



## OPENSKY™ for Distribution Partners

Welcome to the broadband era

[www.broadSAT.com](http://www.broadSAT.com)

## Join OPENSKY™ now as a Distribution Partner

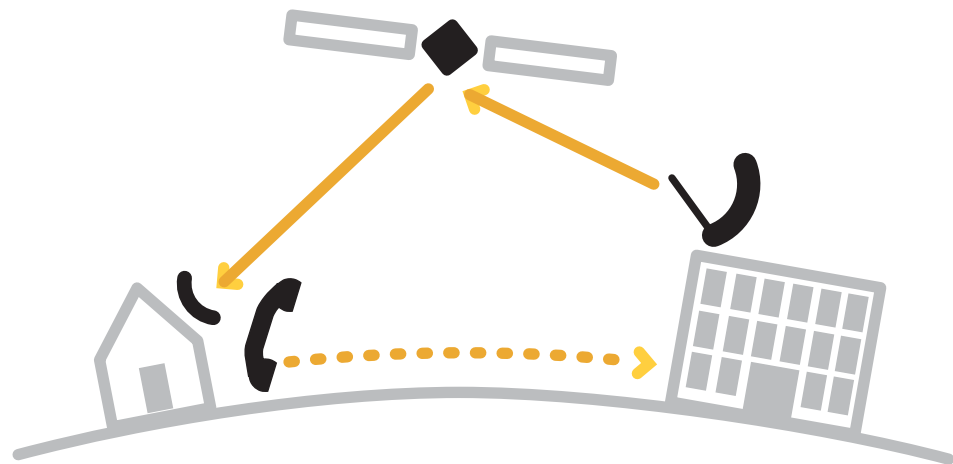


How to extend your offers to the market, reduce customer churn and increase customer loyalty by offering value-added services and opening up new revenue streams

### What is OPENSKY™?

OPENSKY™ is a reliable satellite platform that distributes broadband IP and multimedia services to customers throughout Europe, Africa and the Middle East. OPENSKY™ provides dial-up Internet users with instant broadband capabilities over satellite, thus boosting their Internet connection.

OPENSKY™ also enhances multimedia applications, web surfing and file downloading. With transmission speeds of up to 2 Mbps your customers can receive IP-based audio/video content channels (streaming) and state-of-the-art multimedia services (e.g. MPEG4).



### How is OPENSKY™ distributed?

OPENSKY™ is marketed and sold over a network of Distribution Partners throughout Europe, Africa, the Middle East and beyond.

Basically, there are two types of distributor:

- Leading ISPs that have an established customer base and that use PSTN, ISDN, ADSL or Cable access, but want to extend their access portfolio via satellite connection to meet customer demand in areas where terrestrial broadband access is unavailable.
- Smaller distributors with a focus on broadband access that have experience as value-added service providers, satellite dish installers or as content providers, content aggregators or broadband portals.

## What services can you offer to your customers on OPENSKY™?



Provide your customers with an instant broadband Internet downstream connection at up to 2 Mbps. Using broadband connection over satellite, your customers can really enjoy surfing the web and downloading large files in the blink of an eye.



Download programmes, video games, films, websites, news and much more in offline mode. Just leave the PC switched on and tuned to the correct satellite throughout the file transmission. SatKiosk is available on the OPENSKY™ client.



SatTorrent is a special service offered by Broadsat. SatTorrent is a personal offline file request system. Just enter the URL and go offline. The files requested will be scheduled for download and the customer will get them straight on their PC in offline mode.



OPENSKY™ offers customers some multimedia channels with Sports, Entertainment, Culture and Education straight on their PC. A wide range of services are available to customers: free to air channels, pay-per-view channels or subscription-based channels.

## What do you need to use OPENSKY™?

a PC with an internet connection



a DVB device



a satellite dish



an OPENSKY™ subscription



## What do you get by becoming an OPENSKY™ Distribution Partner with Broadsat?

Broadsat offers its resellers the following free services:

- a personal Reseller Area: each reseller will get a login and password, which they can use to accept registrations, activate users, buy subscriptions and modify user data
- technical support, technical documentation, e-mail support, telephone support, marketing support, brochures
- a link on our site [www.broadsat.com](http://www.broadsat.com)
- special prices and the opportunity to choose between two types of agreement
- easy start with no start-up costs

Trust Broadsat's experience, the first worldwide provider of OPENSKY™ services.

## How can you build your broadband business with Broadsat?

What makes OPENSKY™ truly unique is the fact that Distributors can choose from the following building blocks to create their own business.

### ● Marketing and Sales

As a Distributor you can make your own package out of the different Broadsat products and adapt your offers as you think fits your market best.

Create your own packages of:

- Internet
- Equipment
- Multimedia content Channel services
- Installation services

Broadsat will support you in terms of marketing and will regularly launch marketing campaigns that you can join. You can also provide your customers with personalised broadcast services for TV streaming and Push content transmission.

