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## **PLATFORMA HD, RUSSIA'S NEW HDTV PLATFORM SELECTS EUTELSAT'S EUROBIRD™ 9 SATELLITE**

Paris, 8 September 2008

Platforma HD, the new Russian all-HDTV platform has selected the EUROBIRD™ 9 satellite operated by Eutelsat Communications (Euronext Paris: ETL) to deliver new HD content across western parts of Russia to the Urals. The new platform was launched in August in order to offer Platforma HD's first subscribers the Beijing Olympics in HD with the Eurosport HD channel.

Platforma HD has signed a contract with Eutelsat for a full transponder on EUROBIRD™ 9. This capacity is already broadcasting the new platform's initial offer of four HD channels which aggregate the international channels Eurosport HD and National Geographic HD with two leading Russian HD channels, HD Life, which is produced by the Red Media production company, and Kinopokaz HD, a new channel produced by Pervy TVCH. The platform is available to Direct-to-Home subscribers with 60-90cm antennas and is also distributed to cable operators in cities in western parts of Russia.

Platforma HD has selected DRE encryption for the system. Two types of decoder are already available: the HUMAX HDCI-2000 and General Satellite's HD-9000. Both boxes enable reception of channels broadcast in DVB-S2, in Standard Definition and in HD. After a six-month free trial period subscribers will pay a monthly fee of 300 roubles (seven euros).

Platforma HD's choice of EUROBIRD™ 9 also gives subscribers the possibility of receiving other free-to-air channels broadcast from Eutelsat's newest video neighbourhood, including Melody Zen and Luxe TV which both broadcast free-to-air in HD. With the addition of an off-the-shelf dual-feed LNB homes can also choose to receive the 500 international digital channels broadcast free-to-air from Eutelsat's HOT BIRD™ neighbourhood.

Commenting on the launch of the new platform, Konstantin Yashin, Chairman of Platforma HD declared: "With the launch of Russia's first all-HDTV platform our ambition is to respond

to the enthusiasm of Russian consumers to have the best TV viewing experience. Our objective is to attract 200,000 subscribers in the first two years of operation. To win subscriber loyalty, Platform HD is committed to continuing to strengthen its HD offer with more international and Russian HD content".

Olivier Milliès-Lacroix, Eutelsat's Commercial Director added: "The launch of Platforma HD takes to 55 the number of HD channels broadcast on our fleet. It is a new illustration of the dynamic of the digital broadcasting market in Russia which is experiencing buoyant take-up of Standard Digital channels and now new HDTV content."

**For more information on Platforma HD**

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**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 June 2008, Eutelsat's satellites were broadcasting more than 3,120 television channels and 1,100 radio stations. More than 1,100 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East 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 its teleport in Italy that serves enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 538 commercial, technical and operational experts from 27 countries.

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

**For further information**

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