



**OPENSKY™**  
for Content Providers



Broaden your audience!



You have software, audio and video content for customers in Europe and elsewhere.  
Imagine using existing content in new markets, imagine larger audiences  
and new revenues ...

**Join OPENSKY™ now as a Content Provider!**

## What is OPENSKY™ ?

OPENSKY™ is an innovative satellite platform that provides **broadband services** to customers **throughout Europe**. The system works with a receive-only satellite dish, similar to the TV-receivers currently in use, connected to a PC that has a standard Internet modem connection.

OPENSKY™ boosts the Internet and Multimedia capacities of your customers' PCs. In addition to a service that is similar to ADSL in terms of web surfing and ultra-fast file downloading, OPENSKY™ also provides **full multimedia capabilities**. With transmission speeds of up to 1.5 Mbps, your customers can receive IP-based audio and video content channels (streaming) and state-of-the-art multimedia services (e.g. MPEG4).

## OPENSKY™ Services

You can use three types of services to deliver content to OPENSKY™ customers:

### >Fast Internet Access

**Content via the web**. You can now enhance your existing narrow-band applications or content on OPENSKY™ customers' broadband capability.

### >Multimedia Channels

Create multimedia channels and provide audio or video **content directly to customers' PCs** in the programme format of your choice (free, pay-per-view, subscription-based channel). Channels can be programmed at regular intervals, fixed times or related to specific events.

### >Push services

Push services can send **content to selected end-users at regular times** (e.g. every night) without customers taking the initiative. The push service is an ideal tool for content providers to update large data files or audio / video content to a selected group of end-users.



### >The most popular broadband applications:

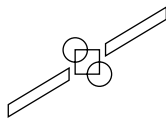
- Fast web surfing is the main application used by current OPENSKY™ subscribers. For example, OPENSKY™ users use broadband to receive more detailed images when purchasing commodities such as homes or cars.
- Software downloads and audio (MP3) or video file downloads are also one of the most popular applications on OPENSKY™ at the moment. OPENSKY™ subscribers also enjoy watching streaming video channels and listening to radio channels.
- Channels are available for Sport, News, Entertainment, Adult, Culture, Music, Fashion and Education.
- Without forgetting a relatively new group of interactive applications like games, remote control of home appliances, or on-line betting.

## Protect your content!

Content protection rights are critical issues.

OPENSKY™ recognises this and offers a wide range of content protection tools:

- OPENSKY™ Digital Rights Management supports Windows DRM, one of the most widespread standards in this area, used by leading content providers and studios.
- The OPENSKY™ conditional access system enables you to set up your own subscription based audio or video pay-channels.
- OPENSKY™ Filtering enables you to constrain content distribution to specific countries for specific periods of time. An ideal way to introduce your films or videos throughout Europe.



