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ASIAsAT

ASIAsAT
Reaching Further, Bringing You Closer

What are you most pleased about that you have accomplished in the last twelve months?

Our team has put in great efforts in working with our satellite operator colleagues on protecting the interests of various stakeholders in our industry – on issues such as C-band spectrum reassignment for 5G, space debris and other challenges that the GEO business is currently facing. All these issues have far-reaching implications for the future of the satellite services that our video customers are now enjoying.

We are very pleased that with the concerted efforts of 17 satellite operators, the industry was able to convince Maxar to reaffirm its commitment to the GEO satellite market.

What are your biggest challenges in the next twelve months?

Both the satellite industry and players in the video ecosystem are facing challenges from changing consumers' needs and expectations.

Clearly, the arrival of 5G services will pose a huge challenge to satellite operators, and it is important to manage our customers' concerns about possible

signal interference, future capacity availability and services convergence.

For the satellite industry, a significant milestone will be the WRC-19 in November. In preparation for this meeting, our spectrum team has actively participated in workshops organised by industry associations – including AVIA and the Global Satellite Coalition – to protect existing C-band satellite service against 5G deployment. Through maintaining an ongoing dialogue with both government regulators and industry players, we anticipate each country will find the right balance between facilitating terrestrial wireless developments while ensuring that current and next-generation satellite systems and networks will have a vital role in the 5G ecosystem.

In the meantime, we have worked with microwave experts to develop a new high-performance bandpass filter to help protect against "out-of-band" interference from 5G networks. Results from field tests and customer sites installation have been positive – our new 5G filters have proven to be effective in preserving picture quality delivered by C-band transmission, even when 5G base stations are operating at close range.



Do you have a vision of where our industry will be in five years?

I think not many people could have predicted five years ago how fast OTT would develop and get to where it is today. It is very hard to predict what the video industry will look like in the next five years.

The satellite industry has reached the digital age where you can use Moore's Law to predict future developments. There are reports predicting huge growth for emerging OTT markets such as India to become the second largest OTT market after China in five years. Our challenge will be how we can adapt to rapid growth by providing our customers with the right type of services that they need.

What do we need to do better together as an industry?

I would like to think more cooperation among industry players would create better value that will, in turn, benefit all our customers. The recent joint efforts of the satellite operators in defending C-band spectrum and to ensure the

harmonious co-existence of satellite and 5G services is a good start.

However, the industry also needs more vertical cooperation with infrastructure and applications providers working together to develop end-to-end services that can meet our customers' needs and expectations. Horizontal consolidation has proven to be difficult but vertical cooperation should definitely be explored further.

What recent programmes have you binge-watched and would highly recommend to friends?

I always go for quality instead of quantity or flexibility. I would rather enjoy 4K live sports events than binge-watch the entire season of a TV show or drama series. I do expect higher broadcast programme quality in the years to come, be it sports or drama.

I shall look forward to watching the 2020 Tokyo Olympics in full 4K – or even 8K, which is a good indication of how rapidly broadcast technologies are evolving in Asia. ■

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