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## **EUTELSAT SURVEY MEASURES 2.8 MILLION DIGITAL DTH HOT BIRD™ HOMES IN FRANCE**

Paris, 6 April 2006

Eutelsat Communications (Euronext Paris: ETL) today announced the topline results for France of its 2006 Survey on satellite and cable reception of television channels broadcast from its key video neighbourhoods for the French market.\*

### **Eutelsat audience in France**

**> January 2006: 6.7 million homes in France receive channels from Eutelsat's HOT BIRD™ neighbourhood. 2.8 million are homes equipped for DTH and community reception (of which more than 1.3 million are TPS subscribers), 3.9 million are cable homes.**

**➤ 100% of DTH HOT BIRD™ homes are now digital. DTH homes increase by 10% between April 2004 and January 2006.**

**> January 2006: 1.6 million homes in regions in France not served by terrestrial reception are equipped for DTH analogue reception of France's national channels from ATLANTIC BIRD™ 3.**

\* Survey conducted January 2006

Set up in 1994, Eutelsat's Survey measures the number of satellite and cable homes receiving television channels from its satellites, notably from the HOT BIRD™ video neighbourhood which at the time of the Survey was broadcasting 850 television channels of which 350 free-to-air. The objective is to assess the advance of three key indicators: penetration of cable and satellite reception; digital take-up; the respective market shares of free-to-air and pay-TV reception.

Eutelsat's Survey for France was conducted in January 2006 using a single questionnaire produced by the GFK Research Institute for 2,000 face-to-face interviews with viewers who are representative of France's 24.9 million television homes.

### **Zoom on audience of Eutelsat's satellites in France (January 2006)**

- **6.7 million satellite and cable homes are equipped to receive channels broadcast by Eutelsat's HOT BIRD™ satellites, representing more than 1 out of 4 TV homes in France.**
  - Of the 6.7 million homes, 2.8 million are equipped for DTH and community reception: over 1.3 million TPS subscribers and almost 1.5 million equipped to receive the 350 free-to-air channels broadcast from Eutelsat's HOT BIRD™ neighbourhood.

- The 2006 figures confirm the end of analogue DTH reception from the HOT BIRD™ neighbourhood. 100% of the 2.8 million DTH homes are now equipped for digital, representing double digit growth of 10% from April 2004 to January 2006.
- **1.6 million homes in regions in France not served by terrestrial reception are equipped for analogue DTH reception of France's national channels from ATLANTIC BIRD™ 3. DTH reception from ATLANTIC BIRD™ 3 increased by 400,000 homes between April 2004 and January 2006.**
- ATLANTIC BIRD™ 3 also distributes the 18 free-to-air and 11 pay-TV channels for DTT (Digital Terrestrial Television) reception via ground-based retransmitters that currently cover 50 per cent of France's population.

Commenting on the results, Eutelsat CEO Giuliano Berretta said: *"Eutelsat's 2006 Survey confirms the end of analogue DTH reception in France from our HOT BIRD™ neighbourhood which is now 100 per cent digital."*

*Next to the success of digital, our Survey highlights the strong demand in France for analogue DTH reception of the seven French national channels in regions not served by terrestrial over-the-air reception. The number of dishes receiving these channels from our ATLANTIC BIRD™ 3 satellite has increased over 20 months to 1.6 million from 1.2 million. Since March 2005 ATLANTIC BIRD™ 3 has also been used for contribution of DTT multiplexes to retransmitters.*

*This dual expansion of the market for satellite and cable reception and for distribution to the edge of terrestrial networks supports the growth of Eutelsat which derives more than 65 per cent of revenues from video activities in Europe, Africa and the Middle East. The arrival in 2006 of HDTV in these regions should further consolidate the role of satellites, which are the only technology solution with no bandwidth restrictions able to accompany new channels seeking to reach a wide audience."*

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Figures for the 40 other countries in Europe, North Africa and the Middle East included in Eutelsat's Survey will be reported in 2006.

**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)

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