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**DIRECT 8, LAUNCHED BY FRANCE'S BOLLORE GROUP, INKS CONTRACT WITH EUTELSAT FOR FREE-TO-AIR BROADCASTING IN FRANCE AND TO INITIATE INTERNATIONAL COVERAGE**

Paris, 3 April 2006

Direct 8, the new general entertainment channel launched on 31 March 2005 by the Bolloré Group through France's Digital Terrestrial Television (DTT) network, has concluded a multi-satellite agreement with Eutelsat Communications (Euronext Paris: ETL) for free-to-air broadcasting. The channel's objective is to consolidate its audience in France and initiate its international expansion into other countries in Europe and into Africa.

Direct 8 has signed a five-year contract for the carriage of its channel in free-to-air video platforms operated by Eutelsat from its HOT BIRD™ neighbourhood and on its W3A satellite. By joining the line-up of free-to-air channels broadcasting from the HOT BIRD™ neighbourhood Direct 8 will be able to be received by 2.8 million homes in France, including subscribers to the TPS pay-TV platform, and over 40 million satellite homes in Europe, North Africa and the Middle East equipped for direct-to-home (DTH) reception.

The channel's selection of a second free-to-air platform, on Eutelsat's W3A satellite, brings the benefit of a widebeam Ku-band coverage over sub-Saharan Africa and power levels enabling reception with 90cm antennas. In addition to DTH reception in Africa, the signal will also be available for redistribution by terrestrial networks.

"This launch of Direct 8 in two of our digital platforms underscores the attraction of our key broadcasting neighbourhoods for new channels seeking to accelerate their audience by reaching into millions of DTH homes as well as homes connected to cable and community networks", said Olivier Milliès-Lacroix, Eutelsat's Commercial Director. "Backed by the expertise of the Bolloré Group, we believe that Direct 8 has

assembled the programming talent and expertise to make a strong impact in France's broadcasting landscape and at an international level. We are delighted to have been selected to provide a comprehensive broadcast solution to support its expansion in its existing and future markets".

#### Reception parameters

Europe, North Africa, Middle East:

HOT BIRD™ (13 degrees East) - 11.242 GHz, vertical polarisation

Sub-Saharan Africa:

W3A (7 degrees East) – 11.345 GHz, vertical polarisation

#### 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 nearly 1,800 TV and 900 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 inflight 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**

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