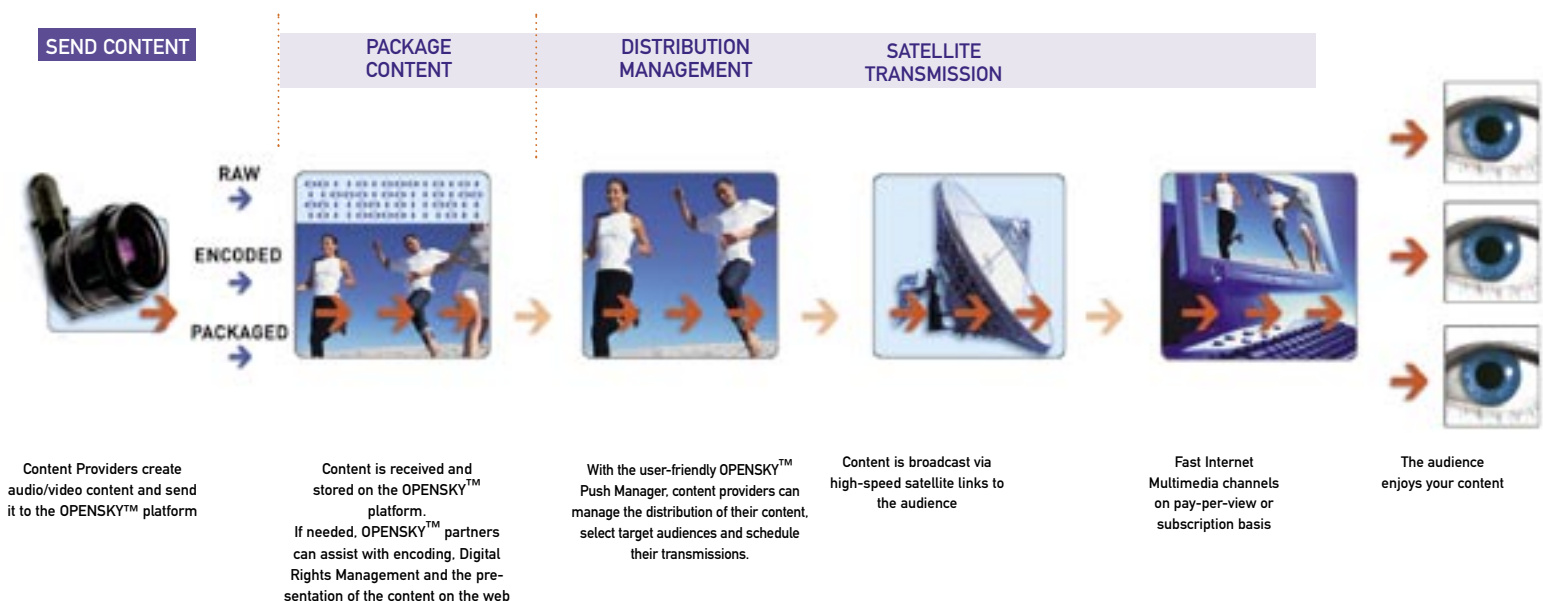
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## Becoming an OPENSKY Partner

OPENSKY™ is offered in co-operation with a number of different partners that are involved in the supply of broadband services. Hardware manufacturers and installers, service providers and distributors, broadband portals and content providers, and of course Eutelsat as operator of the OPENSKY™ platform. Support and training is provided to every new OPENSKY™ partner on how to most effectively do business. Becoming an OPENSKY™ partner is a step into the future of the broadband industry. New broadband products and services are introduced continuously, and as an OPENSKY™ partner you will always be the first to know and benefit from new developments.

### >Becoming a OPENSKY™ content provider means:

- Expanding your audience by opening up new markets geographically from Iceland to Turkey, and from Portugal to Russia.
- Opening up new distribution channels: meeting new partners that can take on-board sales and distribution aspects, enabling you to focus on producing and marketing content.
- Opening up new revenue streams: by cashing in on new types of media, content channels on pay-per-view or subscription basis.



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>**Build your own content distribution business with OPENSKY™**

The OPENSKY™ system is optimised to distribute digital data files, software, multimedia content or Audio/Video material. As a satellite-based system it is far more cost-effective than existing terrestrial broadband offerings that distribute this type of material to end-users spread over a large geographical area.

What makes OPENSKY™ really unique is the fact that Content Providers and broadband portals can choose from the following building blocks to create their own content delivery business:

- **OPENSKY™ Sales and Marketing**

As Content Provider you can either market and sell your content directly to your target groups and audiences or you can re-sell it via broadband portals and distribution partners.

OPENSKY™ works with well-established Distributors in the countries within coverage and operates its own broadband portal to market your content. OPENSKY™ supports its content and distribution partners with the necessary sales tools and initiates regular partner-marketing campaigns.



- **OPENSKY™ Content Contribution**

Content can be uploaded to the OPENSKY™ system via a standard IP connection, or sent via traditional media (e.g. betamax tapes, CD-rom etc). Other OPENSKY™ partners can help you pre-process content (encoding, packaging).

- **OPENSKY™ Digital Rights Management**

The system enables you to set different security levels to protect content. OPENSKY™ partners can help you to set the correct security parameters for your content.

- **OPENSKY™ Distribution Management**

As Content Provider you can access the OPENSKY™ system via the Internet. With the user-friendly Push Manager Interface you can manage what content is sent to whom and when.

- **OPENSKY™ Content Delivery**

Content distribution to the general public and consumer market is operated via the Direct-To-Home method, directly to satellite dishes in people's homes. You can also create your own Content Distribution Network (CDN) to specific closed user groups and, for example, send content to the different branches of an European retailer, an apartment block with CTV network or a company LAN.

