



PR/19/06

## **EUTELSAT'S HOT BIRD™ 7A SATELLITE GOES LIVE**

Paris, 20 April 2006

Eutelsat Communications (Euronext Paris: ETL) today announced the commercial entry into service of its HOT BIRD™ 7A broadcast satellite. The satellite went into operation in the night of 20 April at 01.00 UTC (03.00 Paris time). Built by Alcatel Alenia Space and launched on 11 March by an Ariane 5 ECA rocket supplied by Arianespace, the satellite's performance in orbit is expected to exceed 15 years.

Equipped with a payload of 38 Ku-band transponders, HOT BIRD™ 7A is the first of a new generation of HOT BIRD™ satellite to be located at Eutelsat's 13 degrees East neighbourhood which broadcasts 850 television channels and 550 radio stations to more than 113 million homes. The satellite's principal mission is to replace HOT BIRD™ 1 which has provided 11 years of stellar service at 13 degrees East.

The majority of channels broadcast by HOT BIRD™ 1 were successfully switched to HOT BIRD™ 7A in the night of 20 April by Eutelsat's Control Centre, working in close collaboration with technicians providing channels with uplink services. This coordination enabled a totally seamless transfer for homes receiving channels in the pay-TV platforms using the new satellite. A full channel line-up including reception parameters is available on Eutelsat's website [www.eutelsat.com](http://www.eutelsat.com). HOT BIRD™ 1 will remain at 13 degrees East until September.

"The perfect entry into service of our new HOT BIRD™ 7A satellite was completed with the full mobilisation of the teams at Eutelsat who ensured full coordination with our clients to manage a switch with optimal conditions for viewers," commented Giuliano Berretta, Eutelsat CEO. "My appreciation goes to our broadcast clients for the confidence they have shown in our satellite system by joining the line-up on our new satellite, including Serbia Telekom for its new digital platform, to those who have renewed their trust in Eutelsat who include Poland's TVN, and those who have increased capacity who include Switzerland's national public broadcaster, SRG SSR Idée Suisse."

## **HOT BIRD™7 A characteristics**

Prime contractor	Alcatel Alenia Space
Platform	Spacebus 3000 B3
Mission	TV and radio broadcasting
Orbital position	13 degrees East
Coverage	Europe, North Africa, Middle East
Launcher	Ariane 5 ECA
Dimensions	3.7 x 1.8 x 2.3 m
Span in-orbit	36.9 m with solar panels deployed
Launch mass	4100 kg
Life span	> 15 yrs
Payload	38 Ku-band transponders
Electric power	10 kW
Downlink frequencies	10.70 - 12.75 GHz

## **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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