

David Pollack **President and CEO, Spacecom**

Spacecom, helmed by David Pollack, used 2010 to establish a presence on Africa ahead of next year's planned launch of Amos-5.

Age 61

Education The Technion Israel Institute of Technology, Haifa, Israel; MBA, the Stern Graduate School of Business of New York University.

Achievements of the year We established our presence in Africa, a long-term goal with the positioning of the Amos-5i satellite at 17° East. We decided to take this early entry into the market to enhance pre-sales for the Amos-5 satellite, scheduled to launch in mid-2011. Second, we expanded our DTH anchors on the Amos platforms at 4° West with our fourth DTH service. Capacity on our constellation remains over 90% full. Third, we increased staffing to push forward our new projects for the Amos-4 and Amos-6 satellites that are, respectively, in construction and development stages. During 2010, we continued moving towards our long term goal of evolving into an emerging global satellite operator - and this will be our focus in the future.

Goals for next year We are scheduled to launch the Amos-5 satellite in mid-year to 17° East and begin operations soon after. We are pressing forward in pre-selling capacity and looking forward to penetrating the African market. Spacecom is continuing development programmes for the Amos-4 scheduled for launch in 2013 for a slot above Asia and further into the future with Amos-6 and Amos-7 satellites. We are moving closer to becoming more than a regional player, and looking to become an emerging global satellite operator with these new satellites.

Game-changing future development Interconnectivity, whether through content or data, is taking us in new directions. Smartphones in the telecom sector and HD in the entertainment sector are becoming intertwined; when 3D jumps from the movie screen to moving screens we will be looking at something new. Satellites will help these technologies move into new markets and support them in developed markets.

Life outside work I love being outdoors. I make it a priority to work in hiking or mountain biking in my business travels as well as on vacation.

