



The world at your command

### Markets

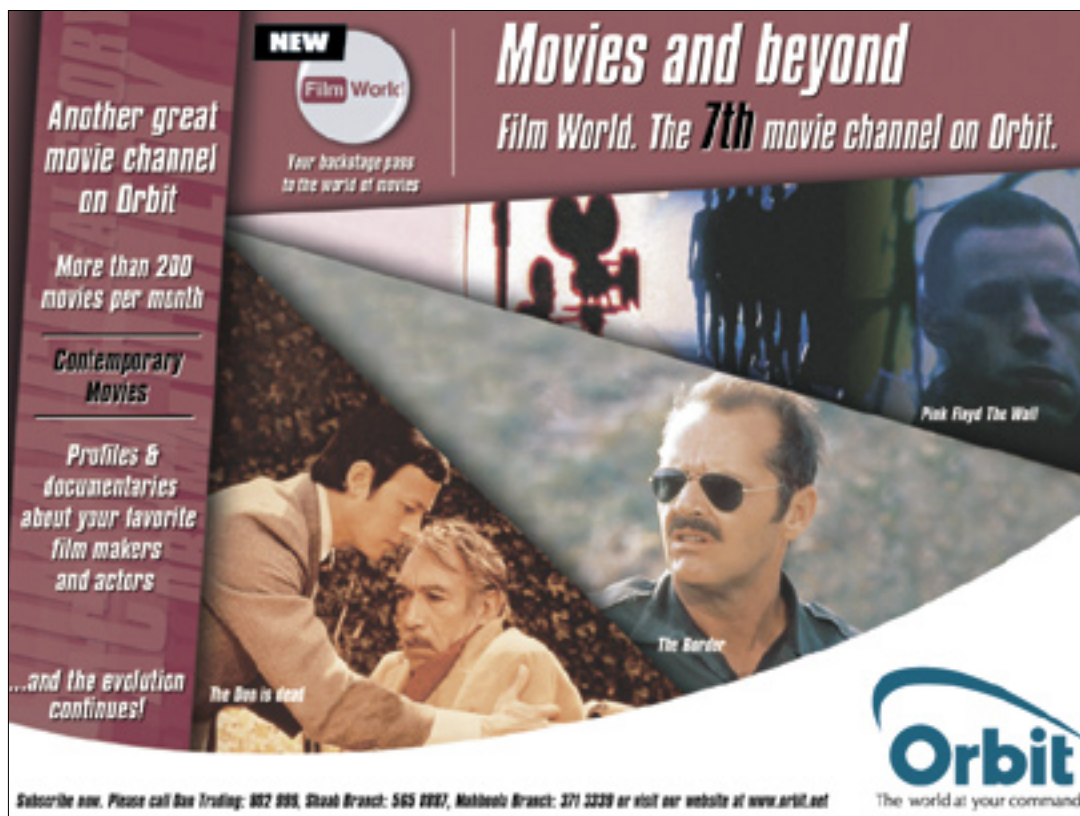
Orbit is the leading digital satellite Pay TV platform in the Middle East and North Africa and the only one vertically integrated with its own proprietary set top boxes.

The Orbit footprint covers Saudi Arabia, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Syria, the United Arab Emirates and Yemen in the Middle East as well as North Africa where its signal reaches Algeria, Chad, Djibouti, Egypt, Libya, Mauritania, Morocco, Somalia, Sudan and Tunisia. Orbit also broadcasts a select bouquet of Arabic-language services in Europe and has plans to expand into North America soon.

In an exclusive tie-up in the UAE, Emirates General Petroleum Corporation (Emarat) and Orbit have entered into an agreement, which sees the convenience stores across all Emarat petrol stations in the UAE now accepting bookings for Orbit subscriptions. Existing Orbit subscribers can also drop in at any of these stores and collect the Orbit monthly programming Guides. Another tie-up sees all Virgin Megastores across the GCC, accepting bookings for Orbit subscription packages and providing all details of Orbit's exhaustive channel line-up. Shortly this partnership will take another step forward with the launch of the Virgin-Orbit chart show on Music Now — the immensely popular music television channel on Orbit.

