

Ciel releases Nordicity report on HD Market Assessment

Ottawa, November, 2006. Nordicity recently completed a report entitled ‘*Market Assessment for Satellite Services in Canada*’ for CIEL Satellite Group as part of its application to Industry Canada for new orbital slot licenses. The study focused on market demand for broadcasting and data satellite services to 2020 in Canada. The broadcasting portion of Nordicity’s report was filed by CIEL with the CRTC and the Commission subsequently placed this on its website for the *TV Policy Review* public hearings as a related document to the proceeding.

“Overall, the research demonstrates that the demand for broadcast satellite bandwidth is outstripping the supply of satellite capacity. Currently, channels are not launching in HD due to a satellite supply constraint” says Decima’s Canadian Communications Reports in an item about the report prepared by Nordicity for Ciel.

One conclusion of the report is that the CRTC will likely impose an analog switch-off date, possibly by the year 2012. To assess demand, Nordicity forecast the migration from the current standard definition to high definition broadcast over the next decade and a half. For more information on this and other conclusions of this reports, please follow the following link: *Ciel Satellite Group, Market Assessment of HD Broadcasting Market for Satellite Services in Canada (Abridged) (PDF)*.

The other half of the commissioned study addressed the telecommunications services demand, in particular broadband services for the smaller communities in Canada. That part of the study remains confidential to Ciel’s filing for orbital slots for the construction of satellites using Canada’s spectrum. Industry Canada will decide on the allocation of spectrum following a comparative review process currently underway.

#####

For more information:

Terri Wills, 647 408 3978, terriwills@nordicity.com

For more information on Nordicity Group Ltd.:

<http://www.nordicity.com>