


# via

Bringing you Eutelsat coverage from around the world.

## FRANSAT is here

The satellite bouquet of  
French DTT channels is  
up and running



**C-BAND CONNECTS**  
C-band on W2A is proving  
in demand for Africa

**ANOTHER DIMENSION**  
How 3D is set to be the  
'next big thing' for broadcasters

**A BIGGER PLATFORMA**  
Russia's Platforma HD expands  
its offer in HD and SD

September 2009

**via**  
eutelsat

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## EDITORIAL

Welcome to the September 2009 issue of VIA Eutelsat. In this edition we cover some of the latest developments at Eutelsat and offer an insight into some of the ways that our customers are harnessing the power of satellite technology to deliver new broadcast, broadband and telecommunications solutions.

Our cover story focuses on FRANSAT, Eutelsat's subscription-free package of DTT channels, launched for homes in France on the ATLANTIC BIRD™ 3 satellite at 5° West. This offer illustrates once again how satellite technology is essential for complementing terrestrial networks and playing a key role at the heart of the digital economy.

In 'View from Above' we take a look at two satellites: W2A, which is now offering extended Ku-band and C-band coverage, and W7, which is due for launch later this year. On W2A, our C-band capacity is in exceptional demand from professional video, broadband and telco providers, including Eurovision, which has set up its first permanent network over Africa for exchanging sports and news content.

We also highlight the latest developments from Russia's Platforma HD, a premium product that shows the strong uptake of HD channels available from Eutelsat satellites. With a line-up now exceeding 90 channels, Eutelsat's position as a preferred operator for HD broadcasting across Europe has been further consolidated.

3D, one of the buzzwords at this year's IBC, also gets a full preview in an article outlining Eutelsat's active involvement in partnering with industry experts on the complete transmission chain of this exciting new broadcast technology. Other stories include the latest initiatives by the KabelKiosk digital cable platform in delivering HD and VOD content to networks in Germany.

We look forward to seeing you in the coming months, and fully expect to end the year with more exciting developments, which, with your help, can serve a global audience of consumers.

**Olivier Milliès-Lacroix**  
Commercial Director



# new SIGNALS >>



Photo: Timaradio group



ПРИКОЛОР ТВ

## >> TRICOLOR ATTRACTS 5 MILLION SUBSCRIBERS

Tricolor TV, the Russian National Broadcasting Company's TV platform, recently announced five million subscribers, making it one of the world's largest and fastest growing DTH platforms since its launch in 2006. Tricolor principally targets the estimated 50 million viewers in western parts of Russia (up to and including the Urals) living in rural areas with limited access to channels broadcast terrestrially.

The DTH platform uses capacity on three transponders on Eutelsat's W4 satellite at 36° East and offers 33 channels. Pavel Chumakov, Vice-President of Innovation and Development at Tricolor TV commented on the broadcaster's relationship with Eutelsat: "The principal reason for choosing Eutelsat was that 36° East is the most attractive orbital position for the European part of the Russian Federation, as it allows reception via small dishes which is critical for DTH projects."

## >> ESKA TV LAUNCHES ON POLAND'S 'n' DTH PLATFORM

The Time radio group has launched a new music channel, ESKA TV, on Poland's 'n' DTH platform. The group, whose radio stations include ESKA, Poland's largest radio network, ESKA Rock, Hit FM, Vox and Wawa, claims market leadership among the 16-24 age group in Polish cities, with over 100,000 inhabitants.

## >> BBC PRIME JOINS GLOBECAST ON EUROBIROD™ 9A

BBC Worldwide is the latest major broadcaster to benefit from GlobeCast's second transponder on Eutelsat's EUROBIROD™ 9A satellite, after calling on the content management and delivery company to provide capacity and distribution for its international channel BBC Prime (soon to be renamed BBC Entertainment).



Photo: BBC Worldwide Channels

BBC Prime, previously broadcast by GlobeCast from Eutelsat's HOT BIRD™ neighbourhood, has taken advantage of EUROBIROD™ 9A's prime position at 9° East, which provides comprehensive Direct-to-Home coverage of Europe, the Middle East and North Africa.