### ● Customer Support

Broadsat will provide you with all the tools needed for your 1st line customer support. As a Distribution Partner you will have access to the Broadsat reseller Area, where you can find all the technical and commercial information you need as well as all customer details including service usage.

### ● Billing

As a Distribution Partner you will have two options for billing your payment:

- on a one by one basis, every time you activate a new subscription;
- advanced payment by bank transfer or credit card.

In the personal Reseller Area you will be able to accept registrations, activate your users and buy subscriptions.



### OPENSKY™ Marketing MIX

Model based on four basic services/revenue sources:

● **SatSurf packages**  
Fast Internet services and content channels (push/stream): revenue generated over ISPs/VARS

● **Minibouquets**  
News services delivered to end users: revenue generated over new media content providers

● **Media on Demand**  
Film services, delivered to end-users: revenue generated over new media content providers

● **CUG (Closed User Groups)**  
EDU skater-like services bandwidth allocated to closed user groups that provide their own mix of fast internet, streaming and push services

### Why should you choose OPENSKY™?

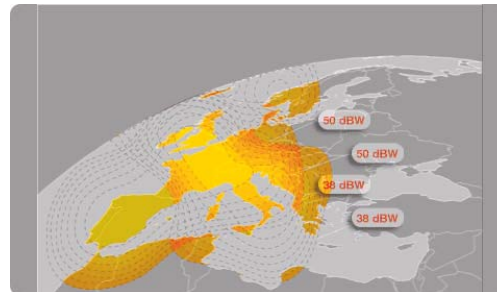
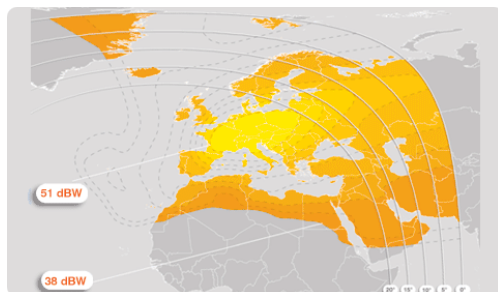
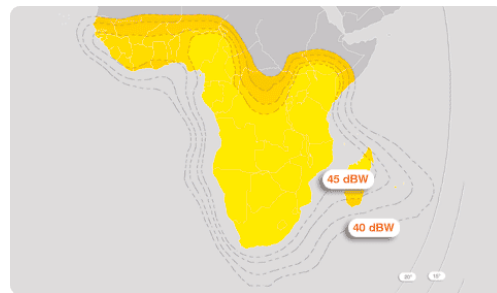
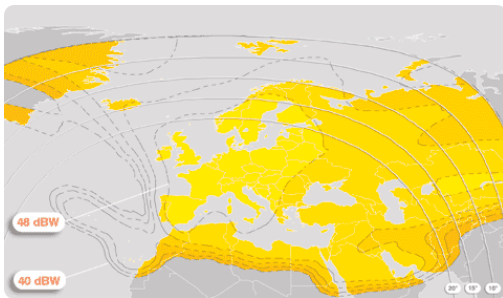
- Full & Immediate coverage
- High margins (up to 25%)
- Low risk
  - account by account basis
  - customer management
  - first level hotline only
- Rich Service Offering
  - bundling fast internet & media on demand services
  - or fast internet & subscription services
- Simplified Reseller Contract
  - payment on a monthly basis
  - limited bank guarantee
- Free user management tools

## Why become an OPENSKY™ Distribution Partner with Broadsat?

As an OPENSKY™ Distribution Partner for Broadsat you will be able to market an attractive portfolio of services including fast Internet services and Multimedia Channel access. You can also extend your offer with equipment and installation services or specific content. You can do this independently or in co-operation with Broadsat partners.

Distributors receive support and training for OPENSKY™ services and assistance on how to carry out their business most effectively. Becoming a Broadsat partner is not a short term undertaking. As an OPENSKY™ Distribution Partner for Broadsat you will always be the first to know about new broadband services and benefit from those new developments.

**Interested in becoming an OPENSKY™ Distribution Partner for Broadsat?** Contact the Broadsat Distribution Support Desk simply by sending an e-mail to [resellers@broadsat.com](mailto:resellers@broadsat.com) and our support team will quickly get in touch with you.



## About Broadsat

Broadsat cooperates with Eutelsat S.A., one of the world's leading satellite operators. Eutelsat provides seamless coverage across five continents, encompassing Europe, the Middle East, Africa, South-West Asia and North and South America. Broadsat, in collaboration with Eutelsat, offers direct-to-home broadcasting, video distribution and contribution services, corporate network solutions and a portfolio of IP applications including distribution of rich multimedia content as well as broadband Internet access and Internet backbone connections.



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