

### Dr. Ozkan Dalbay

President and CEO, TURKSAT



In this interview by Web, Turksat President and CEO Dr. Ozkan Dalbay talks about his business strategies for the satellite communications services in the area from Europe and Africa to Asia and about the impression of the Japanese working style and people's behavior through the Turksat 4A and 4B which are now under development in Mitsubishi Electric Corporation (MELCO).

Space Japan Review (SJR) is a technical communications journal published by AIAA Japan Forum on Satellite Communications (AIAA-JFSC), a subcommittee of the American Institute of Aeronautics and Astronautics (AIAA)'s Technical Committee on Communication Systems (TCCS). It was initially published in hard copy, but is now distributed electronically over the Internet. This column provides an opportunity for CEOs of communications satellite development and manufacturing companies and satellite communications providers around the world to discuss their strategies and aspirations, serving as a reference for AIAA members and SJR readers. Turksat A.S provides a various kinds of communications services. Today we'd like to discuss your strategies for the satellite communications business through Web.

**SJR:** First of all, please give us an overview of Turksat A.S and your strategy.

**Dr. Ozkan Dalbay:**

TURKSAT A.S. provides satellite, cable TV and ICT services in a wide region from Europe to Asia and it is the only satellite operator company in Turkey. TURKSAT operates the Turkish communication satellites and provides all types of satellite services through TURKSAT and other satellites.

With its high-tech infrastructure and experienced staff, TURKSAT is aimed to be one of the world's leading operators in the satellite communication business. Through innovative projects to meet the communication demands TURKSAT provides services not only for Turkey, but also for the people all over the world.

**SJR:** Turksat A.S. provides various kinds of services, that is, satellite services, cable services and ICT services. Could you introduce a general view of the service status throughout Turkey, as well as in Europe, Central Asia, the Middle East and Africa? What is your policy and strategy of business development in this field?

Dr. Ozkan Dalbay:

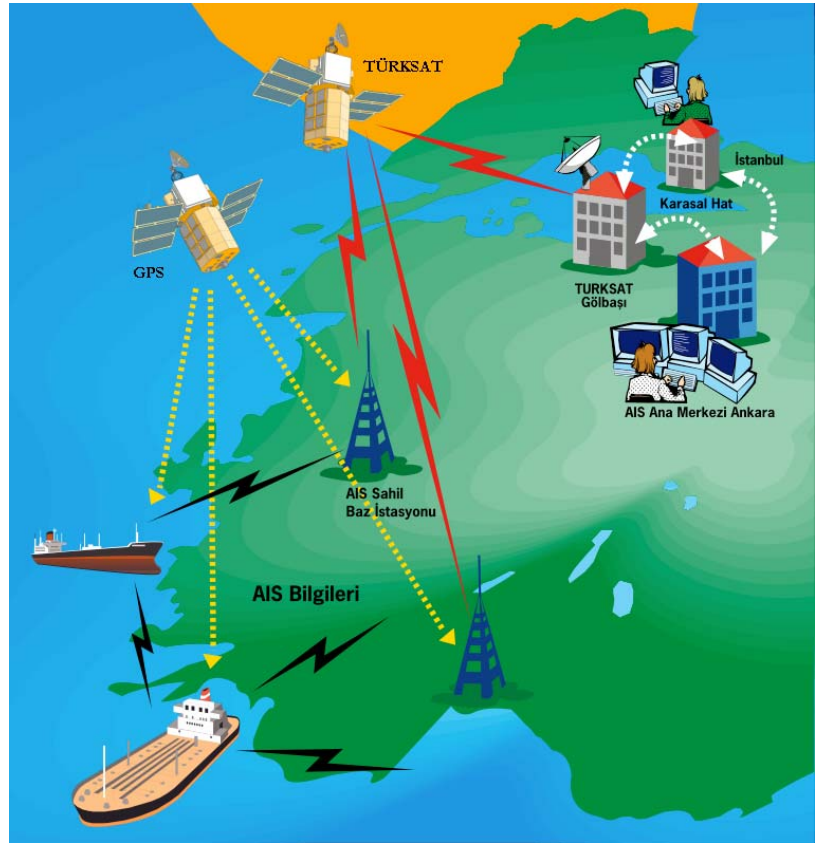
TURKSAT Satellite Communication, Cable TV and Operation Inc. Co. provides variety of satellite communication services. TURKSAT's field of activities may be divided into three main areas:

### **Satellite Services**

Holding the rights, management and operating authority of satellite orbital positions within national sovereignty, TURKSAT is fulfilling the functions of establishing and operating communication infrastructure over the satellites belonging to national and international satellite operators as well as performing commercial activities. Our company executes voice and data communication, Internet, TV and radio broadcasting services via satellites in a vast geography extending from Europe to Asia.

