

# Sat@Profiles

Featuring Multimedia Profiles on the  
Leading Satellite Companies in the World



FEATURED COMPANY

**SatNews Publishers**

**Sat@Profiles** is produced by

**SatNews Publishers**

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# SatNews Publishers

## The Company



Formerly known as Design Publishers, Satnews Publishers has over 16 years experience in providing cutting edge information on the satellite industry worldwide. Satnews Publishers produces leading industry publications including among others, the International Satellite Directory, Satfinder CD-ROM, Satnews Online Magazine, Satnews Asia, Satnews Daily, SatMaps Satellite Training Video Series and numerous other books and reference materials on the satellite industry.

Satnews Publishers is based in the beautiful Sonoma Valley in California, USA, in proximity to the vibrant San Francisco Bay area and Silicon Valley, which has been spearheading some of the most recent significant technological innovations that have global impact. Satnews Publishers has offices in major cities such as Los Angeles, California, London, U.K, and Manila, Philippines. Its experienced and compact staff gives the company a boutique feel—providing personalized services that are custom-fitted to a client's specific needs.

With over 16 years track record of developing successful information products for the industry, Satnews has leveraged the latest technology to continually improve and develop its products.

## Products

Satnews publishes various products including books, CD-ROMs, online databases as well as its anchor product—Satnews Online Magazine which is spinning-off new web-based products and services for the industry. Satnews Publishers has leveraged the use of the technology to produce highly effective products that provide the latest and most comprehensive information on the satellite industry.

### Satnews OnLine Magazine

It's anchor product, Satnews Online Magazine (<http://www.satnews.com>) covering the worldwide satellite industry was started in 1998 and is now one of the leading online information source on the satellite industry today. It receives over 8,000 page views per day and has a registered subscriber base of 25,000 users. Providing the latest news and information on the satellite industry, Satnews Online is one of the most popular site in the web covering the worldwide satellite industry.



The success of the worldwide edition of Satnews spun off an Asian edition focusing on the growing Asian satellite market, Satnews Asia (<http://www.satnewsasia.com>) In less than six months, the Asian edition has developed a registered subscriber base of 5,000 users.

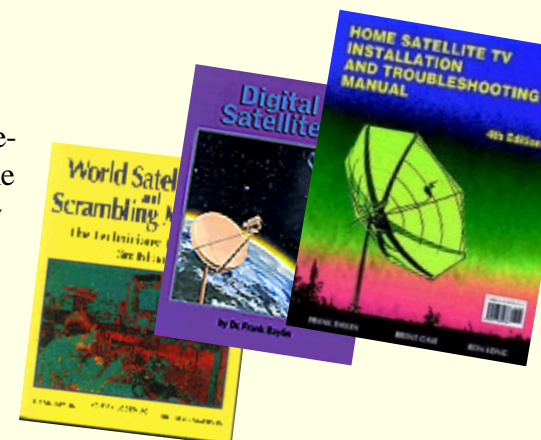
### Satnews Daily



Satnews Daily is a subscription e-mail service providing a summary of the day's top industry stories and events. It is designed to provide up-to-date information on the industry to busy satellite executives.

### Books

Satnews publishes among others, the most comprehensive guide on the worldwide satellite industry, the International Satellite Directory. Published annually since 1984—the International Satellite Directory is the most popular reference on the worldwide satellite industry. It contains information on over



8,000 companies and technical information and coverage maps of all geostationary satellites.



The directory has evolved over the years—building up a huge database of information on satellite companies and geostationary satellites. The year 2001 edition including a companion CD-ROM with the coverage maps of all the geostationary satellites. Priding itself on the accuracy and comprehensiveness of the information, the directory is one of the most sought-after reference guide in the industry with a worldwide distribution that reads like a Who’s Who of the industry. The success of the directory led to the development of other products and ventures by Satnews Publishers.

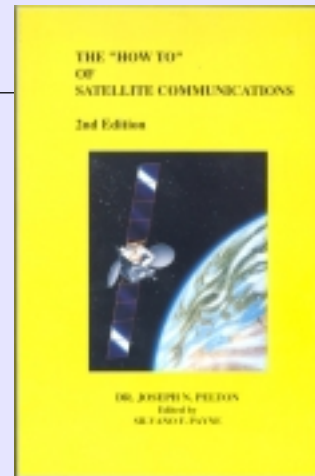
Satnews also has co-publication and distribution relationships with leading publishers such as Baylin Publications and Space Publications in North America, and Vincent Publications and Arrow Communications in Europe, as well as with organizations such as the Institute of Electrical and Electronics Engineers (IEEE).

