

# Via Satellite®

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## GLOBAL SPORTING EVENTS

Provide Test for Broadcasters in  
New Media World

TELEPORT OPERATIONS:  
NEW TECHNOLOGIES  
HELP CUT COST

SATELLITE EXECUTIVE  
OF THE YEAR 2009:  
THE NOMINEES ARE...



BY JASON BATES, MARK HOLMES, JEFFREY HILL

While 2009 was a difficult year for business around the globe, the field of nominees for Satellite Executive of the Year remains strong, as trying times brought out the best of the satellite communications sector. The following executives stood out, leading their companies to strong performances in 2009 while positioning themselves to take advantage of the opportunities that will arise as the economy rebounds.

## **Philip Elias, CEO, Velocity Broadcasting**



In 2009, Philip Elias, CEO of Velocity Broadcasting, engineered continued growth and expansion by leading the development of a private broadcasting initiative to serve the meetings and events industry. The private broadcasts are fully encrypted and delivered via EchoStar Satellite to invitation-only audiences.

The development enabled Velocity to generate 30 percent of its business from new broadcast clients in 2009 and demonstrate a healthy return on investment for broadcast clients in industries ranging from pharmaceutical, financial and education. As a result, new business leads in 2009 increased by nearly 60 percent over 2008.

Elias also expanded Velocity's reach in 2009, making it a global satellite broadcasting network and enabling broadcast clients to assemble an audience anywhere in the world. Velocity can simulcast live to different regions, synchronizing communication across time zones to suit audience requirements. Additionally, Elias introduced a platform of new technology to clients that included HD2PC, HD direct-to-PC delivery of private broadcast television, and Mind over Matter Business Intelligence Suite, an array of audience response tools and technology that allows broadcast clients to tap directly into the mindset of the audience, while also empowering audiences to question the experts live on the air.

Velocity secured broadcast clients in a host of industries throughout 2009, achieving significant traction in the pharmaceutical sector. New broadcast clients in this industry include companies such as Nobel Biocare, Medtronic, AstraZeneca, Novartis, Shire, Schering-Plough, Bristol-Myers Squibb, Cardiovascular Research Foundation, Novo Nordisk and World Diabetes Day. These organizations conducted product rollouts, educational presentations and other instructional demonstrations about new medical technologies and new medicine being introduced into the market. Many of these clients held several broadcasts throughout the year, realizing significant return on investment.