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## **EUTELSAT'S ATLANTIC BIRD™ 3 SATELLITE TRANSMITS TO 40 DIGITAL CINEMAS IN HD A DÉBUT PERFORMANCE BY ITALY'S NEWEST MUSIC TALENT**

Paris, 9 October 2009

The first performance of the début album of one of Italy's newest musical talents was delivered last night live by satellite, and in High-Definition, to 40 digitally-equipped cinemas across Italy. Eutelsat participated in this première using capacity on its ATLANTIC BIRD™ 3 satellite, working in partnership with Opensky, which is specialised in the transmission of digital content via satellite for cinemas and public venues.

Uplinked from the Limelight in Milan, the concert was performed by Alessandra Amoroso, winner of the 2008/2009 season of the talent show *Amici*, and whose new album entered the top of the Italian music charts two weeks ago. Satellite delivery to Digital Cinemas enabled an expanded audience to experience a live performance by Italy's newest music discovery in High-Definition, and was the first time in Italy that a new album was performed and simultaneously delivered to cinema audiences by satellite.

This latest transmission underscores the suitability of satellites for delivering live events to cinemas and public venues in SD, HD and the new 3D format. Eutelsat is actively developing this emerging out-of-home market in collaboration with partners, including Ciel Ecran, Opensky and dbw Communication, and has conducted multiple transmissions in 2009, notably in France and most recently in Italy during the Venice Film Festival. Meanwhile, Opensky has already participated in the digitisation of approximately 90 cinemas in Italy for films and special events, including live concerts.

### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 27 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 2009, Eutelsat's satellites were broadcasting almost 3,200 television channels and 1,100 radio stations. More than 1,000 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 123 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 610 commercial, technical and operational employees from 28 countries.

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

**For further information**

**Eutelsat**

**Press**

Vanessa O'Connor

Tel: + 33 1 53 98 38 88

[voconnor@eutelsat.fr](mailto:voconnor@eutelsat.fr)

Frédérique Gautier

Tel: + 33 1 53 98 38 88

[fgautier@eutelsat.fr](mailto:fgautier@eutelsat.fr)

**Investors**

Gilles Janvier

Tel: +33 1 53 98 35 30

[investors@eutelsat-communications.com](mailto:investors@eutelsat-communications.com)