### Achievements

In 1996, Orbit won a cluster of awards (Promax, IBC) for shows including Sports Confrontation, The Fun Club and Ala-Al-Hawa. The First Orbit Festival of Arabic Song, held over four nights at the Dubai World Trade Centre, attracted sell-out crowds with Arabic singing stars such as Warda and Ragheb Alameh. In the same year, it won



two silver awards at the 1996 Promax & BDA Conferences for its 'Make the Connection' on air promo spots. The Disney Channel Middle East was launched exclusively on the Orbit Network in 1997.

It bagged four Kolenas magazine Annual Readers' Television Awards for programming of three of Orbit's channels: Al Thania, Orbit-ESPN and The Fun Channel.

Egyptian President, Hosni Mubarak awarded the President's Medal of Honour to Orbit-ESPN's sports commentary team in 1998, for superior coverage of the Nation's Cup.

In 1999, Orbit illuminated new transponders on Arabsat 3A, allowing a more powerful signal over a wider footprint, enabling it to reach an estimated 22 million households in the region.

In 2001, Orbit launched ODS- Orbit Data Systems to implement a broadband satellite system to provide high-speed internet access and streaming multimedia, video, and audio to consumers and business customers across the Middle East. The new digital decoder was launched with a host of new interactive services, coupled with an extensive promotional campaign. In the same year, Orbit launched two new worldwide business & financial news channels CNBC-US (exclusively on Orbit) and Bloomberg Television. In 2002, Orbit was ranked 16th among the top twenty DTH satellite pay television worldwide. Anaqa, its internally produced fashion program, won the 'Rome Fashion' award for foreign journalism and has also been nominated for the Italian Summer Fashion Oscars in July. Orbit launched nine new channels in 2002 - four new movie channels: Cine TV, Film World, MGM – all exclusively on Orbit - and TCM; one new worldwide news channel: Sky News; one new entertainment

channel: Fashion TV; two new documentary channels Animal Plant and History Channel (exclusively on Orbit) and one new children's channel Cartoon Network.

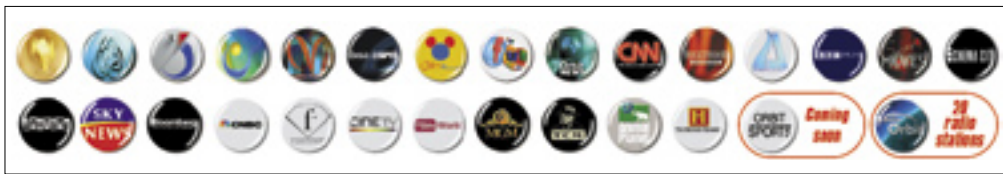
### History

The Orbit Satellite Television and Radio Network is affiliated to the Mawarid Group of companies, which is a privately owned conglomerate with 30 major operating companies. The Group was founded in 1968, is headquartered in Saudi Arabia and has operating companies in Saudi Arabia, Kuwait, Qatar, UAE, Bahrain, Oman, Jordan, Egypt, Morocco, Tunisia, Lebanon, Syria, Cyprus, Italy and the UK. It is one of the largest employers in the Kingdom of Saudi Arabia. The Orbit Satellite television and Radio network was launched in 1994, being the world's first fully-digital, multi-channel, multi-lingual, direct to home pay television service.

### Product

Orbit offers a powerful bouquet of its own internally produced and branded western and Arabic channels in addition to exclusive internationally recognized pass-through channels. Orbit offers over 1000 hours of movies every week with seven movie channels, global sporting action seven days a week with its premium sports channel, full enjoyment with its seven entertainment channels, four of the world's top news channels along with Orbit News, over 500 hours of children's programming with three children's channels, two documentary channels and 21 TV & radio music channels. This totals more than 30,000 hours of Orbit entertainment every month.

Orbit has designed a unique and



revolutionary Subscriber Management System (SMS) referred to as "Continuous Supply". This system allows simple and convenient payment methods where customers' viewing account is debited as they view, change subscription packages and avail of additional services (Pay Per View, internet access, and other interactive services) ordered directly from the comfort of their home.