TURKSAT has also been commissioned by the Council of Ministers for the design and manufacturing of satellites for communication, observation, as well as for scientific and other purposes in the field of satellite and space technologies.

To this end, TURKSAT is taking significant steps for developing and training workforce specialized in the field of satellite and space technologies within and outside Turkey.



▲ VSAT Services

Under the trademark TurksatGlobe, TURKSAT processes high-resolution satellite images obtained from earth-observation satellite, and provides remote-sensing services to public agencies and private enterprises.

### **Cable Services**

Having started operating in the field of cable broadcasting after the transfer of Cable TV infrastructure and the services offered via this infrastructure to TURKSAT, our Company is efficiently and effectively operating this infrastructure. It is providing cable broadcast services under the trademark Teledunya, and broadband internet access services under the trademark Uydunet. Serving the subscribers in 21 provinces, our Company is substantially raising the number of its subscribers through its new investments and projects.

### **ICT Services**

The duty of establishing, operating and managing e-Government Gateway has been assigned to TURKSAT under the coordination of the Ministry of Transportation. Our Company quickly started these efforts and has currently completed its work and is preparing for its inauguration. e-Government Gateway is primarily intended to provide information services regarding public services with a citizen-centric understanding. Users will be able to have easy access to the information they need, from the pages "Citizens", "Business" and "Government". It is possible to have easy and secure access to the services offered by government agencies via e-Government Gateway, through password, mobile signature and e-signature integration. In this scope, the number of e-services offered via e-Government Gateway is increasing every passing day.

**SJR:** There is tremendous demand for high speed broadband Internet connections. How is your insight for the satellite communication services in the next few years and how to cope with that situations?

Dr. Ozkan Dalbay:

With the advent of Internet, the entire world has undoubtedly become a small place to live in. Today, peo-

ple across the world are connected to each other via internet. In fact, this is a form of communication which is just unmatched. It has not only helped in making communication an easier thing but has also helped out numerous businesses to flourish online.

From this perspective the satellite service providers will increase their capacity in order to catch up the market demand with necessary ground end user hardware improvements.

As for the TURKSAT services; UYDUNET SKY is a high-speed Internet solution -using satellite technology- available to everyone through the geographical coverage of Turksat-3A Satellite.

This fully featured system offers a high-speed Internet connection to its subscribers with an instant access to any information needed free from terrestrial network.



▲ TURKSAT Earth Station Antenna

UYDUNET SKY does not need any communications infrastructure such as; telephone lines or cable systems, it simply uses a satellite dish to upload and download data. UYDUNET SKY has a variety of access plans for different needs including full-service ISPs and e-mail services with high volume storage.

With the launch of TURKSAT-4B Satellite, foreseen for the 1st Quarter of 2014, we will enhance the capacity with Ka Band and decrease the cost of internet services.

**SJR:** As you know that Japan suffered great damage from the Great East Japan Earthquake last year and so many earthquakes occur in Turkey also, it is very important to ensure the emergency communications not only for fixed link but also mobile telephone link. How do you think and how do you cope with this situation?

