

## EUTELSAT OPENS NEW NEIGHBOURHOOD AT 9 DEGREES EAST WITH EUROBIRD™ 9 SATELLITE (FORMERLY HOT BIRD™ 2)

Market opens for dual-feed reception of channels from 9 degrees East and 13 degrees East, Eutelsat's premium HOT BIRD™ video neighbourhood

Paris, 15 May 2007

Eutelsat Communications (Euronext Paris: ETL) announces that its HOT BIRD™ 2 satellite has been redeployed to 9 degrees East. Rebranded EUROBIRD™ 9, the satellite's entry into service marks the opening of a new video neighbourhood, which is adjacent to Eutelsat's premium HOT BIRD™ position. Reception of channels from both locations is possible with off-the-shelf dual-feed domestic dishes.

The repositioning of EUROBIRD™ 9 follows the successful launches in 2006 of Eutelsat's HOT BIRD™ 7A and 8 satellites. Together with HOT BIRD™ 6, these large satellites today broadcast more than 1,000 channels, of which over 50 per cent are free-to-air from the Group's 13 degrees East position. Their entry into service has enabled Eutelsat to pursue the development of its in-orbit resource by redeploying high-performance HOT BIRD™ satellites to other locations with strong growth potential.\*

Optimised for DTH (Direct-to-Home) broadcasting, EUROBIRD™ 9 delivers 20 fully operational Ku-band transponders supplying coverage across Europe, North Africa and the Middle East. In order to support the market for multi-satellite reception, which is afforded by the proximity of its orbital positions, Eutelsat is developing new low-cost consumer solutions to enable existing HOT BIRD™ installations to be easily upgraded to receive channels from 9 degrees East via a second LNB fitted beside the LNB directed to the HOT BIRD™ neighbourhood.

Eutelsat has already concluded a first contract for capacity on EUROBIRD™ 9 with the Portuguese cable operator TVTEL, which has announced it will shortly launch a new pay-TV platform for the Portuguese market. Using two transponders on the satellite to address principally almost two million television homes in Portugal only receiving analogue over-the-

air channels, TVTEL's platform will begin with 20 digital channels. Encrypted with Conax, they will include Portugal's four national channels and a package of 16 thematic channels broadcasting content ranging from movies, documentaries, music, serials, news and sports. TVTEL will also market dual-feed antennas in Portugal so that homes can have access to the broad range of international channels available free-to-air from the HOT BIRD™ neighbourhood.

Commenting on the entry into service of EUROBIRD™ 9, Giuliano Berretta, CEO of Eutelsat Communications said: "The deployment of EUROBIRD™ 9 at 9 degrees East, underpins our objective to optimise our video neighbourhoods in order to meet continued demand for capacity for Standard Digital and HDTV channels. It is our conviction that with the availability of low-cost dual-feed antennas for enriching channel reception from more than one orbital location, Europe is poised to move into an era of multi-satellite reception which is already commonplace in strong satellite markets around the world, notably North America."

\* 7 degrees West for ATLANTIC BIRD™ 4 (formerly HOT BIRD™ 4); 4 degrees East for EUROBIRD™ 4 (formerly HOT BIRD™ 3)

## **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 March 2007, Eutelsat's satellites were broadcasting over 2,500 television channels and 1,000 radio stations. 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 515 commercial, technical and operational experts from 27 countries.

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