Extending the brand to TV is a logical move and the channel's musical profile mirrors ESKA's radio stations. ESKA TV broadcasts popular music, including video clips from the biggest stars of the Polish music scene as well as international artists. Other themes include news and gossip, backstage documentaries on the 'making of' music videos, news from the world of computer games and cinema and the latest hits from radio ESKA, ESKA TV, and the web.

Available exclusively from the HOT BIRD™ neighbourhood at 13° East, the 'n' platform, which launched in 2006, broadcasts 60 Standard Definition channels and nine HDTV channels to almost 800,000 subscribers.

In order to ensure a smooth transition from HOT BIRD™, Eutelsat has provided BBC Worldwide and GlobeCast with more than 600 ClipSat™ devices to distribute to cable

and DTH operators across the region, enabling them to access channels broadcast from EUROBIROD™ 9A and HOT BIRD™ with a single standard dish.

## >> DTT FOR ALL ALGERIAN HOMES

Algerian broadcasting company TDA, Télédiffusion d'Algérie, has launched the country's first Digital Terrestrial Television (DTT) broadcasts, with transmitters initially serving the three of the country's more populated northern regions; East, West and Centre. A second network has been set up for urban areas in the South of the country. TDA's platform includes the television channels La Chaîne 1, Canal Algérie and Algérie 3, as well as two recently launched channels, Amazigh TV 4 and Coran TV 5. Five radio stations include Chaîne 1, Chaîne 2, Chaîne 3 and Radio Algérie Internationale. The channels are delivered to DTT transmitters for terrestrial

rebroadcasting via Eutelsat's ATLANTIC BIRD™ 3 satellite, and are also available free-to-air for homes beyond the reach of DTT transmitters.

ATLANTIC BIRD™ 3's steerable spotbeam, centred over Algeria, enables TDA to provide high-power coverage of the entire Algerian territory. By deploying capacity on ATLANTIC BIRD™ 3 for DTH reception and for channel delivery to DTT retransmitters, TDA can ensure an efficient, cost-effective transition to a fully digital environment, with access to DTT channels for all Algerian homes, both in urban areas and the most rural parts of Algeria.

## >> GEORGIA CHOOSES 36° EAST FOR FIRST DTH PLATFORM

Georgian TV homes will shortly be able to receive the country's first digital satellite TV platform. Due for launch by the end of 2009 and comprising Georgia's two public channels: GPB TV and ADJARA, as well as two private channels: Rustavi 2, and Inedi TV, the common platform will be broadcast from Eutelsat's video neighbourhood at 36° East.

Previously broadcast from a number of different orbital locations, the consolidation at Eutelsat's 36° East neighbourhood will make DTH reception of all four TV channels possible for Georgian TV homes equipped with a single satellite dish.

# the view from ABOVE >>

## New business for W2A

### Eutelsat introduces C-band capacity at a key neighbourhood

On 3 April, Eutelsat's W2A satellite blasted into orbit on its way to 10° East. With two baseline missions comprising 46 Ku-band and 10 C-band transponders, the satellite has almost tripled capacity at a market-leading neighbourhood for data and professional video networks.

With the introduction of high-power C-band capacity at this orbital position, Eutelsat has strengthened its capacity portfolio, particularly for Africa where demand is high for wireless infrastructure. Centred over the African continent and providing pan-African coverage, W2A's C-band footprint takes in large parts of the Middle East and central Asia and stretches across to Latin America.

#### Signing up for C-Band

A number of market-leading service providers have signed-up for capacity in the C-band, including France Telecom, which has inked a multi-year contract to support long-distance services between Europe and Africa.

Astrium Services have signed a five-year contract for capacity, to provide coverage for their existing and future customers across Africa. Opposite, they explain how they are using the capacity to complement the commercial communication services they currently supply to Africa.

SkyVision, a leading end-to-end provider of standard or customised IP services over satellite and terrestrial fibre systems, has selected C-band capacity on W2A to supplement its extensive pan-African space segment and private networks inventory. SkyVision's VSAT Internet connectivity service called SkyDirect Premium targets

banks, pan-African NGOs and educational institutes. Currently, SkyVision is promoting its service in an offer called "The BIG Deal", which combines the Internet service with a

**"...the satellite has almost tripled capacity at a market-leading neighbourhood..."**

full C-band VSAT Kit. SkyVision also leases capacity to major pan-African mobile operators for mobile backhauling services.

