



PR/02/07

\* EUTELSAT 2007 SURVEY OF SATELLITE AND CABLE HOMES \*

**EUTELSAT HOT BIRD™ VIDEO NEIGHBOURHOOD CONSOLIDATES  
AUDIENCE INTO 121 MILLION HOMES AND BREAKS BARRIER OF  
1,000 CHANNELS**

**Cable and satellite homes pass tipping point of 50 per cent of TV homes across  
Europe, North Africa, Middle East, of which 88 million satellite homes**

Paris, 19 January 2007

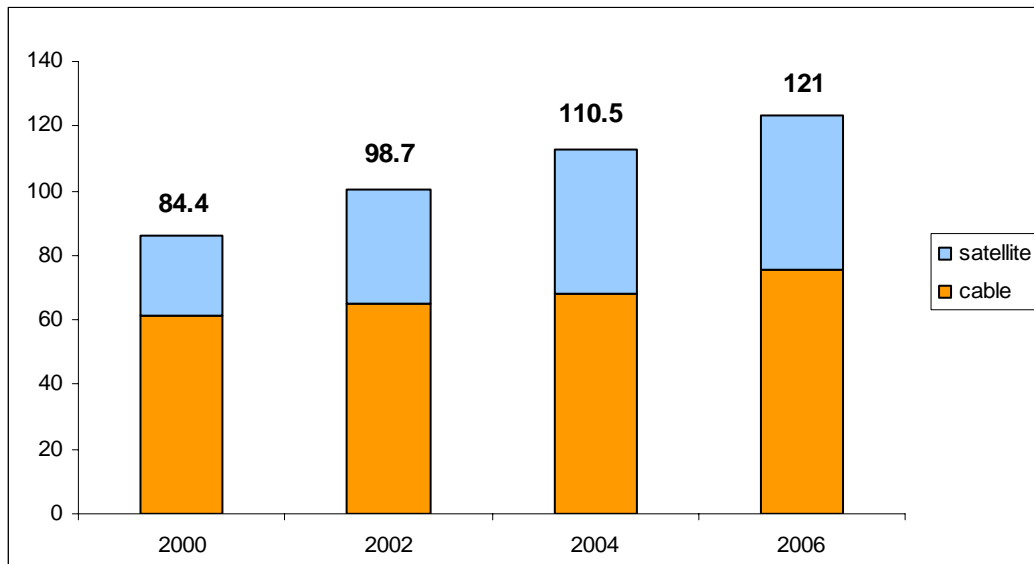
Eutelsat Communications (Euronext Paris: ETL) today announced headline results of its two-year survey of satellite and cable homes. Set up in 1994, the survey measures trends in satellite and cable reception in countries in Europe, North Africa and the Middle East served by Eutelsat's key video neighbourhoods including its HOT BIRD™ video neighbourhood which this month broke the barrier of 1,000 digital channels.

Commissioned from leading research institutes including GfK, TNS Sofres and Ipsos, the new data produced in 42 countries\* revealed that satellite and cable homes in Europe, North Africa and the Middle East have expanded twice as fast over the last 24 months as the growth of television homes. Satellite and cable penetration increased by 13 per cent to 170 million homes from 150 million, while television homes expanded by six per cent to 333 million homes from 314 million. Satellite and cable reception has consequently passed the tipping point of 50 per cent of television homes.

The survey also confirmed the leadership of Eutelsat's HOT BIRD™ neighbourhood whose audience end 2006 had progressed from 111 million to 121 million homes, of which 40 per cent (47.5 million) are equipped for Direct-to-Home (DTH) satellite reception. This growth took place in parallel to a steady increase in channels broadcast which grew by 273 channels over the same period to over 1050 at end December 2006.

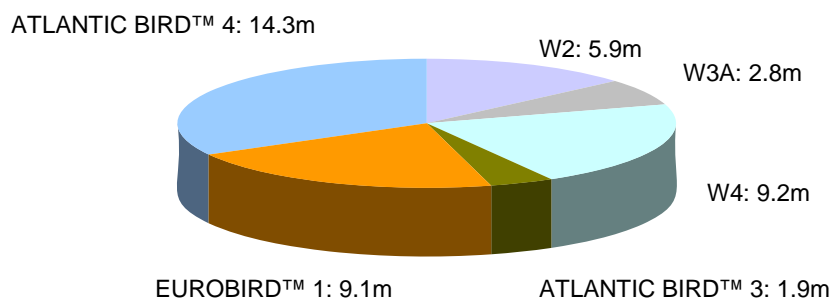
The most dynamic satellite markets for Direct-to-Home reception were Italy, which expanded by 280,000 satellite homes, and Poland which expanded by 211,000.

In eastern Europe, as new cable infrastructure goes into place, the uptake of cable reception from the HOT BIRD™ neighbourhood was particularly dynamic, accounting for 22.5 million homes which represents an increase of more than 30 per cent.



**Satellite and cable homes at the HOT BIRD™ neighbourhood (in millions of homes)**

The new research also recorded strong uptake of satellite and cable homes receiving channels from six other video neighbourhoods which Eutelsat has actively developed for specific regions and language markets: EUROBIRD™ 1 (UK, Ireland), W2 (central Europe), W3A (Turkey), W4 (Russia, Ukraine), ATLANTIC BIRD™ 3 (satellite homes in France) and ATLANTIC BIRD™ 4 which is colocated with Nilesat and serves satellite homes in North Africa and the Middle East.



**Satellite and cable homes at other Eutelsat video neighbourhoods (in millions of homes)**

With the combined audience of these neighbourhoods and the HOT BIRD™ neighbourhood, channels broadcast by Eutelsat's video satellites are received by 164 million satellite and cable homes, representing 94 per cent penetration of satellite and cable homes in Europe, North Africa and the Middle East. This does not include emerging Digital Terrestrial Television (DTT) audiences in markets where satellites are feeding DTT retransmitters and providing complementary Direct-to-Home coverage.

Commenting on the results, Giuliano Berretta, Eutelsat's CEO said: "These results demonstrate the strong momentum of satellite and cable broadcasting in a dynamic multi-channel environment which is expected to penetrate over 60 per cent of television homes in western Europe in the 2010 timeframe\*\*. In parallel to sustained audience growth, our key video neighbourhoods have attracted 400 new television channels over the last 12 months, including the first 17 channels broadcasting in HDTV."

\*\* Screen Digest 2006

\* Western Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom

Central and eastern Europe

Belarus , BiH , Bulgaria, Croatia, Czech Rep., Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine

North Africa, Middle East

Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Saudi Arabia, Syria, Tunisia, Turkey

## About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 23 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At 31 December 2006 Eutelsat's satellites were broadcasting over 2,400 television channels to over 160 million homes, of which more than 1,000 channels broadcast via its HOT BIRD™ video neighbourhood which serves over 120 million cable and satellite homes in Europe, the Middle East and North Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 490 commercial, technical and operational experts from 27 countries.

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

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