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EUTELSAT COMPLETES MISSION OF XX OLYMPIC WINTER GAMES TORINO 2006
Comprehensive TV network for the Olympic community, more than 7,000 hours of
coverage by EBU and broadcasters from Europe, Asia, North America,
first HD connections via Eutelsat for an Olympic event

Paris, 3 March 2006

The XX Olympic Winter Games Torino 2006, of which Eutelsat Communications was an Official Sponsor, enabled the company and its subsidiary Skylogic Italia to demonstrate their full capability to deploy and operate a comprehensive TV network delivering channels by satellite to the Olympic community. A package of 50 encrypted channels, aggregated and broadcast by Eutelsat to city and mountain sites in Turin and the region of Piedmont, made it possible for athletes, trainers, journalists, Olympic federations, judges and volunteers to benefit from real-time coverage of competition events on more than 12,000 screens.

In addition to this dedicated television network, Eutelsat and Skylogic Italia put in place during the event a suite of facilities to meet broadcaster requirements, from content management at competition sites and in studios to uplinking services to deliver television coverage around the world.

Giuliano Berretta, Eutelsat CEO said: "The Torino Olympics presented Eutelsat with an exceptional platform for demonstrating our capacity to provide integrated services for content management and to deploy and operate a comprehensive television network. Next to the supply of satellite capacity for video broadcasting which is our Group's core activity, this new value-added service in the broadcast chain is a logical step in Eutelsat's commercial proposal to content providers and broadcasters. Our attention is now turned to this month's Paralympics for which we will provide a television network up to five channels from the four competition sites and a selection of commercial channels to screens at the two Paralympics Villages and Media Villages during the Games."

A comprehensive network of 50 encrypted channels delivered by Eutelsat and Skylogic Italia for the Winter Olympics

The Olympic satellite network deployed and operated by Eutelsat and Skylogic Italia ensured secure delivery of channels to a local cable television network and to satellite reception sites in Turin and the region of Piedmont. Nineteen channels supplied by the TOBO (the Turin

Olympic Broadcasting Organisation) showing live coverage were encoded and encrypted by Eutelsat at the technical facilities it located in the International Broadcasting Centre (IBC). Together with an information channel and an HD channel which were also produced by Eutelsat the package was delivered to Skylogic Italia's teleport in Turin and uplinked to the EUROIRD™ 3 satellite. Channels were made available to more than 12,000 screens with 30 international commercial channels which were received primarily from Eutelsat's HOT BIRD™ neighbourhood.

Eutelsat, at the heart of the professional broadcast chain of the Winter Olympics

Eutelsat supplied broadcasters present at the Games with capacity on more than six transponders across its fleet. During the month of February the EBU, the world's leading broadcasting association, increased by 30 per cent the capacity it uses on a permanent basis. In addition to capacity provision, Eutelsat and Skylogic Italia deployed a complete broadcasting infrastructure for clients in the city of Turin and five Olympic mountain sites, comprising studios and facilities for content encoding, encrypting, multiplexing and uplinking.

The Games also presented Eutelsat with the opportunity to demonstrate the role of satellites in partnering new broadcasting technologies that are shaping the audiovisual sector. Working with RAI, Italy's national public broadcaster, Eutelsat broadcast an HD channel edited by RAI in a stream received direct by satellite and by DTT transmitters in the region of Turin. A selection of RAI's television and radio channels were also transported in parallel in the same stream to a DVB-H network which was deployed by RAI in Turin to show video to mobiles during the Games.

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 22 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 in-flight applications. Eutelsat Communications is headquartered in Paris, and the Group's workforce comprises over 480 people from 25 countries.

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