Orbit's approach in developing its SMS has been one of continuous improvement in a multi-year process involving multi-million dollar investments. Orbit has made significant strides in establishing a leading customer service operation in Cyprus, which is connected to all Orbit's regional markets in 23 countries. This has the advantage of addressing local customer service needs. The SMS is based on an industry-leading product, which has been significantly customized to meet the requirements of Orbit's market and business model.

The production arm of Orbit's Arabic services, 'Orbit Productions', produces and commissions the very best Arabic language programmes for exclusive broadcast on the Orbit Network. In addition to its expanding network of studios in Europe and the Middle East, the production team operates its own technologically advanced mobile production facilities with the latest broadcasting equipment to cover and transmit live productions. Combining technological excellence with timely coverage of events, Orbit Productions is a symbol of the company's commitment to serving the Arab world.

'Orbit Productions' supplies more than 70% of Arabic programming content for some of our Arabic channels. In addition to the existing studios in Beirut, Cairo, Amman, Kuwait and Riyadh, Orbit is in the process of expanding and enhancing its production facilities in other key markets.

The Orbit web site provides corporate news, up-to-date channel listings, highlights and subscription information. The site provides Orbit viewers with the latest programming specials as well as selected Orbit Guide editorials. Subscribers can use the "Subscriber Point" to renew and change their subscriptions conveniently and directly on-line. Hotel and dealer information are also available.

Orbit offers viewers a monthly glossy TV listings and entertainment magazine with an

average circulation of 70,000 copies in the Middle East, distributed to Orbit subscribers, dealers, MEED stores, five star hotels, sports clubs, participants of special live events. The Orbit Guide allows viewers to have monthly updates with 128 pages of schedules, highlights and entertainment editorial. A monthly brochure highlighting programmes is also distributed to clubs and other hotels in UAE and KSA to maximize its programming reach in these markets.

### Recent Developments

In October 2002, Orbit launched its new interactive digital box, XD 300, which gives



subscribers exclusive access to a whole new world of pay television, using the most up-to-date technology. The new digital set-top-box provides access to a multitude of interactive applications such as electronic programme guides, parental control, zap list, language options and Mosaic. Orbit introduced its Pay per View service, TVMAX, with dedicated ten channels in the Middle East and North Africa. Orbit's new decoder insures subscribers against any future technological advances. Orbit is the only pay TV satellite service with its own digital decoder, provided to customers with full warranty. Any future technological upgrades and modifications to the new model will be made via satellite. Orbit offers a host of exciting interactive services along with 47 great channels with its new XD 300 digital box.



### Promotions

As well as launching the Orbit Arab Song Festival in 1996, Orbit has staged a range of promotions to make it stand out as offering a varied, top quality choice of programming. Among these promotions include Orbit's

strategic exclusive partnership deal with Virgin Megastores for the AGCC region. The deal allows both Orbit and Virgin to increase exposure and capitalise on their brands, marketing and distribution synergies.

The launch of the new digital decoder in the region was accompanied by an extensive promotional campaign.

### Brand Values

Orbit remains the most innovative broadcaster and content provider across the region. It continuously provides added-value to an audience hungry for greater diversity in programming with a vast selection of world-class entertainment and information in English, Arabic and French.

Orbit offers a wealth of socially responsible programming that reflects the interests, tastes, political and religious sensitivities of the region's distinctive cultures.

Website: [www.orbit.com](http://www.orbit.com)

## Things you didn't know about Orbit

- The first and only vertically integrated Pay-television operator in the region
- The first and only pay-television platform with its unique and proprietary embedded encryption system
- The first and only to launch the Continuous Supply Subscription System
- The first and only pay-television network in the Middle East to be recognized among the world's leading DTH satellite platforms
- The first and only broadcaster to air award-winning Western, Arabic & sports programming on one single platform
- The first and only fully digital, multi-channel, multi-lingual, direct to home satellite broadcaster in the world
- The first and only to launch a combination of Western and Arabic thematic channels
- The first and only interactive platform in the Middle East
- The largest Pay-Television set-up in the region

