



## **HISTORIC FIRST GATHERING OF SATELLITE CHIEF EXECUTIVES FOCUSES ON THE ROLE OF SATELLITES IN CLOSING THE DIGITAL DIVIDE**

ESOA (European Satellite Operators Association) and  
SIA (Satellite Industry Association) hold first meeting in Paris

Paris, September 10, 2003

Convened by ESOA and the SIA, chief executives and senior representatives from member satellite operators met in Paris on September 8 to discuss the critical role satellites can play in meeting the needs of the Information Society.

This first session of the two associations, whose member operators reach the four corners of the globe, focussed on the importance of building a clear understanding amongst governments and stakeholders of how satellites can serve the broadband needs of businesses, individuals and communities in developing and developed nations. Broadband objectives in different countries that call for universal access to high-speed networks within the next five years can only be met if satellites are a contributing technology, particularly for rural communities and for developing countries.

The leading satellite operators discussed co-operation in advocacy and governmental outreach in order to build positive national regulatory environments that reduce barriers to the deployment of advanced satellite communications systems. They also discussed national fees and regulatory measures which, if excessive, could become an obstacle to national and cross-border satellite service provision.

The CEOs underlined the need for ESOA and the SIA to work together on building improved awareness of how satellite communications provide enormous public

benefits. These include facilitating commerce, advancing global security and providing immediate and ubiquitous access to telecommunications infrastructure.

“For decades, satellites have been instrumental in achieving key public policy goals, including connecting all nations with basic telecommunications services and they also play a vital role in providing global services in telemedicine and distance learning” said Richard DalBello, President of the SIA. Fulvio Sansone, Secretary General of ESOA, added “We clearly have an interest in working together to further the level of understanding by public bodies of satellite issues and in particular how essential they are for rural communications.”

As host to the meeting, Chairman of the ESOA Board, Giuliano Berretta summed up by saying that “Satellites are an essential component for world governments for achieving their committed objectives to bridge the digital divide, internationally and domestically. As operators, we are all playing our part in realising this goal by investing in satellites and developing products and services that enable communities and users to access leading edge communications irrespective of location. However, we need governments to positively support satellite solutions so that final users can truly benefit from innovative services,” he concluded.

The next meeting of the satellite operator CEOs has been set for Spring 2004 in Washington, DC. The satellite executives today expressed their interest in having other Operators in the satellite communications industry join them at the next meeting.

The following CEOs were present at the meeting:

Romain Bausch - SES-GLOBAL  
Giuliano Berretta – Eutelsat  
Yves de la Serre - Europe\*Star  
Dan Goldberg – New Skies Satellites  
Peter Jackson - Asiasat  
Dean Olmstead - SES-AMERICOM  
Joseph Wright - Panamsat  
and  
Richard Vos – Chairman, Inmarsat

Richard DalBello, President of the SIA, Fulvio Sansone, Secretary General of ESOA and senior executives from Eurasiasat, Hispasat, Hughes Network Systems, Intelsat, Telenor and Telespazio also attended the meeting.

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