

**HOT BIRD™ TV AWARDS 2007**
**Winners of the 10th HOT BIRD™ TV Awards announced in Venice**

Paris, 19 November 2007

Friday 16 November saw the announcement, at a gala evening in Venice of the winners of this year's **HOT BIRD™ TV Awards**. Now in their 10th year, the HOT BIRD™ TV Awards unite the commitment of Eutelsat, Europe's leading satellite operator, Eurovisioni and SAT Expo to rewarding programming excellence and innovation by thematic broadcasters.

The international jury of media experts for the HOT BIRD™ TV Awards viewed more than 120 thematic channels from 18 countries that broadcast today across Eutelsat's video neighbourhoods. The outstanding number of entries from across Europe was distilled to just 34 shortlisted for the final. The Jury drew up their finalists in each thematic category based on creativity, programme originality and production quality.

**The winners of the HOT BIRD™ TV Awards 2007**

Winners		
CATEGORY	CHANNEL	LANGUAGE
Children	MiniMini	Polish
Culture/Education	TVP KULTURA	Polish
<i>Special Mention</i>	ADMINISTRA.IT	Italian
<i>Special Mention</i>	TVN MED	Polish
Documentaries		
<i>Joint winners</i>	IZ	Turkish
	Escales*	French
Fiction/Cinema	India TV	Russian
HDTV		
<i>Joint winners</i>	National Geographic Channel HD	Italian
	National Geographic Channel Poland	Polish
Lifestyle	Venice Channel	Italian
Music	La-minor TV	Russian
National Window	Deutsche Welle / DW-TV	German
News		
<i>Joint winners</i>	FRANCE 24	French
	SKY TG24	Italian
Sport	L'Equipe TV	French
<i>Special Mention</i>	NTV-PLUS OUR FOOTBALL	Russian
Excellence Award	RaiSat Gambero Rosso	Italian

\*Escales was also awarded by the director of Rai Venezia, Giovanni De Luca, in recognition of the quality of their programmes on tourism.

An Award, called the People's Choice, was also given to the channel which received the most votes from the viewing public across Europe.

Winner of the People's Choice Award		
People's Choice	Channel One Russia Worldwide	Russian

### Special Prizes

A **Special Prize** was given to **Pier Luigi Malesani** as the Chairman of the Prix Italia, the prestigious European award held in Italy for the last 60 years and which inspired Eutelsat to create the HOT BIRD™ TV Awards 10 years ago.

A **Special Prize** was also given to France's **AB Groupe**. AB Groupe is one of the leading providers of thematic content in Europe with a catalogue of 20 channels that are available on pay-TV platforms, cable and IPTV networks in France, Belgium and Germany serving over 24 million homes.

"We are thrilled by the high level of participation of thematic channels at this year's HOT BIRD™ TV Awards and congratulate them on the outstanding quality of their programming," said Giuliano Berretta, CEO of Eutelsat Communications. "Since Eutelsat initiated this event 10 years ago we have seen an exciting acceleration in the launch of new thematic channels broadcasting via our satellites across Europe and the Mediterranean Basin. With the opening of new video neighbourhoods, including our recently opened EUROBIRD™ 9 neighbourhood, we are increasing opportunities for new channels to reach into television homes, thereby further expanding the satellite broadcasting universe".

"The 10th HOT BIRD™ TV Awards ceremony is the best way to reaffirm in the current converging market that the quality of programmes and the offer is the key to tomorrow's market" added Luciana Castellina of Eurovisioni, "The HOT BIRD™ prizes, which reward quality television, are one of the main tools available to us to encourage steps in this direction."

### The Jury

The members of the international jury, made up of television critics from the leading publications of six European countries and by representatives of European satellite TV organisations, are: **Jerzy Barski** of *TV-Sat Magazine* (Poland), **Sergheij Buntman** of the *Echo of Moscow* radio station (Russia), **Alexandre Callay** of *Eurodata TV* (France), **Paolo Dalla Chiara** of *Pentastudio* (Italy), **Michel Gregoire** and **Stephanie Von Beöeczy** of *Egta* (Europe), **Giovanna Maggioni** of *Upa* (Italy), **Asu Maro** of *Milliyet Sanat and Milliyet Daily* (Turkey), **Giacomo Mazzone** of *Eurovisioni* (Europe), **Mimi Turner** of *Hollywood Reporter* (Europe), **Patricia Wynn Davies** of *The Daily*

**Telegraph** (United Kingdom). Coordinator of the jury: **Duilio Giammaria** of **Rai** (Italy); expert: **Mauro Roffi** of **Mille Canali** (Italy).

(\*) **SAT Expo**, International Showcase of Advanced Digital and Satellite Telecommunications, the next event of which will be held in Rome from the 27<sup>th</sup> to the 29<sup>th</sup> March 2008.

#### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 24 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 30 September 2007, Eutelsat's satellites were broadcasting over 2,730 television channels, 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 529 commercial, technical and operational experts from 27 countries.

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

#### **About Eurovisioni**

Eurovisioni, the International Festival of cinema and television, was founded in 1987 and this year reached its 20<sup>th</sup> event. The theme for 2007 - in Rome, from the 14<sup>th</sup> to the 18<sup>th</sup> October - was "How to finance audiovisual creation? New forms of distribution and payment of audiovisual work and the industry of contents in the framework of cultural diversity". Eurovisioni 2007 was an event held in mourning following the sudden death of the Chairman of its Organising Committee, Henry Ingberg, who passed away on the opening night. The festival of this year went ahead anyway, under the patronage of the President of the Italian Republic, Giorgio Napolitano, the European Commission (the representative in Italy and the Commissioner for Information Society and Media), the Council of Europe, the chair of the Council of Ministers, the President of the Senate of the Republic, the President of the House of Deputies, the Region of Lazio, the Province and Municipality of Rome, and many others. Also supporting the initiatives, amongst others, were ARD, BBC, Canal +, Eutelsat, France Télévision, RAI, RTVE, TVP and ZDF.

**The 2007 event was held during the second Rome Film Festival.**

[www.eurovisioni.it](http://www.eurovisioni.it)

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