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## HOT BIRD™ TV AWARDS 2005

### Eighth edition of Awards for excellence in broadcasting of thematic television through Eutelsat satellites

Paris, Turin 12 December 2005

The winners of the HOT BIRD™ TV AWARDS, the international event recognising excellence in thematic satellite television, were announced today at a ceremony assembling more than 200 broadcasting representatives from Europe, North America and Asia. Organised by Eutelsat Communications (Euronext Paris: ETL) and Eurovisioni, this is the eighth edition of the HOT BIRD™ TV Awards and the first to be held in Turin, host city of the February 2006 Winter Olympics.

For the 2005 event, prizes were attributed by the Journalist Jury to thematic channels in ten categories: Children, Cinema, Culture/Education, Documentaries, Fiction, Music, News, Sport, Lifestyle and National Window. Over 100 channels submitted material for consideration by the Journalist Jury, which comprised television critics from ten countries in Europe. The Jury, which met in Rome in September, selected three nominations per category from which they selected a winning channel.

#### The winners:

Journalist Jury		
CATEGORY	CHANNEL	LANGUAGE
<b>1. Children Excellence Award</b>	Zig Zap RaiSat Ragazzi	Polish Italian
<b>2. Cinema Special Mention</b>	Kino Polska RaiSat Cinema World Filmnet	Polish Italian Greek
<b>3. Culture/Education Special Mention Recommendation by Italian journalists</b>	Rai Nettuno Sat  "Il grande Talk" from Sat 2000	Italian  Italian
<b>4. Documentaries Special Mention</b>	Planet Explorer Channel	Italian Albanian
<b>5. Fiction</b>	Teleklub	Russian
<b>6. Lifestyle</b>	Leonardo	Italian
<b>7. Music</b>	My Music TV	Albanian
<b>8. National Window</b>	Deutsche Welle TV	German
<b>9. News Special Mention Excellence Award</b>	Sky News International Rai News 24 BBC World	English Italian English
<b>10. Sport</b>	ESPN Classic Sport	English



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In order to give television viewers the opportunity to vote for their own preferred thematic channels, Eutelsat and Eurovisioni introduced this year for the first time the People's Choice Award. The winner of the People's Choice Award was assigned to the thematic channel receiving the highest number of votes via a number of industry websites including Eutelsat, Lyngsat, Eurovisioni and Satexpo. The People's Choice Award was won by Sky Cinema Classic (Italy).

A new Professional Jury also analysed trends in Innovation and Creativity and awarded prizes to channels innovating in content and technology, particularly HDTV and interactivity.

<b>Professional Jury</b>		
<b>Creativity</b>	Sky Sport Italia	Italy
<b>Innovation</b>	TPS Star	France
<b>Special mention</b>	AXN	Asia
<b>Special mention</b>	Sky Vivo	Italy

The ceremony, held in Turin's National Museum of Cinema, also recognised recent launches of four new channels that show the continued dynamic of thematic television: Al Jazeera Children's Channel, World Fashion Channel, Trace TV and Venice Channel. A special Eutelsat Award also went to China's CCTV9, the English-language channel of China Central Television.

During the ceremony Giuliano Berretta, CEO of Eutelsat said: "Since the transition to digital, which first began through satellite 10 years ago, the rise of thematic television has been one of the great developments in the broadcasting sector. It has radically diversified viewer choice, created new platforms for content creation and continues to evolve as programming genres and consumer habits change. As Europe's leading capacity provider for satellite broadcasting, we are proud to play our role in accompanying the growth of thematic television and delighted to hold this event in Turin, host city of the 2006 Winter Olympics of which we are an Official Sponsor.

#### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL) 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 inflight applications. Eutelsat Communications is headquartered in Paris, and the Group's workforce comprises over 450 commercial, technical and operational employees from 25 countries.

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

## **About Eurovisioni**

Eurovisioni is an international cinema and television festival, established in 1987. Over the years it has attracted participation from a growing number of professionals and the best known personalities in the audio-visual, cinema and new technologies sectors. The theme for this year will be "The tele(com) vision in Europe". Eurovisioni 2005 patrons will include the President of the Republic of Italy, Carlo Azeglio Ciampi, French President Jacques Chirac, various Italian and European organisations. The initiative is supported by ARD, BBC, Canal +, Eutelsat, France Télévisions, RAI, RTVE, TVP, ZDF and many others.

## **The HOT BIRD Awards 2005 Journalist Jury**

The 2005 international jury is made up of television critics representing the leading publications of ten European nations: Remo De Vincenzo of *.Com* (Italy), José Angel Castro Savoie of *Agenzia Efe* (Spain), Sergheij Buntman of *Ekho Moskvj* (Russia), Wilfried Geldner of *Suddeutsche Zeitung* (Germany), Catherine Humblot of *Le Monde* (France), Tugrul Eryilmaz of *Milliyet Art Magazine* (Turkey), Nikolaos Kourtis of *ERT Sat* (Greece), Marsha Dunstan of *The Daily Telegraph* (United Kingdom) and Jerzy Barski of *Tv-Sat Magazine* (Poland). Jury co-ordinator: Duilio Giammaria assisted by Martin Even; technical consultant, Alberto Delli Ficorelli of specialised review *Satellite* (Italy).

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