




Broadcast Growth at 1 °West

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Located at 1°West, Telenor Satellite Broadcasting (TSBc) is a **major satellite provider** of broadcast and data services throughout Europe and the Middle East.

TSBc is here to help our customers succeed in their markets via satellite

2011 Highlights

- **Full-year TSBc revenues remain stable**
- **THOR 7 manufacturer and launch contracts awarded**
 - Manufacturer contract awarded to Space Systems/Loral
 - Launch services agreement awarded to ArianeSpace
- **First signed contract on THOR 7**
 - TSBc to provide a dedicated link from Antarctica for KSAT
- **Extended focus towards TSBc's operational excellence programme**
- **TSBc attains service excellence in 2011 customer survey**
 - Results concluded TSBc has excellent relationship with its customers
 - High scores in customer service support and quality of service

Broadcast highlights 2011

- New long-term contract with Canal Digital
- First permanent 24/7 3D channel at 1° West
- HD development in CEE
 - Increases 1° West channels broadcasted
- France 24 moves to Pan-European beam
 - maximising audience reach
- Occasional broadcast service delivers strong performance
 - UK Royal wedding and other major global sports events in 2011
 - Increased IS 10-02 capacity following capacity switch

Satellites role in the digital revolution

In a fast changing communications environment , satellite continues to have importance in the distribution of content:

- Leads the way in terms of availability and time to market
- Provides unconstrained bandwidth and ubiquitous coverage (point to multi point)
- First class platform for delivering new TV applications including:
HDTV, 3DTV and Ultra HD
- Satellite Play-out strong base for hybrid broadcasting



1°West: The no.1° spot for broadcast in Europe

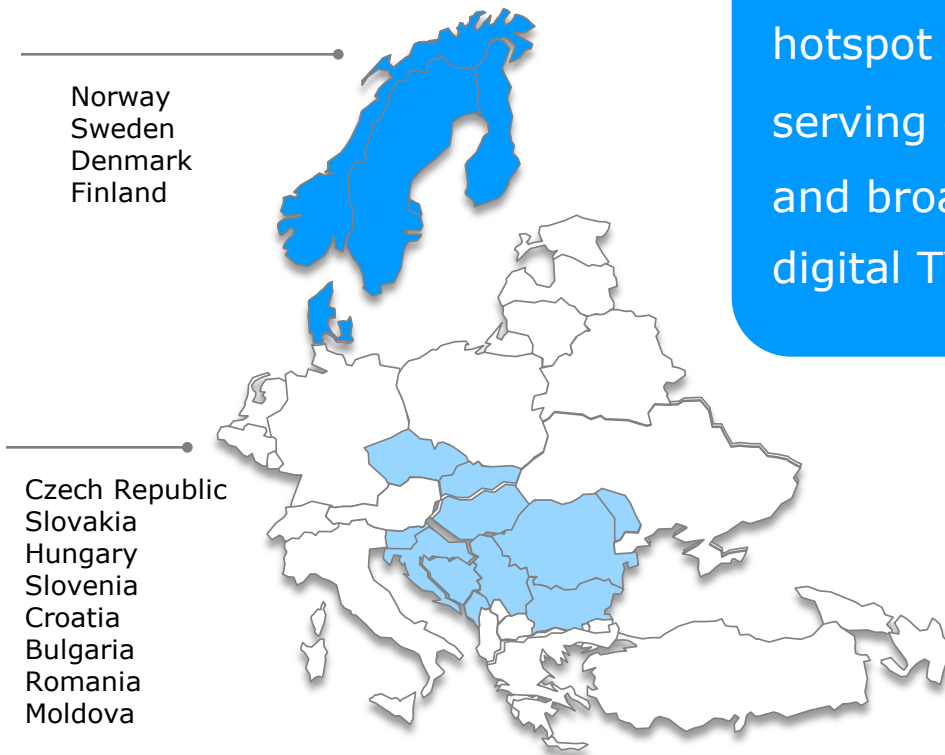
TSBc delivers secure, reliable and flexible satellite distribution of transmissions for DTH operators and Broadcasters

- Dedicated DTH capacity
- Specialist broadcast solutions
- End to end services
- Distribution for major channels, including:
Disney, HBO, Fox, National Geographic, ESPN,
VH1, TCM, MGM etc



Telenor Satellite Broadcasting

Growing digital household penetration



Telenor Satellite Broadcasting's
hotspot is at the orbital location 1° West,
serving c. **17 million** homes
and broadcasting over **700**
digital TV and radio channels throughout Europe

Already established satellite DTH position:

- 1,8 Mill satellite households in Nordic region*
- 2,3 Mill DTH households in CEE **

Increased cable head end reach position:

- 6,7 Mill cable reach in the Nordics**
- 6,8 Mill cable reach in the CEE **

•Pay TV subscribers via DTH and SMATV. Canal Digital Q4, 2011*

•Dataxis Q4, 2011 **

Broadcast support from the ground

Ground-based satellite services from teleport locations in Norway and the UK

- End to end solutions for TV on 1° West and other satellites for direct-to-home, cable and DTT
- Provision of access to the IP backbone
- Co-location and hosting facilities
- Terrestrial video fibre network interconnected to major satellite uplink stations in Europe and international PoPs.



