

PR/17/05

**MULTI CHOICE HELLAS CONTRACTS WITH EUTELSAT FOR FOURTH  
HOT BIRD™ TRANSPONDER FOR NOVA PAY-TV PLATFORM**

Paris, 2 September 2005

Eutelsat today announced the conclusion of a new agreement with MultiChoice Hellas for capacity at Eutelsat's HOT BIRD™ video neighbourhood in order to support the expansion of pay-TV services to Greek television audiences.

The new capacity will be used by MultiChoice Hellas to expand its Nova pay-TV platform which launched from Eutelsat's HOT BIRD™ location in 1999 and delivers television channels, radio stations and interactive services in Greece and Cyprus. MultiChoice Hellas currently serves 350 000 subscribers. The new transponder will support broadcasting of eight new television channels: Filmnet 3, Macedonia TV, Supersport 4, 5 and 6, The History Channel, Motors TV and Mezzo TV.

“This new capacity equips us to offer a broad range of new channels that will complement the package of general entertainment, thematic and international channels that we market to Greek television viewers. We are very pleased that Eutelsat has provided the resource for us to expand from our neighbourhood of choice since we launched Nova in 1999 and see great potential for ongoing growth”, said MultiChoice Hellas Chief Marketing Officer, Tasos Xinaris.

“Since its launch on Eutelsat in 1999 Nova has emerged as a key player in the Greek broadcasting landscape. Eutelsat is delighted to be able to accompany the expansion of Greece's only pay-TV package, through additional capacity on our HOT BIRD™ broadcasting satellites which provide high-power coverage to mainland Greece, Greek islands and Cyprus”, said Olivier Milliès-Lacroix, Eutelsat's Commercial Director. “

**MULTICHOICE Hellas S.A.** develops with exceptional success various activities, the subject of which is the wider field of pay TV services provision, since 1994. Exploiting the know-how of the MIH Group to which it belongs, it has been playing a leading part, during the last eleven years, in the developments in the field of pay TV in Greece.

Since December 1999, Multichoice, a license holder for the provision of pay TV and radio programs, via satellite, offers to the Greek subscribers the most popular pay TV programmes in the world, with satellite quality of sound and picture, through NOVA, the first digital satellite television platform in Greece. The richness of programs and services that the NOVA bouquet includes offers to the viewer a great variety of choices, 24 hours a day, depending on their preference and mood.

**Press Contact:**

**Multichoice Greece**

Harry Botsaris

Tel +302106602343

[hbotsari@filmnet.gr](mailto:hbotsari@filmnet.gr)

**About Eutelsat**

With capacity commercialised on 23 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. Its satellites are used for broadcasting 1,700 television and 850 radio stations to almost 120 million cable and satellite homes. They also serve requirements for TV contribution services, corporate networks, mobile positioning and communications, Internet backbone connectivity and broadband access for terrestrial, maritime and in-flight applications. Eutelsat's broadband subsidiary Skylogic Italia markets and operates services through multimedia platforms in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat's workforce comprises 450 commercial, technical and operational experts from 25 countries.

[www.eutelsat.com](http://www.eutelsat.com)

**Press Contacts:**

**Eutelsat**

Vanessa O'Connor, Frédérique Gautier

[voconnor@eutelsat.fr](mailto:voconnor@eutelsat.fr)

[fgautier@eutelsat.fr](mailto:fgautier@eutelsat.fr)

Tel: + 33 1 53 98 47 57 / 38 88