

# Meet Executive

## Interview with Dr. Eui Koh

Vice President, New Skies Satellites



### **Eui K. Koh Biographical Profile**

Dr. Eui K. Koh is Vice President for Asia Pacific region for New Skies Satellites N.V. He is responsible for sales & marketing and business development in the Asia Pacific region.

Dr. Koh has 30 years experience in the telecommunications industry. He actively participates in various international and regional telecommunications organizations such as PTC, APT and APSCC. Currently, Dr. Koh serves on the Board of Trustees of the PTC, and he is an Executive Board Member of APSCC. Prior to joining NSS in 1999, Dr. Koh was Managing Director, Asia Pacific for the INTELSAT. He was responsible for business development and marketing activities in the region.

In INTELSAT, Dr. Koh held several senior technical positions in the Engineering Division and played a significant role in the design of future INTELSAT satellite systems.

Prior to joining INTELSAT, he worked with the American Satellite Corporation and Hughes Network Systems, where he participated in the digital satellite system design. He also acted as an Advisor to the ETRI of Korea on the early system design of KreaSat.

Dr. Koh received his B S Degree in Electrical Engineering from Korea and completed MS Degree and Ph.D in Electrical Engineering in U.S. Dr. Koh is a Senior Member of the IEEE.

*--- You have been actively leading the satellite communication technology and business for many years. What was the most exciting and memorable job that you achieved in these years?*

Koh: Few years back when I was with Intelsat handling Asian market, I proposed all Ku-band Pan-Asian high power hot bird satellite for Asian region using 95 degree

E location, which was filed under Intelsat name.

At that time it was a surprise to Intelsat shareholders since Intelsat was a main international telecommunications service provider over ocean regions. This satellite is for more regional telecommunications service. I recognized at that time what is coming to over ocean and under water.

Major Asian carriers were building massive fiber optic cables under water. It was easy to predict soon so much capacity will be available over Pacific Ocean.

Point to point trunking will be served by cable. I felt satellite communication services will have to brace to what is the advantage of satellite communications, point-to-multipoint service.

When I proposed this regional satellite to major carriers in Asia, I had a very favorable responses from carriers like KT, SingTel, ST Telemedia, Telekom Malaysia and China Telecom, even one of major DBS operators in US.

Consensus from potential investors was to form a Asian joint venture to operate this satellite. It was all set to go. Intelsat Board members recognized the overnight success raising fund from Asian investors.

Then they turned the table. If the satellite project is so good, why not Intelsat itself launches the satellite and operates the satellite. I wonder now what would have happened if the project went through as originally planed as JV satellite operator.

No doubt, it was the most exciting satellite project I was involved. I learned one thing that the vision is very important, but it requires also a luck too follow through. Rome was not built by Julius Caesar's vision alone, there were many supporters of his vision.

*--- What is the biggest challenge you are doing in your present job at New Skies?*

Koh: Satellite industry is going through a transition period that from point-to-point service is tapering off and new services will have to be delivered efficiently and yet in cost effective way. In tough period as we are facing now, key is the flexibility to provide service to customers in affordable price to needed customers.

Still many Asia Pacific countries are facing a lack of domestic infrastructure to provide cheap backhaul and local loop to customer premises. Satellite is ideal solution to these underserved areas.

Being one of four global satellite service providers, New Skies is still providing satellite service worldwide with only six satellites in three ocean regions. We are optimizing our satellite capacity for optimum service, yet we are lacking capacity in certain route, like Indian Ocean region.

Currently NSS-703 at 57 degree E. is almost fully operated at it's maximum utilization. But due to over built infrastructure in telecommunications industry, no exception in satellite, particularly so in Asia Pacific, there is a glut of satellite capacity in Asian region.

New Skies is launching a high power multi purpose satellite, namely NSS-6 at 95degree E. in tough time. We have a strong challenge ahead of next year to sell NSS-6 capacity. But we feel confident the satellite is ideal for this type of market since the satellite is highly flexible in it's design.



NSS-6 SATELLITE

*--- In your view, how would be the business situation of satellite communications in Asia-Pacific area in the coming decade? What would be the business strategy by Newskies in this area?*

Koh: As telecommunication industry changes so fast, it is difficult to predict what is happening in even next two years. Until two years ago, many Asian carriers were projecting capacity demand in Pacific increases double every three months. The Internet bubble cooled off and quieted the over enthusiastic vendors.

Subsequently we see the major world class blue chip carriers join the Chapter 11 clubs. Surprisingly though no satellite operators (at least GEO) joined the uncoveted club. Yet, many LEOs failed even before they start their promised service.

Our strategy for next few years is to strengthen our global fleet to provide comprehensive service provider. For Asia Pacific region, New Skies is striding to provide service to Indian subcontinents and China market.

We will put a lot of efforts into the Chinese market, setting up an office in Beijing. We are also active in the Southeast Asian market and Northern Asia market. We offer currently 6 DVB-IP platforms which was very well accepted by the user community in India subcontinent and South East Asia.

We are the most successful satellite based DVB-IP platform service provider in the world to Asia, Africa and Latin America.

*--- What do you think would be the key new technology or business scheme to be essential for satellite communications to keep the unique position against terrestrial network which achieves more rapid improvement in the cost and broadness?*

Koh: We can't beat fiber for point-to-point connectivity, and point-to-multipoint would be ideal to keep the unique position satellite has.

Our new high powered Ku and Ka-band satellite, NSS-6 at 95 E. deg. will be launched in Nov. 2002. It will be the first satellite to provide a Pan-Asian coverage with its strategic orbital location at 95 E. Deg.

The satellite will be the most sophisticated and flexible satellite in the Asia Pacific region. It can provide voice, data, Internet, voice over IP, DTH and content delivery service, distance

learning, VSAT application.

It is basically very versatile multi-purpose satellite. The NSS-6 satellite has six separate beams; China, North East Asia, South East Asia, Indian subcontinent, Australia, Middle East (including Cyprus in the Eastern Mediterranean) and South Africa. Fifty high power 36MHz Ku-band transponders can be assigned flexibly among the six beams in response to market demand. Additional, 10 super high gain uplink spot beams in the Ka-band will facilitate high data rate transmissions from antennas as small as 90 cm directly from remote premises. These Ka-band uplink beams are then "cross-strapped" to Ku-band downlink beams.

Another significant feature of the satellite is its high receiving sensitivity (G/T), allowing for a smaller antenna to uplink to the satellite. This would make it ideal for corporate users and distance learning applications.



NSS-7 LAUNCH

*--- What kind of collaborations do you foresee in Asia-Pacific area satellite operators to survive in the World consolidation environment and competition environment with terrestrial network?*

Koh: Though the global economic situation is forcing consolidation in the satellite industry in order to achieve economics of scale, smaller regional satellite systems will have to either join larger global systems or merge with other regional systems. The larger consolidated satellite providers could provide more global services effectively.

*--- How do you assess the satellite communication industries in Japan compared to the industries in other Asia-Pacific countries in the growth potential in the next decade?*

Koh: In my view, Japan is well served by satellite. Satellite industry in Japan is well protected for Japanese operators. In order for Japanese satellite operators come out to region to compete with other regional satellite service providers, Japanese domestic market will have to be opened to foreign satellite operators. For any market, satellite operators need new applications, perhaps distance learning, digital cinemas with high quality and so on.

*--- Finally, how do you spend your weekend or holidays off the business ?*

Koh: I like golfing and reading history books.

*--- Thank you very much.*

( Interviewer: T.Ueda )