

OPENSKY™
for Distribution Partners



Welcome to the broadband era



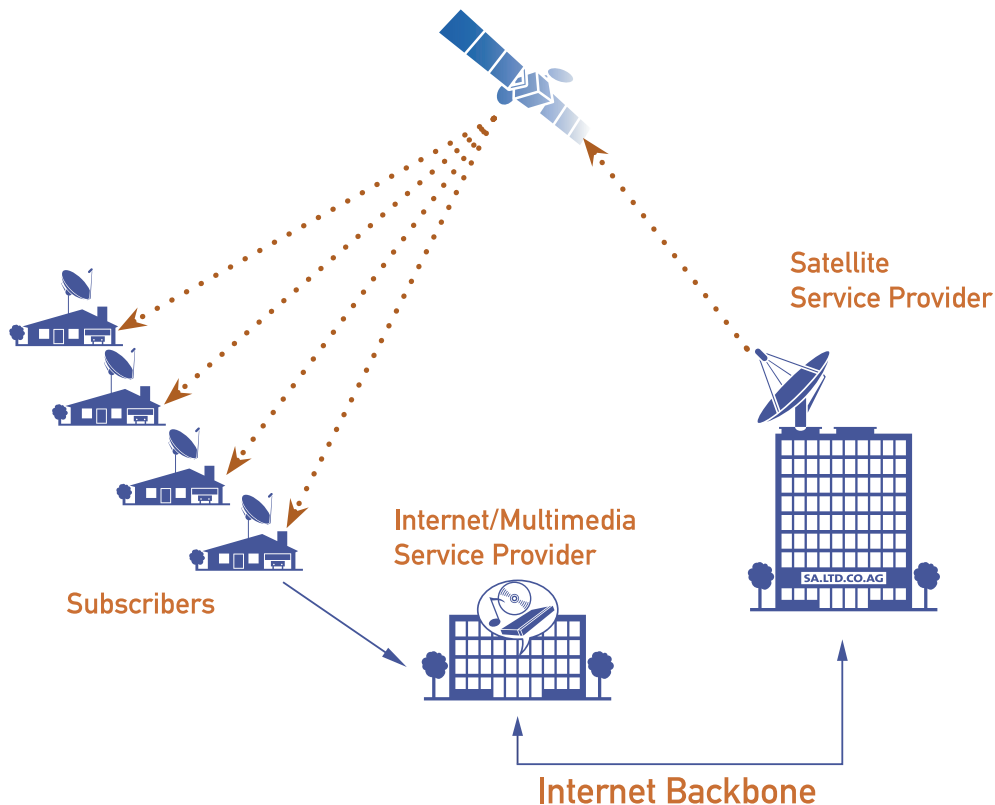
Would you like to extend your current offering to the market,
reduce churn amongst your customer base,
increase customer loyalty by offering value-added services
and open up new revenue streams?

Join OPENSKY™ now as a Distribution Partner

What is OPENSKY™ ?

OPENSKY™ is an innovative satellite platform that provides broadband IP and multimedia services to customers throughout Europe, North Africa and the Middle East. OPENSKY™ provides instant broadband capabilities via satellite to existing dial-up Internet users using a modem for access, boosting the Internet and Multimedia capacities of your customers' PC. OPENSKY™ also provides full multimedia capabilities along with a service similar to ADSL in terms of web surfing and ultra-fast file downloading.

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). Multimedia Channels are available for sport, news, shopping, entertainment, adult, culture, music, fashion and education.



How is OPENSKY™ sold?

OPENSKY™ is marketed and sold via a network of Distribution Partners throughout Europe and beyond. Basically we can identify two types of distributors:

- Leading ISPs within the European countries that have an established customer base and that are already offering PSTN, ISDN, ADSL or Cable access but that want to extend their access portfolio with satellite to meet the demand from customers who live in areas where terrestrial broadband access is unavailable.
- Smaller distributors with a focus on broadband access because of experience as value-added-service providers, satellite dish installers or as content providers, content aggregators or broadband portals.

What services can you offer to your customers via OPENSKY™ ?

Via OPENSKY™ you can offer two services to your customers:

- **Fast Internet Access**
Provide your customers with an instant broadband Internet downstream connection up to 1.5 Mbps. The offer is available now and independent of the availability of terrestrial broadband access networks. Thanks to the broadband connection via satellite, your customers can now really enjoy surfing on the web and download heavy files at the blink of an eye.
- **Multimedia Channels**
OPENSKY™ offers customers the latest multimedia channels with Sports, Entertainment, Culture, Education directly to their PC. Different type of services are also offered to customers: free to air channels, pay-per-view channels or subscription-based channels.

What does joining OPENSKY™ imply?

OPENSKY™ brings together all the partners involved in the provisioning of OPENSKY™ broadband equipment and services. Hardware manufacturers and installers, service providers and distributors, broadband portals and content providers and of course, Eutelsat as operator of the OPENSKY™ satellite platform.

