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## **POVERKHNOST SELECTS EUTELSAT W4 SATELLITE FOR UKRAINE'S FIRST DTH TV PLATFORM**

Paris, Kiev 7 October 2005

Eutelsat today announced that its W4 satellite has been selected by Poverkhnost Satellite Communications to broadcast the first direct-to-home pay-TV platform in the Ukraine with potential to expand into surrounding countries including Moldavia, Belarus and other CIS countries. Located at 36 degrees East, Eutelsat's W4 satellite is optimised for providing high-power capacity over eastern Europe, enabling direct reception of digital television channels by 60cm antennas.

Located in Kiev, Poverkhnost Satellite Communications is a member of Poverkhnost Group, which includes Poverkhnost TV, the television company, which specialises in broadcasting sports events including UEFA Champions League, NHL Cup, Handball World Championships and Grand Slam tennis. Poverkhnost Satellite Communications is launching its new platform this month and will start by offering three new sports channels – "Planet - SPORT Ukraine", "Sport 1", "AC Milan Channel".

"The launch of our own pay-TV platform marks a successive step in the expansion of Poverkhnost since we began providing broadcasting services over 15 years ago", said Viktor Samoylenko, General Director of Poverkhnost. "We are very excited to be expanding into pay-TV and to have secured capacity on Eutelsat's W4 satellite which provides us with the ideal footprint and power we need, as well as headroom to grow our programme offer".

"Eutelsat is delighted that the performance of W4, and the installed base of homes already equipped to receive this satellite have won the confidence of Poverkhnost, which through its experience of providing direct satellite links of news and sports events, is already a force in broadcasting in eastern Europe", said Giuliano Berretta Eutelsat's Chairman and CEO. "This new contract for pay-TV services further consolidates our position in a region to which we have been committed for many years and for which we can provide a flexible in-orbit resource with excellent coverages, both for broadcast and broadband services".

### **About Poverkhnost**

Poverkhnost as a whole exists as is a group of companies of various directions which began its work 16 years ago by establishing of SPA Poverkhnost with headquarter in Kiev, Ukraine. Nowadays Poverkhnost Group includes several entities such as Poverkhnost TV, Poverkhnost - Satellite Communications, SPA Poverkhnost, Poverkhnost Sport-TV and others. The main field of the group is the services connected with organisation of transmission and of the different events and programs. One of the most developed directions of business is broadcasting main sport events. Poverkhnost has organised the broadcast more than 1000 sport events during the last few years including the last 7 seasons of UEFA Champions League in Ukraine. Among the most interesting programs in the transmission of which the company took part are European football championships, UEFA Cup, NHL Cup, Stanley Cup, boxing matches of Klitchko brothers, matches of the Handball world championship, Big Slam tennis tournaments and others. The other services proposed by Poverkhnost are the production of TV programs and advertisement clips, services connected with TV Services, advertising services and others.

The main markets of the company are Ukraine, Russia and other countries of the Eastern Europe.

The client base of Poverkhnost includes the largest global advertisers and TV channels of the region.

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### **About Eutelsat Communications**

Eutelsat Communications is the holding company of Eutelsat S.A. The Group is a leading satellite operator with capacity commercialised on 23 satellites providing coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas. The Group is one of the world's three leading satellite operators in terms of revenues. Its satellites are used for broadcasting over 1,700 TV and 860 radio stations to nearly 120 million cable and satellite homes. The Group also provides TV contribution services, corporate networks, mobile positioning and communications, Internet backbone connectivity and broadband access for terrestrial, maritime and in-flight applications. Eutelsat Communications is headquartered in Paris, and the Group's workforce comprises over 450 commercial, technical and operational employees from 25 countries.

For more information: [www.eutelsat.com](http://www.eutelsat.com)

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