## POPULARIZING SATELLITE TECHNOLOGY

Satnews Publishers saw the need for a popular introduction to the sometime very complicated and esoteric subject of satellite technology. When Satnews Publisher, Silvano Payne came up with the idea of an introductory book explaining to the layman the complexities of satellite technology, he turned to an industry veteran, Dr. Joseph Pelton to write the book to be called “The ‘How To’ of Satellite Communications.”

The idea was to produce an introductory text on satellite technology, written in clear non-technical language for the layman. Dr. Pelton, a prolific author, respected academic and a veteran industry executive who has worked with such corporations as INTELSAT and COMSAT, was the ideal man to write such a book. He combined academic and technical expertise with first-hand knowledge and experience of the technology and the industry.

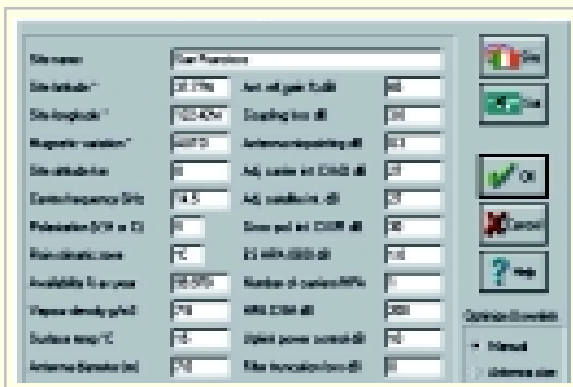
The result is a best selling book that for a lot of satellite professionals gave them either their first introduction to the subject or a refresher that clearly explained the technology in a language they could understand. The “How To” book is now one of the most popular introductions to the fascinating subject of satellite technology and also one of Satnews’ most successful publishing ventures.



Over the years Satnews has provided the industry with popular titles such as the “The “How To” of Satellite Communications,”—a primer on satellite technology that provides a good introduction to the subject to the non-technical person and “What’s On Satellite” —a guide to services available on geostationary satellites. Satnews has also helped marketed and distributed together with its publishing partners numerous technical titles dealing with various aspects of satellite technology and applications.

### Satellite Database

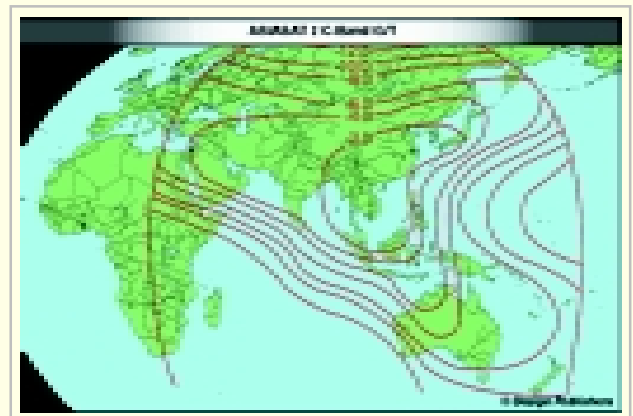
Using the information collected through its various publications including the International Satellite Directory, Satnews has developed a very comprehensive and detailed database of information on satellite companies and geostationary satellites and offers this in the form of a CD-ROM or an online subscription service.



Satnews provides in one CD-ROM a calculation program and database called Satfinder, which is available on an annual subscription service. The program can calculate look angles, magnetic variation, azimuth bearing, link budget analysis and many others. While the database section has information on over 8,000 companies and over 500 geostationary satellites which can be manipulated to develop mailing lists and other useful applications.

The database is also available online via annual subscription in Satnews’ website at [www.satnews.com](http://www.satnews.com)

One of its newest products is a CD-ROM containing coverage maps of all geostationary satellites called “SatMaps.” SatMaps is distributed together with the International Satellite Directory or as a stand-alone product.



## Key Personnel



### **Silvano Payne, Founder and President**

Silvano is the founder and President of Satnews Publishers. A successful entrepreneur, Silvano has a proven track record of starting and building many successful businesses cutting across different industries. He started Design Publishers in 1984 and launched its first product, the International Satellite Directory developing it over the years to its leading position as the standard reference in the industry. He holds an MBA from the University of Cape Town in South Africa. He can be reached at [silvano@satnews.com](mailto:silvano@satnews.com)

### **Virgil Labrador, Managing Editor**

Based in the Los Angeles office, Virgil oversees the editorial, activities worldwide of Satnews Publishers. Virgil has over 18 experience in sales, advertising, public relations and marketing communications. He has extensive experience working in Asia and North America for various communication and media companies. Before joining Satnews Publishers he was the marketing director for the Asia Broadcast Centre—a full-service satellite transmission facility in Singapore. He holds a master's degree in Communications Management from the Annenberg School for Communication of the University of Southern California. He can be reached at [virgil@satnews.com](mailto:virgil@satnews.com)

