

## PROFILE

**NAME:****Lior Rival****JOB TITLE: Deputy CEO & VP  
Sales and Marketing****COMPANY: RRsat Global  
Communications Network****MY CAREER**

I graduated from the Open University of Tel-Aviv with a BA in Management and Communications. I had been involved with Ham Radio since I was 12 years old. I first started to work for RRsat in 1996 as an SNG Operator. At that time, in 1996, RRsat was a small start-up company with only one teleport and four SNG trucks. Later on I became Head of the Sales Department for both local and international markets while still managing the SNG department. From April 1998 I was Marketing Manager, and was then appointed Vice President Sales & Marketing in January 2003.

**ABOUT RRSAT**

RRsat Global Communications Network is a global satellite and fibre distribution service provider

of Uplink, Downlink, Turnaround services and end-to-end transmission for TV, radio and data channels, and Playout services including a new HD Playout centre. Through its proprietary "RRsat Global Network," composed of satellite and terrestrial fibre optic transmission capacity and the public Internet, RRsat is able to offer high quality and flexible global distribution services for content providers. RRsat's comprehensive content management services include producing and playing out TV content as well as providing satellite newsgathering services (SNG).

**GROWTH IN 2008**

I am pleased to say that 2008 has been a great year for RRsat. We were able to announce two major acquisitions: Hawley Teleport located in Pike County Pennsylvania, USA, acquired from Loral Skynet Satellite Corporation, and the satellite business of Bezeq Sat in Israel, Emeq Ha'ela Teleport. Substantial resources have been invested in Hawley Teleport during its 33 years of operation – the facility is spread over approximately 200 acres, with a two-storey communications building, communications equipment and antennas.

With this additional facility, RRsat intends to build a strong local presence in the US and Asia as well. Emeq Ha'ela Teleport has operated as one of the premier communications facilities in Israel for more than 30 years and is currently one of the best connected fibre network hubs in the country. The facility was designed to support video, radio and data content, and will allow us to increase the capacity and redundancy of RRsat's infrastructure significantly. In addition RRsat has launched a new HD Playout Centre which is capable of providing end-to-end HD services, including high

resolution graphics and Dolby Digital 5.1 surround sound. And we are not stopping there – RRsat is continuously expanding its range of innovative, value added services and adapting service offerings to new technologies.

**OPTIMISED NETWORK**

RRsat's "Star System" gives our company a unique advantage. The location of RRsat's principal teleport and the star configuration of RRsat's global network offer considerable technological and financial benefits to our customers. This system allows for significant cost savings for the customer by reaching any geographic market in just one satellite hop and provides dedicated versions of TV channels to each regional market. It allows us to provide global satellite distribution services via the most advanced digital MCPC platforms to more than 425 TV and radio channels, covering more than 150 countries on a permanent 24/7 basis. ■



In the World Teleport Association's 2008 'Top Teleport Operators' league, RRsat is in the 'Global Top 20' list (at 18), in the 'Independent Top 20' list (9) of companies with a proven track record and commitment to innovation and providing added-value services, and the 'Fast 20' list (12) ranking all teleport-operating companies based on year-on-year growth in their most recent fiscal years