

**FRANCE'S INTERNATIONAL NEWS CHANNEL, FRANCE 24, SELECTS THREE  
EUTELSAT SATELLITES FOR BROADCASTING**

Paris, 31 August 2006

Eutelsat Communications (Euronext Paris: ETL) announces that FRANCE 24, the new French international news channel owned by France Télévisions and TF1 has retained capacity on three Eutelsat satellites (HOT BIRD™ 7A, ATLANTIC BIRD™ 2 and EUROBIRD™ 1) for broadcasting when it starts broadcasting in December this year. Eutelsat was selected following a public competitive tendering process conducted in accordance with European Union regulations.

Through HOT BIRD™ 7A, located at Eutelsat's premium video neighbourhood, FRANCE 24 will be able to reach up to 80 per cent of cable and satellite homes in Europe, the Middle East and North Africa. The channel will be available free-to-air and through electronic programme guides of pay-TV platforms broadcasting from the HOT BIRD™ position.

ATLANTIC BIRD™ 2 will further enhance reach of FRANCE 24 by offering privileged access to more than 140 regional cable networks in Germany who offer the Kabelkiosk package commercialised by Eutelsat's German subsidiary. In addition to live coverage of Germany's Bundesliga championship football matches, Kabelkiosk offers cable homes more than 50 television channels including over 30 channels targeting international communities living in Germany.

Eutelsat's longstanding partner GlobeCast has been selected by FRANCE 24 for United Kingdom and Ireland markets. The channel will be offered through a digital multiplex broadcast by GlobeCast for the UK and Ireland via Eutelsat's EUROBIRD™ 1 satellite.

FRANCE 24 will broadcast round-the-clock in two versions, one in French and the other principally in English. The channel's editorial team will include 170 journalists at its studios in Issy-les-Moulineaux, near Paris, and its own network of correspondents. It will also benefit from the foreign bureaux of AFP (Agence France Presse), RFI (Radio France Internationale), TV5 Monde.

As a free-to-air channel broadcasting from Eutelsat's HOT BIRD™ video neighbourhood, France 24 has potential access to more than 45 million homes throughout Europe, the Middle East and North Africa equipped for direct-to-home reception and over 70 million homes cable homes. Eutelsat will uplink the channel to HOT BIRD™ 7A in a multiplex managed at its Rambouillet teleport, near Paris. Broadcasts to ATLANTIC BIRD™ 2 will be handled by Eutelsat's Skylogic subsidiary from its new teleport in Turin. GlobeCast will handle transmissions to EURO BIRD™ 1 via its teleport in London.

"We are delighted with the confidence that FRANCE 24 has shown in Eutelsat by selecting three of our satellites for broadcasting their channel from launch at the end of the year. This decision highlights the attractiveness of our premium video positions for new channels whose objective is to maximise their audience in Europe, the Middle East and North Africa," commented Eutelsat's Chairman and CEO, Giuliano Berretta. "Backed by France Télévisions and TF1, FRANCE 24 is well-placed to rapidly reach its objectives which we intend to support by mobilising the full expertise of our teams".

"The world's leading opinion-leaders are avid for information and sceptical. They increasingly look for multiple contradictory opinions in order to have their own viewpoint. FRANCE 24 must be one of their reference sources of information. Our selection of Eutelsat will ensure we can reach this audience as efficiently as possible," commented Alain de Pouzilnac, Chairman of the Board of FRANCE 24.

### **About FRANCE 24**

The 24-hour news channel FRANCE 24 will broadcast international news from a French perspective. FRANCE 24 will be broadcasting 7 days a week, 24 hours a day in both French and English from December 2006. The channel will be available through cable, satellite and DSL in France, Europe, the Middle East and Africa, and in the eastern coast of United States, in New York and Washington DC.

#### **For further information from FRANCE 24**

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### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) 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 more than 2,100 TV and 970 radio stations to more than 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 480 from 27 countries.

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

#### **For further information from Eutelsat**

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