcoming launch of our AMOS-5 will provide an excellent solution for that market and its future.

On what assumptions are you basing your forward capacity plans?

We are working closely with our clients and are always utilizing additional sources of information to complete the picture. We are continuously evaluating market needs and demands and are tweaking our plans accordingly.

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