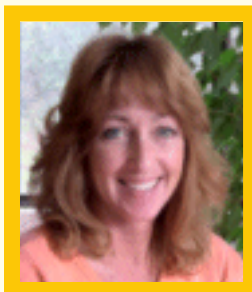


### **Peter Galace, Associate Editor**

Peter is the editor of the subscription daily service, Satnews Daily and associate editor of Satnews. He has written extensively on telecommunications and satellite industries. He can be reached at [peter@satnews.com](mailto:peter@satnews.com)

### **Joyce Schneider, Sales Manager**

Joyce has over three decades working in various capacities in the financial and publishing business covering a cross-section of industries. She can be reached at [joyce@satnews.com](mailto:joyce@satnews.com)



### **Jill Durfee, Sales and Administrative Manager**

Jill has 15 years experience in the publishing field as a sales and administrative professional. Before joining Satnews, she was sales manager for Wall Street Financial for seven years. She can be reached at [jill@satmagazine.com](mailto:jill@satmagazine.com)

## Satnews Publishers—Providing Cutting Edge Products that Meets Customers' Specific Needs

The growth of Satnews Publishers reflects the major developments in information gathering and dissemination. Starting with an annual hard copy directory in 1984 that became the industry's standard reference, the International Satellite Directory, Satnews has since successfully launched various innovative multimedia products including videos and CD-ROMs as well as effectively migrating into the world wide web.

As the International Satellite Directory amassed a large database on over 15,000 companies involved in the satellite industry as well technical information on all geostationary satellites, Satnews was among the first to develop in 1995 a user-friendly database on CD-ROM which included a program called Satfinder which can calculate link budgets, look angles and other technical details. The CD-ROM provided a lot of other user-friendly functions that the

hard copy publication could not provide—such conducting specific searches by various categories and generating mailing lists and printing labels, among others.

“As new technology was revolutionizing the information dissemination business, Satnews has to meet customer demands for more effective and efficient means of providing our customers with timely and accurate information,” said Satnews founder Silvano Payne.

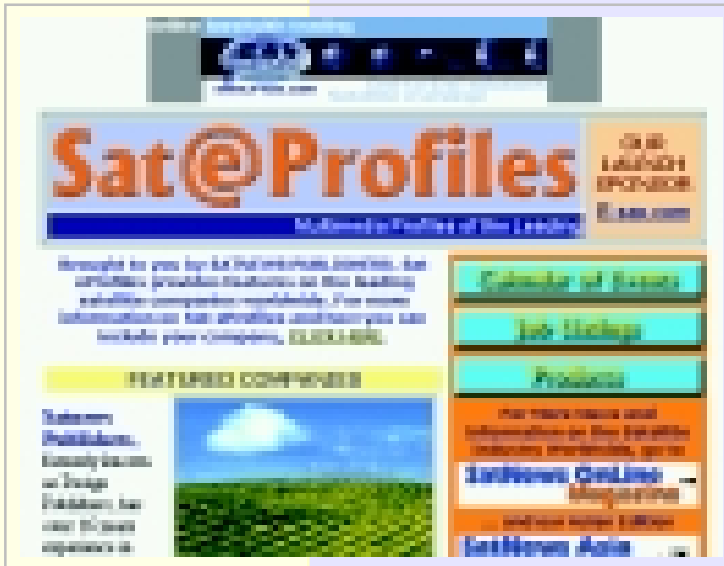
Information on satellite companies and geostationary satellites was soon made available online on the worldwide web shortly thereafter in 1997. An online subscription service was started which could access company information including

key personnel and other details and technical information

In 1998, Satnews launched a free weekly magazine covering the worldwide satellite industry, Satnews Online Magazine. The free service provided optional registration which would provide registered users with a weekly e-mail service providing a summary of leading stories.



In less than a year, Satnews Online became one of the most popular sites on the satellite industry in the web getting over three million hits during the first year. The success of the online magazine and the weekly e-mail service, led to launch of other editions such as an Asian edition, Satnews Asia.



“For us, it was very natural to adopt the web as another tool for disseminating information on the satellite industry,” said Mr. Payne. He said that since satellite executives were very early users of the web, Satnews wanted to reach out to them and provided them with new and more efficient means of getting the information “to them, when they need them.”

In the first quarter of 2001, Satnews launched another product that combines the various information media products developed over the years. It features a dedicated website containing profiles of select satellite companies, <http://www.sateprofiles.com>, an annual CD-ROM inserted with the International Satellite Directory, a promotional e-mail to our 25,000 registered users, and options to print out hard copy versions of the profile.

Over the years, a commitment to continued improvement and innovation has enabled Satnews to provide user-friendly products that deliver accurate and timely information on the satellite industry to our customers.

## Contact Us

For more information on our products and advertising and sponsorship opportunities in our publications, contact us:

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