

## **HDTV PLATFORM HELLO HD LAUNCHES IN HUNGARY FROM EUTELSAT'S EUROBIRD™ 9 NEIGHBOURHOOD**

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Hello HD, Hungary's first High-Definition television platform is gearing up for launch on May 1 from the EUROBIRD™ 9 satellite operated by Eutelsat Communications (Euronext Paris: ETL). Using two transponders leased on a long-term basis on EUROBIRD™ 9, Hello HD's new television platform will feature industry-leading HDTV services including Eurosport HD, National Geographic HD, Filmbox HD and HBO HD, complemented by high quality Hungarian channels broadcasting in Standard Digital.

Hello HD will be available to viewers on a subscription basis using CONAX encryption. Subscribers will procure a High-Definition set-top-box provided by the Swiss company Advanced Digital Broadcast (ADB) which enables high definition and standard definition reception based on the DVB-S2 standard and is also equipped with PVR (Personal Video Recorder) and VOD (Video on Demand) features. In fourth quarter 2008 Hello HD plans to launch video-on-demand and a range of value added interactive services.

Hello HD's choice of EUROBIRD™ 9 will also enable satellite homes in Hungary to receive digital channels broadcasting from Eutelsat's HOT BIRD™ video neighbourhood. Using off-the-shelf double-feed antennas, Hello HD subscribers will be able to use the same dish to pick up content available free-to-air at the HOT BIRD™ position.

Commenting on the launch of Hello HD, Andras Schmideg, Hello HD CEO, said: "Nearly five percent of Hungarian TV households are already equipped with HD Ready television sets, and this number is expected to rapidly grow. Our unique platform, which assembles the best brands in HD with Standard Digital channels, responds to consumer demand for the highest quality of content and a new television experience. We are delighted that Hello HD can be made available to homes across Hungary thanks to the coverage and high-power of Eutelsat's EUROBIRD™ 9 satellite."

Olivier Milliès Lacroix, Eutelsat Commercial Director responded: "*The launch of Hello HD platform further cements Eutelsat's longstanding relationship with Hungary's broadcasting community. It also underscores the strong dynamic of digital broadcasting markets in central Europe and demonstrates that EUROBIRD™ 9, our newest video neighbourhood continues*

*to attract some of the most exciting and innovative broadcasting ventures to accompany the continuing take-up of new channels and High-Definition Television. With Hello HD, the number of HD channels broadcast on the Eutelsat fleet will increase up to forty.”*

Hello HD is owned by the media services company Watchcable Corporation which launched Minimax and other television channels in the CEE region.

**For further information from Hello HD please contact**

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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 31 December 2007, Eutelsat's satellites were broadcasting almost 3,000 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 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 538 commercial, technical and operational experts from 27 countries.

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

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