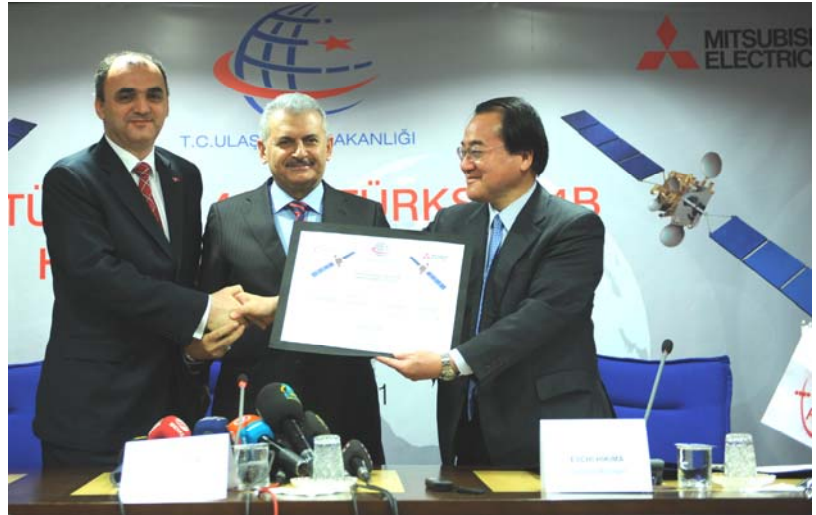
**Dr. Ozkan Dalbay:**

Emergency communication is one of the most crucial services needed in cases of natural disasters, warfare and mobilization. At moments when classical communication systems are interrupted, satellite communication is the most appropriate, easiest and uninterrupted solution. TürksatVSAT systems provides the ability to communicate from anywhere without being bound to terrestrial infrastructure at times when emergency communication needs arise, through easy portability and practical use features. Since the terminals to be used for communication in emergency cases are portable and movable, they can quickly be moved to the desired place and meet the communication needs in the area where it is installed. During the Marmara Earthquake in 1999, communication was enabled with the provinces of Yalova, Düzce, Adapazarı and İzmit through Türksat emergency communication systems. Recently during the Earthquake in Van in October 2011, Türksat was again proven to be a prime alternative for emergency communication needs.



SJR: Now the Turksat-4A and 4B are under development by Mitsubishi Electric Corporation (MELCO). Could you introduce some key features of these satellites and satellite services comparing with the previous satellites and satellite services?

What kind of new technologies are applied?



▲ Signing Ceremony with TURKSAT and MELCO

Dr. Ozkan Dalbay: Turksat-4A and 4B will increase our country's satellite capacity two fold. We will have a great capacity for broadband internet access with our new satellites. With Turksat-4A and 4B satellites we will have switchability and connectivity features between East, West and Turkey coverage areas. With Turksat-4A satellite that will be located at 42 East longitude in the last quarter of 2013, the Africa Continent will be added to our current satellite coverage from west China to England. We will be able to have TV broadcast via small radius antennae in Turkey with Turksat-4A that will also strengthen 42 East longitude as a hot location for TV broadcasting together with other collocated satellites, Turksat-2A and Turksat-3A. Turksat-4A satellite, with its 30 transponders and 2204 MHz capacity, will be able to connect West and East coverage areas, and will allow video and data transfer between different coverage areas. With Turksat-4A that will be serving on Ku-BSS, FSS and Ka bands, we will improve our broadcasting opportunity on the Turkey, Europe and Africa trio.

In addition to Ku-Band capacity, we will be providing Ka-Band capacity for the first time with Turksat-4B satellite that will be located at 50 East longitude at the first quarter of 2014. In addition to our current satellite coverage areas, we will have Ka-Band spot coverage areas over Turkey, Central Asia and Europe with our Turksat-4B satellite. The satellite will have a total of 3392 MHz capacity. We will be providing internet and data services with competitive costs to local and foreign companies and home users through Ka-band capacity.

SJR: Turksat has selected the Japanese satellite manufacturer for Turksat-4A and 4B, although the European satellite manufacturers have been awarded in the past. Could you explain the background and the reason for this decision, if possible? What do you think the most important factor when you select the satellite manufacturer?

Dr. Ozkan Dalbay:

We have a bidding process for the Turksat-4A and 4B Satellites manufacturing and in orbit delivery project. MELCO has been selected as consequence of the bidding process. The most important factors for us during our selection of the new satellites manufacturer are first of all the best capability of most reliably and high tech satellite manufacturing, being ensured the verification of the satellite to be ready to launch after manufacturing at utmost extend, well established technical support during on orbit operations and reasonable price for the product and services to be provided. Besides technical and financial reasons, one of the many aspects that affected selection of a Japanese company is the belief in Turkish-Japanese collaboration in the satellite and space technology area that will grow in the future.

SJR: While Turksat people have been cooperating with MELCO people for the Turksat-4A and 4B, how do you feel the difference between Europe and Japan in terms of culture, working style and people's behavior, etc.?



▲ Dr. Ozkan Dalbay

Dr. Ozkan Dalbay: Japanese people are disciplined, warm, compassionate and respectful to different values. They are kind and pay attention to the details that you would not expect from anyone. Japanese culture is group oriented and people tend to work together rather than exert their individuality. Compared to the western part of the world, Japanese people tend to have a group, rather than individual mentality and to attach more importance to the law and regulations than to their own judgment.

SJR: Thank you very much for taking the time to talk with us today. Teşekkür ederim !