Occasional solutions for all live broadcasting events

Providing capacity anytime and anywhere for ground breaking news and live sports events across the globe using our own and third party satellites:

- Best capacity sourced to meet your exact requirements
- Excellent customer service 24 hour bookings operation
- Reliable and convenient ground based services , incl. uplink, turnaround and terrestrial fibre for media distribution



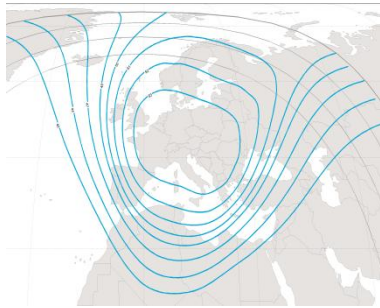
Flexible Pan-European footprint from 1°West

Co-located satellites at 1°West

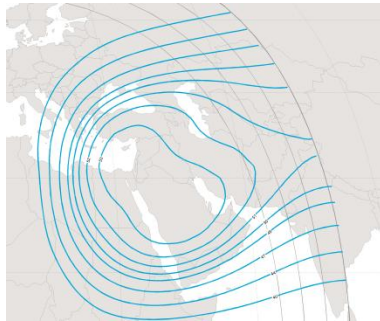
Intelsat 10-02

11 txps

Spot 1



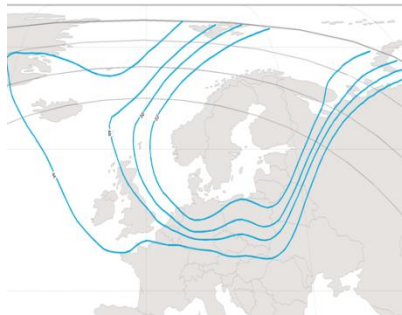
Spot 2



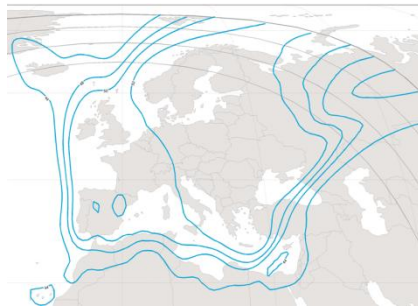
THOR 5

24 txps

T1



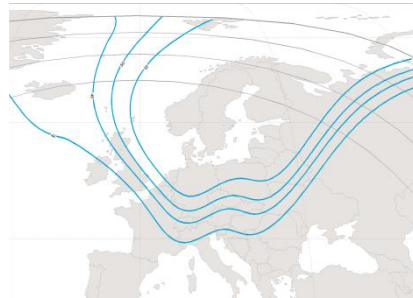
T2



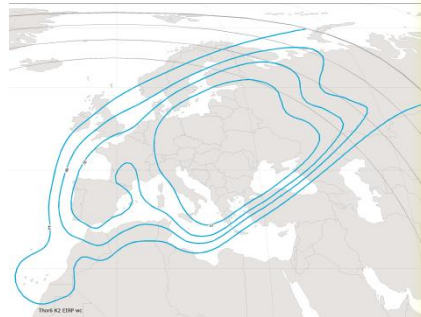
THOR 6

36 txps

K1



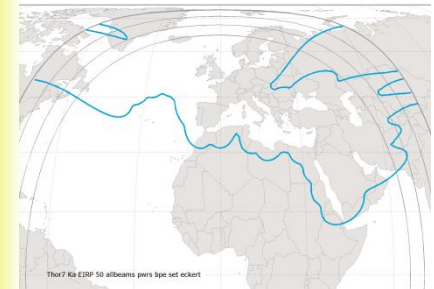
K2



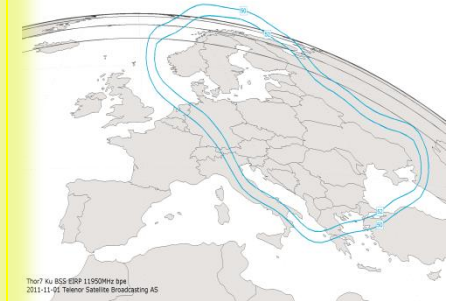
THOR 7 launch in Q4 2013

11txps plus Ka

Ka band



Ku band



Telenor Satellite Broadcasting

THOR 7: 1°West's future



THOR 7 is equipped with 11 Ku band transponders and will:

- Provide a long term growth path for CEE DTH market
- Cement 1 °West as a regional hotspot position in the CEE
- Provides Central and Eastern European and Pan-European broadcast capability

THOR 7 to launch in Q4, 2013 and ready for commercial services in Q1, 2014

THOR 7

Image courtesy of Space Systems/Loral

A photograph of a rocket launch, likely an Ariane 5, with large plumes of smoke and fire. A semi-transparent blue rounded rectangle is overlaid on the lower left portion of the image, containing the text 'Thank you', 'For more information , please visit our website', and the website address 'www.telenorsat.com'.

Thank you

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