

Two more Spacecom satellites will join AMOS-3 and AMOS-4 by 2012

The satellite operator is determined to become a global player, combining greater reach with tailored services suited to smaller television customers

Spacecom wants to position itself as a global satellite operator over the next five years, with the construction of AMOS-4, scheduled for commercial service in 2012 and covering Southeast Asia, Central Asia and Africa, representing a major step towards that ambition. The US\$365 million satellite will leave the Israel-based company with 80 per

cent coverage of the world's population. After pre-sold capacity is taken into account (the Israeli government has signed a significant pre-launch deal for services over the lifespan of AMOS-4), Spacecom has eight Ku-band transponders of

108MHz and four high power Ka-band transponders of 218MHz, with steerable beams, to market. Ori Onn, Chief Operating Officer at Spacecom says AMOS-4 will enable his company to service existing television customers better, removing the need to subcontract bandwidth when linking the Middle East and Europe with Asia. The company will also target new customers across Asia who

from the world's satellite giants. Spacecom works in markets, and with operators, that might be considered too small by other satellite operators, he says.

AMOS-4 follows AMOS-3 in the sequential naming given to the Spacecom fleet (AMOS-3 goes into commercial service next year) but Onn reveals that there will almost certainly be another launch - and probably two - in between these two platforms. "AMOS-3 will replace AMOS-1 and we will migrate services from AMOS-1 beginning around Q2, 2008," he says. "AMOS-4 is scheduled for 2012 and our ambition is definitely to have five satellites by then operating in commercial service."

Onn would not say where the other satellites would be targeted but says Spacecom is trying to identify entry customers for them.

Spacecom will have much to talk about at this year's IBC as a result. AMOS-3 is due to launch in the first quarter next year, co-locating with AMOS-2 at the company's 4 degrees West orbital slot, bringing significant back-up capabilities and service reliability for its distribution, contribution and DTH customers. Half the capacity of AMOS-3 is committed already and Onn is hoping to talk to more potential customers at the



ORI ONN, CHIEF OPERATING OFFICER, SPACECOM

Amsterdam exhibition. The key focus for the company will be the approaching AMOS-3 service entry and the commissioning of AMOS-4, which was announced in July.

Onn says Spacecom has not decided yet where AMOS-3's steerable beam will be targeted. Options include East Africa, Southern Africa, East Europe and Russia, Latin America, USA (east coast) and the British Isles. The satellite already includes a fixed 'Atlantic bridge' beam joining Europe and the Middle East with the US.

AMOS-4 will be located at an orbital slot somewhere between 64 and 76 degrees East. Spacecom's President and CEO, David Pollack, says: "By operating a network of satellites with AMOS-4 as an integral element, we will fulfill our long-term objective to become a dominant player in the global satellite communications market. Our growth strategy includes expanding significantly through operations in existing and new markets."



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want to distribute content into the emerging markets of central and eastern Europe.

Onn says Spacecom provides cost-effective and tailor-made solutions for companies looking to distribute content and claims this flexibility sets the operator apart

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