



**eutelsat**  
COMMUNICATIONS

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**EUTELSAT AND EURO1080 INK PARTNERSHIP TO ENRICH CONTENT  
OF THE 3D CHANNEL BROADCAST ACROSS EUROPE BY THE EUROBIRD™ 9A  
SATELLITE**

Paris, Belgium, 6 May 2010

Eutelsat Communications (Euronext Paris: ETL) and Euro1080 today announced the signature of a new partnership designed to further enrich the content of Eutelsat's 3D channel which is broadcast across Europe by the EUROBIRD™ 9A satellite.

In this exclusive agreement, Euro1080 together with its TV production company Alfacam, a pioneer in HD production and broadcasting, will bring to the 3D channel their extensive experience of production and recording in 3D of sports events and concerts, as well as their technical resources. They will also bring a unique directory of over 100 hours of 3D content including football, tennis, boxing, cricket, documentaries and concerts.

Alfacam initiated its 3D strategy in 2007, and since the end of 2009 has deployed a new outside broadcast mobile facility (OB43) for live high-end 3D recordings of sports events. The company's pace of 3D productions is accelerating, with over 20 hours of new content produced over the past two weeks, including the Emir Cup football championship in Doha (Qatar).

Since March 2009, Eutelsat has been operating Europe's first 3D demonstration channel via EUROBIRD™ 9A at 9° East, a video neighbourhood™ rooted as a platform of choice for innovative broadcasting services including HDTV and now 3DTV. Eutelsat's objective, in collaboration with its technical partner OpenSky, is to showcase the effectiveness of satellite solutions for the delivery of 3D television, and to provide players across the 3D video sector with a widescale platform for testing and promoting a variety of 3D formats and solutions.

Commenting on the agreement, Eutelsat Commercial Director, Olivier Milliès-Lacroix, said: "Eutelsat's 3D channel aims to offer attractive and renewed content, as well as turnkey solutions for operators and broadcasters seeking to produce major events in 3D, including live broadcasts. Our new agreement with Alfacam takes our 3D capability to a new level."

Alfacam CEO Gabriel Fehervari added: "Alfacam was the first, in 1992, to work in digital 16:9 and in 2000 we started to record events in digital HDTV. Whereas producing in HDTV was not that different from Standard Definition, there are huge differences between 2D and 3D production: the rhythm, the camera positions, the camera movements. In fact the complete technology and

production are different. Generally we use fewer cameras and we try to avoid longer shots as viewers need to adapt their eyes to depth levels each time we cut to another image. Technically, 3D requires double camera sets, a lot more technical periphery and also different monitoring tools, both for directors and engineers. The results of this new effort are, however, amazing and we are delighted to pursue this new adventure with Eutelsat."

### **3D channel reception parameters:**

Satellite EURO BIRD™ 9A at 9° East  
Downlink frequency: 11747 MHz  
Horizontal polarisation; FEC: ¾  
Symbol rate: 27 500

### **About Alfacam**

Alfacam is a Belgium-based company and a well-known provider of TV facilities and services to broadcasters and production houses around the globe. Its fleet is being deployed all over the world and its production trucks have operated overseas in diverse locations such as Vancouver (Winter Olympic Games, 2010) South Africa (FIFA Confederation Cup and FIFA World Cup Football, 2010), Strasbourg (60<sup>th</sup> Anniversary NATO, 2009), China (Olympic Games Beijing, 2008), Ghana (Africa Cup of Nations, 2008), Brazil (Pan American Games Rio), Austria (Salzburger Festspiele)...

As a spin-off from Alfacam, EuroLinX is a pioneer in the area of satellite services and wireless transmission of HDTV pictures. EuroLinX delivers services during major international sports events, such as cycling competitions and marathons, during which HDTV pictures must be transmitted over great distances. The company prides itself on its long-term experience in the area of on-board camera use, during automobile and motorcycle races.

For more information 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 26 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 2009, Eutelsat's satellites were broadcasting more than 3,400 television channels and close to 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 635 employees from 27 countries.

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

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