- **OPENSKY™ Billing**

OPENSKY™ has the flexibility to support several billing options.

As a content provider you can bill your customers directly or via distribution partners including broadband portals, distributors and retail outlets.

Monthly subscriptions, credit cards or other e-commerce tools are typical of the type of billing

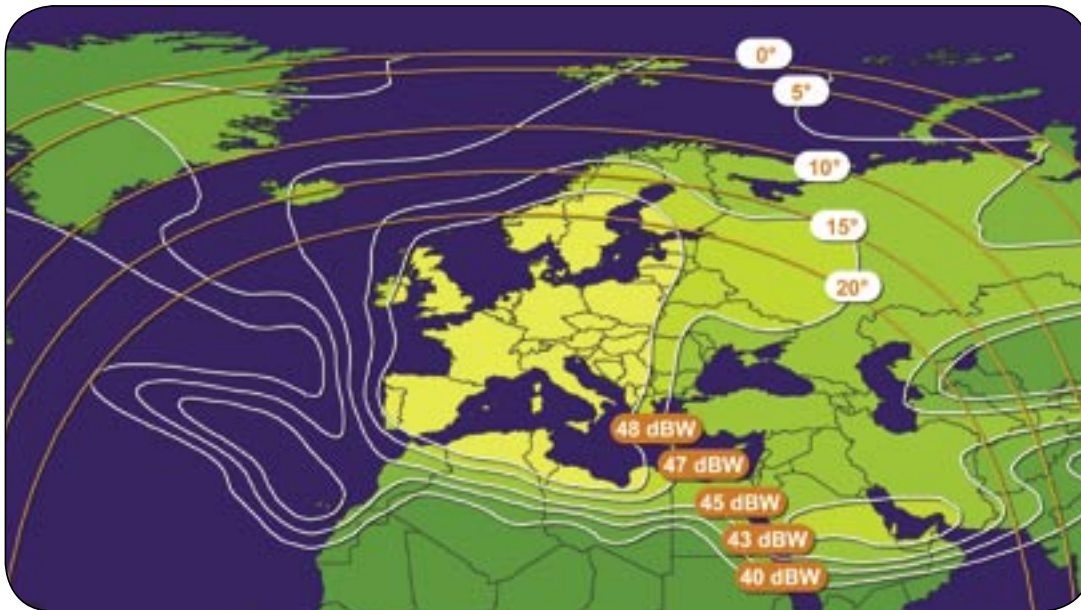
## About Eutelsat

Eutelsat S.A. is one of the world's leading satellite operators. The company provides seamless coverage across five continents, encompassing Europe, the Middle East, Africa, South-West Asia and North and South America. Eutelsat's satellite infrastructure gives it the flexibility to offer direct-to-home broadcasting, video distribution and contribution services, corporate network solutions and a portfolio of IP applications including distribution of rich multimedia content, broadband Internet access and Internet backbone connections. From its strategic HOT BIRD™ orbital position and other orbital positions, Eutelsat transmits more than 1200 television and 600 radio stations to 98 million cable and satellite homes.



used by OPENSKY™ at present.

## Eutelsat satellite system



Coverage is provided via 2 satellites:  
W3 at 7 degrees East and ATLANTIC BIRD™2 at 8 degrees West

™

## Become an OPENSKY Content Provider now!

It takes just three steps to become an OPENSKY™ Content Provider:

1. Contact OPENSKY™ by sending an e-mail to [content@opensky.eutelsat.net](mailto:content@opensky.eutelsat.net). An OPENSKY™ representative will contact you for more information. A draft term sheet will be discussed and an initial agreement signed.
2. Pilot phase. Learn how to use the different work tools and see how technical implementation works. Participate in any OPENSKY™ marketing campaign running during that period to gain firsthand experience in marketing the service. A Content Provider agreement will be established at the end of the pilot phase.
3. Launch your content service. Assessment after the first six-month period offers you the possibility of updating your agreement.

[www](http://www.eutelsat.net) see our website [www.eutelsat.net](http://www.eutelsat.net) for more information

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