

EchoStar Overview

September 2009

EchoStar Corporation

EchoStar is an independent manufacturer of set-top box receivers and a provider of wholesale satellite services with 25 years of experience.

- Split from pay TV provider DISH Network 2 years ago.
- Acquired Sling Media in 2007, maker of the award-winning Slingbox.
- Active in retail markets. Built the highly successful DTVPal converter boxes, including one version free with NTIA coupon.



A New Competitor in the Cable Space

- EchoStar is a leading set-top box manufacturer today serving primarily satellite, telco, and international pay TV providers.
- Seeks to be a new competitive force in the market for the cable set-top box market dominated by Motorola and Cisco.
 - **Higher end market:** A sling-loaded, HD, two-way, DVR box.
 - **Lower end market:** One-way, non-DVR SD and HD boxes.

A Separate Security Challenge

■ **Central to the ability of a new entrant to compete for cable company business is to provide an affordable box with appropriate and cost-efficient security measures.**

- EchoStar invested in one-way standard definition cable set-top boxes that complied with the separate security rules.
- That investment was effectively lost when FCC granted a series of waivers starting with Evolution to permit embedded security.

Low End versus High End Boxes

Embedded Security

CableCard

LOW END

One way, no
advanced
features

HIGH END

Two-way,
DVR
advanced
features

HD?

One cable provider has received an Evolution-like waiver for HD one-way boxes.

A Path Forward

- Uncertainty about future direction of Commission's separate security rules limits ability to attract new customers and develop set-top boxes for cable industry.