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## SES AMERICOM's AMC-10 Satellite Initiates Service, HD-PRIME™ Cable Neighborhood Begins Program Delivery

*Host of Marquee Programmers Commence Distribution Aboard Premiere Spacecraft Today*

May 4, 2004 - Princeton, NJ - Three months after the launch of its AMC-10 satellite lit up the Florida skies above Cape Canaveral, SES AMERICOM, an SES GLOBAL company (Luxembourg and Frankfurt Exchanges: SESG), today announced that inaugural program distribution aboard the A2100 Lockheed Martin spacecraft began at 4:01 a.m. Eastern this morning. The turn-up of service marks the in-orbit ribbon-cutting for HD-PRIME™, America's premier cable neighborhood that reaches over 80 million homes.

AMC-10 resides in its operating orbital position at 135 degrees west longitude, where it replaces Satcom C-4 and distributes half of the HD and standard definition programming delivered by HD-PRIME™. The other half is currently distributed by Satcom C-3 at 131 degrees west, which is scheduled to be replaced by AMC-11 later this year. AMC-11 is an identical twin to AMC-10 and is being readied for launch from Cape Canaveral on May 19, 2004. AMC-11 will initiate service later this year and will operate from its orbital slot at 131 degrees west longitude, replacing Satcom C-3.

"This is truly a day to remember in the world of cable television, as HD-PRIME™ begins delivering HD and standard definition programming aboard the most robust, reliable platform with the broadest reach available," said Bryan McGuirk, senior vice president, domestic satellite services, SES AMERICOM. "While other neighborhoods make impressive claims, HD-PRIME™ is the only cable neighborhood that reaches every U.S. cable household. The advanced capabilities aboard HD-PRIME™ have resident programmers and producers well positioned to deliver the services consumers want today and far into the future."

With capacity available for additional residents, a growing list of leading cable programmers are already signed up to use HD-PRIME™ to distribute dozens of standard and high definition channels, including Viacom, A&E Television Networks, C-SPAN, Court TV, Hallmark Channel, Discovery Communications, E! Networks, iN DEMAND, Lifetime Entertainment, NBC, QVC, Scripps Networks, and The Weather Channel.

### The HD-PRIME™ Satellites

AMC-10 and AMC-11 are all C-band satellites, which will operate from 135 degrees west longitude and 131 degrees west longitude respectively. The two A2100 spacecraft, built by Lockheed Martin Commercial Space Systems, have been optimized for next generation programming services, including high definition channels. Each of the 24 transponders is supported by at least one 20 watt SSPA, delivering almost a 20% increase in power over their predecessors, Satcom C-3 and Satcom C-4. In addition, a higher level of on-board redundancy plus an in-orbit protection satellite, AMC-7 currently

operating at 137 degrees west longitude, will protect the cable programming services.

#### **About SES AMERICOM**

The largest supplier of satellite services in the U.S., SES AMERICOM, Inc. is recognized as a pioneer of global satellite communications services. Established in 1973 with its first satellite circuit for the U.S. Department of Defense, the company currently operates a fleet of 16 spacecraft in orbital positions predominantly providing service throughout the Americas. As a member of the SES GLOBAL family (Luxembourg and Frankfurt Stock Exchanges: SESG), SES AMERICOM is able to provide end-to-end telecommunications solutions to any region in the world. In 2001, the company established AMERICOM Government Services, a wholly owned subsidiary dedicated to providing satellite-based communications solutions to both civilian and defense agencies of the U.S. government. In 2003, SES AMERICOM formed WORLDSAT, a wholly owned subsidiary that markets capacity on four satellites covering Asia, and the Atlantic and Pacific Ocean regions, and connecting premier regional satellite fleets. With its combined operations, SES AMERICOM serves broadcasters, cable programmers, aeronautical and maritime communications integrators, Internet service providers, mobile communications networks, government agencies, educational institutions, carriers and secure global data networks with efficient communication and content distribution solutions. SES AMERICOM key customers include ABC Radio Networks, Antrix Corporation Ltd., AT&T Alascom, British Telecom, Connexion by Boeing, Deutsche Welle, Discovery, EchoStar, Fox, Gannett, TV Guide/Gemstar, Globecomm Systems, HBO, Hughes Network Systems, JSAT, Korea Telecom, MCI, NBC, The New York Times, NHK, PaxNet, PBS, PCCW, SCC, TELE Greenland, TV Europa, TimeWarner, Unitel Hellas, Viacom, and various agencies of the U.S. government.

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