

Singtel Satellite keeps customers ahead of the curve

Lim Kian Soon, Head of Satellite, Singtel, discusses some of the key issues impacting the satellite industry, and outlines what Singtel Satellite has to offer in 2016.

At last November's WRC-15, it was decided that the 3600-4200MHz band will continue to be allocated to fixed satellite services worldwide for the foreseeable future. What are Singtel Satellite's views on this ruling, and how do you think this will help to shape the future growth of the satellite industry?

Lim Kian Soon: A position of 'No Change' was adopted in the 3600-4200MHz band, which bodes well for the satellite industry as a whole. This spectrum allows the industry to continue to support applications in the area of cellular backhaul, as well as broadcast distribution and contribution. C-band is very important for this — to support a multitude of video, television and data services, and to expand Internet access.

Asia is a huge consumption of C-band spectrum where

rainfall is heaviest, and only C-band is the most resilient spectrum to guarantee high quality, reliable delivery of content and connectivity.

Specifically, what do you see are some of the areas of growth in Asia-Pacific in 2016? For instance, how do you see 4K/Ultra HD (UHD) or HTS developing in this region?

Lim: The main areas of growth will be in the areas of cellular backhaul, direct-to-home (DTH) and content distribution. Asia remains as one of the hotspots for the cellular backhaul market. Growth has been primarily driven by countries such as Indonesia and India, with demand from emerging countries in Indochina.

The take up of 4K/UHD will not be swift due to the lack of 4K/UHD content relative to HD and SD content. For 4K/UHD

to be really successful, content production and delivery would play a critical role.

High-throughput satellite (HTS) technology is growing in importance. It is clear that HTS offers many opportunities and will provide more bandwidth at lower cost to customers, so that they can experience high throughput to support their broadband aspirations, which in turn will accelerate take-up rates.

Bearing these developments in mind, what will be some of the key challenges facing the broadcast and media industries in 2016?

Lim: For new DTH operators, there is much difficulty in getting the appropriate satellite coverage and capacity. Lack of capacity will hamper their roll-out of services, and this inadvertently results in high costs.

With fierce competition in the broadcast industry, broadcasters face challenges to cut costs, driving the trend of outsourcing.

How is Singtel Satellite preparing itself to help



“With fierce competition in the broadcast industry, broadcasters face challenges to cut costs, driving the trend of outsourcing.”

— Lim Kian Soon,
Head of Satellite, Singtel

customers in these sectors overcome these challenges — what initiatives can we expect from the company in 2016?

Lim: We are exploring the possibilities of grooming our existing satellites to free up capacities to address customer demands, especially in DTH, which requires large quantities of capacity.

To address broadcasters' outsourcing needs, Singtel's Smart Playout services support a low-cost startup and peace of mind with our 24/7/365 customer and technical support, besides gaining significant savings.

Disaster recovery for broadcasters is vital. To ensure content availability on air, Singtel offers customised solutions, whether it is at our teleport, or at our clients' premises.

Lastly, the risks of cyberattacks are real and the need to have cyber security protection for our customers' networks is critical. Besides our satellite and teleport services, Singtel has a suite of world-class security solutions that will swiftly identify threats and take appropriate actions to defend against cyberattacks and protect customers' businesses. **APB**



Besides working to free up capacities to address customer demands in areas such as DTH, Singtel Satellite addresses broadcasters' outsourcing needs with its Smart Playout services. The company also offers customised solutions to ensure content availability on air, while a suite of security solutions identify threats and take swift and appropriate actions to defend against cyberattacks.