Over the past 15 years Eutelsat has provided broadband services to the European market and learned that the seamless inter-working between the different hardware, software and network components is not the only important thing, but also the close co-operation between the different partners that supply, integrate, sell and support these components.

All OPENSKY™ partners co-operate as equal business partners with the common goal to create a win-win situation for all by delivering state-of-the-art broadband services to the European market.



How to build your broadband business with OPENSKY™ ?

What makes OPENSKY™ truly unique is the fact that Distributors can choose from the following building blocks to create their own business:

- **OPENSKY™ Marketing and Sales**

As a Distributor you can make your own package out of the different OPENSKY™ components and adapt your offer as you think fits your market best. Make your own package of equipment, installation services, Fast Internet or Multimedia Channel services and content channels, alone or in co-operation with other OPENSKY™ partners.

OPENSKY™ will support you in terms of marketing and will regularly launch marketing campaigns that you can join in with.

- **OPENSKY™ Installation**

OPENSKY™ installers throughout Europe and beyond are fully trained to support Distribution Partners with the installation of the satellite equipment for your customers. They might also act as an agent for you.

- **OPENSKY™ Customer Support**

OPENSKY™ will provide you with all the tools needed for your 1st line customer support. As a Distribution Partner you have access to the OPENSKY™ Intranet providing you with all the technical and commercial information you need.

- **OPENSKY™ Billing**

As a Distribution Partner you have multiple options for the billing of your customers. The first option is to bill your customers directly yourself with a fixed subscription fee per month. The second option is to have an arrangement with an OPENSKY™ partner who will invoice on your behalf. This could be an ISP, a Trusted Third Party or a fully trained and equipped Clearing House.

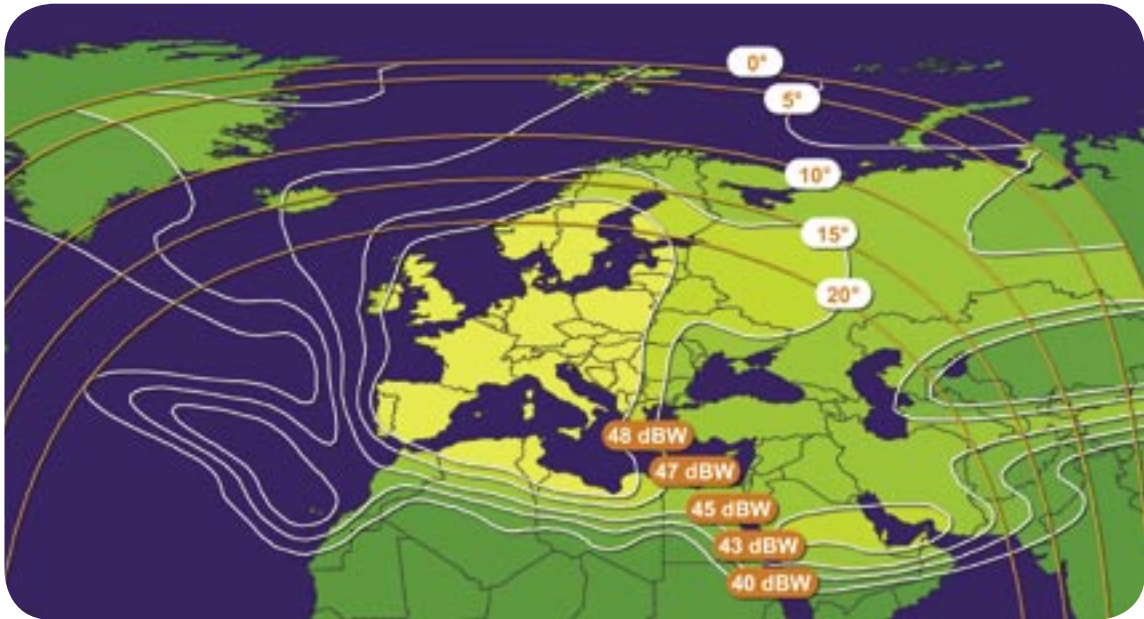
How to become an OPENSKY™ Distribution Partner?

As an OPENSKY™ Distribution Partner you will be able to market an attractive portfolio of services including Fast Internet services and Multimedia Channel access. You can also extend your offer with equipment and installation services or specific content. You can do this independently or in co-operation with OPENSKY™ partners.

Distributors receive all support and training for the sales and support of OPENSKY™ and on how to most effectively do their business. Becoming an OPENSKY™ partner is not a short term undertaking. As an OPENSKY™ Distribution Partner you will always be the first to know about new broadband services and benefit from those new developments.

Interested in becoming an OPENSKY™ Distribution Partner?

Contact the OPENSKY™ Distribution Support Desk simply by sending an e-mail to resellers@opensky.eutelsat.net and our support team will get in touch with you.



Coverage is provided via 2 satellites:

W3 at 7 degrees East and ATLANTIC BIRD™2 at 8 degrees West

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.

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

