



NAB Booth T 2338

The Changing Internet Opportunities for Satellite Services Providers

Round-table featuring

Xavier Perret, Senior Vice President Internet Business Development of GlobeCast

April 23 – 2:30-3:45 p.m.- ***The Venetian, Room 705***

IP over Satellite

GlobeCast launches MCast Thematic and forms new business partnership with AT-SKY

GlobeCast, the broadcast services arm of France Telecom, announced today that AT-SKY, the first company in the world to come up with a complete broadband network infrastructure, provides GlobeCast with a turn-key solution integrated in GlobeCast's MCast Thematic. MCast Thematic is the revolutionary portal service to push web bouquets and thematic channel content via GlobeCast's global network direct to residential or corporate subscribers. Broadcasters as well as ISP or multimedia content programmer can benefit from best of breed specifications integrated in MCast Thematic from now on.

@Sky Network : the @Sky solution

The @Sky Network is a turnkey broadband network infrastructure, including the operating software platform @Sky Center managed by the bouquet operator and the end-users receivers @Sky Pilot with their navigation software @Sky Navigator.

The @Sky Center management platform is based on the the Infocast™ software which has been developed by France Telecom. It allows creating and operating a Push Multimedia service. Web sites, video, pictures, text or audio files are pulled, collected, and gathered in groups like thematic channel and broadcasted on the network.

AT-SKY has developed a specific component ASIC -@Sky Chip-. The @Sky Chip is implemented in the plug'n'play USB receiver @Sky Pilot but can also be used in set-top boxes, stand-alone IP receivers, PCI cards, etc...in order to filter and manage the files broadcasted in DVB mode, as well as Multicast & Unicast modes. The @Sky Chip allows patented copy protection, conditional access and profiling mechanisms.

Jean-Yves LE ROUX, Chief Executive Officer of AT-SKY said, "The @Sky Network technology is the first one really dedicated to the mass-market and the corporate one. GlobeCast and AT-SKY are focussing the same markets and I am really proud to work closely with the world leader of satellite services.

"Given the outstanding complete end-to-end solution that AT-SKY's integration represents we are excited about MCast Thematic breaking through the satellite bouquet market, enabling our content providers and ISP customers to widen there audiences", added Xavier Perret, Senior Vice President Internet Business Development of GlobeCast.

MCast Thematic – Community tailored web channel via satellite

MCast Thematic belongs to GlobeCast unique Internet-based satellite platforms offer, gathered under the *MCast* banner, which bypass overloaded terrestrial pathways, allowing to achieve ultra-high speeds and outstanding performance when delivering IP content.

As all the products of this range, MCast Thematic addresses broadcaster as well as ISP or multimedia content programmer to help them revolutionize their Internet access using satellite and its advanced offering.

Open to end user consumers as well as enterprises, MCast Thematic service is radically simple. Pushing content through a controlled satellite technology to communities, it offers specifications of fundamental importance such as :

- Editorial tools to create and update channels
- Multimedia platform to create and broadcast the channels
- Access to Internet backbone to retrieve web pages from the Internet
- Subscriber management tools
- Subscription management system
- Satellite bandwidth and uplink

Any MCast Thematic user can either receive updated web content without having to connect to the Internet and only connect to get complementary content or else, create strong Internet concepts – Fast Internet/push service, control creation and distribution of value added content for communities.

About GlobeCast

GlobeCast is the broadcast services arm of France Telecom. It was created in 1997 by combining the group's vast array of broadcast activities, and quickly became the world's largest provider of end-to-end transmission and production services for video, audio, multimedia and business TV. GlobeCast is now pioneering the development of total Internet via satellite. By focusing all of its worldwide Internet activities in one dedicated department and leveraging France Telecom's vast multimedia and R&D resources, GlobeCast is developing and marketing the very latest cutting-edge Internet via satellite services.

About AT-SKY

The company was established in January 2000 by Jean-Yves Le Roux, then Executive VP of SCM Microsystems, in charge of the Digital TV Business Unit.

AT-SKY's R&D department combines a strong expertise on the full Broadband Network and the key technologies involved (in-house silicon expertise and design, software and hardware developments). With already 10 patents pending, AT-SKY leverages on a strong intellectual property.

AT-SKY is right at the centre of the more pronounced convergence between the telecom, the Internet, and the TV industries.

PRESS CONTACTS :

GLOBECAST CORPORATE – PATRICIA CAPELLE – patricia.capelle@francetelecom.com – TEL: +33 1 5595 2611
BRODEUR SRRP – AUDREY ROUSSEAU – audrey.rousseau@srrp.com – TEL : +33 1 5304 2319
DANIELLE VAN DEN STEENE – danielle.vandensteene@srrp.com - TEL : +33 1 5304 2347

AT-SKY- DOMINIQUE FERAL - dferal@atsky.fr - TEL : +33 4 4298 0770