**SkyDirect Premium**  
**THE BIG DEAL**

**Premium C-Band VSAT Kit**  
**ONLY \$1,999**

**Buy SkyDirect Premium and Receive a C-Band VSAT Kit**  
Full kit includes: NEW iDirect Evolution X3 Satellite Router • 1.8m Antenna • 2 W. BUC • LNB • Cables

**Service Benefits:**

- Reliable internet connectivity via iDirect Evolution X3 Satellite router
- 100% African Coverage
- Supports data rates up to 1,024/384kbps
- Weather-Resistant

**Don't Miss Out! Call Now To Secure Your Kit**

Contact: [TheBigDeal@sky-vision.net](mailto:TheBigDeal@sky-vision.net) or call: +44 20 83871750

**SkyVISION**  
Global Networks LLC

Photo: SkyVision Global Networks LLC



Astrium EADS' Toulouse Teleport



### >> KEEPING IN TOUCH WITH FRENCH TROOPS

Astrium Services, through its Toulouse-based subsidiary London Satellite Exchange (LSE), selected C-band capacity on W2A to provide additional space segment resources to its "Proximity" service across Africa. The "Proximity" portfolio offers a full range of end-to-end fixed and mobile satcom services to corporate and government customers, particularly in the energy and GSM backhauling markets.

Astrium's "PASSEREL" Welfare service was first to use W2A to provide fixed and wireless voice and internet services to French and European armed forces in Chad. Under the contract with "Economat des Armées" (French MoD's Joint Logistics and Supply Agency), the PASSEREL service enables more than 10,000 overseas forces to keep in touch with family and friends by telephone and via the internet.

Services are operated from the Astrium Services teleport in Toulouse, with the support of LSE's 24/7 Customer helpdesk and Network Operations Centre teams.

Jean-Francois Gambart, CEO of LSE, commented on why W2A was chosen as a complementary platform for Astrium Services: "Eutelsat's W2A satellite provides exceptional C-band coverage to Astrium Services' key African market."





# Doubling capacity at 36° East

Eutelsat's W7 satellite will replace SESAT1 and enhance Eutelsat's multi-satellite premium neighbourhood

Eutelsat's new W7 satellite is planned for deployment at 36° East in late 2009, where it will replace the SESAT 1 satellite, and significantly boost capacity at a key Eutelsat neighbourhood, for TV broadcasters operating in Russia, the Ukraine and Africa. Currently, there are more than 430 channels already broadcast across those regions.

W7 will be a large, high-power satellite featuring 70 Ku-band transponders connectable to six beams covering Europe, Russia, Africa,

the Middle East and central Asia. With its configuration of high-performance fixed and steerable beams, it will significantly enhance coverage and flexibility for growing video markets, particularly in central Asia and Africa.

Co-positioned with Eutelsat's W4 satellite, which already serves anchor pay-TV operators in Russia (NTV Plus, Tricolor), the Ukraine (Poverkhnost) and sub-Saharan Africa (MultiChoice Africa, HiTV), W7 will enable Eutelsat to almost double the

bandwidth available in these regions. The new satellite will also deliver new resources over South Africa through a high-power fixed beam and over Central Asia through a steerable beam.

In addition to video applications, W7 will offer potential for data and voice solutions using small ground terminals, notably for the oil and gas sector in Russia, Central Asia and West Africa.

### W7 Key markets

- Europe
- Russia
- Central Asia
- Sub-Saharan Africa
- Middle East

### Key services

- DTH video
- Voice / Data networks
- Broadband applications



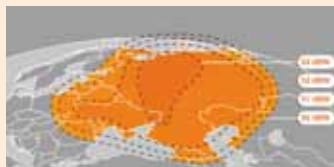
Predicted Sub-Sahara African downlink



Predicted South African downlink



Predicted Eurasian downlink



Predicted Russian downlink



Example of Steerable beam downlink



# FRANSAT from Eutelsat

A bouquet of subscription-free DTT channels is now available across France via ATLANTIC BIRD™ 3 at 5° West

In this extended Take Cover we focus on FRANSAT, Eutelsat's new satellite service offering French DTT channels across metropolitan France. Over the page, Jean-Luc Deroudilhe, FRANSAT's Chief Operating Officer, explains why Eutelsat has made this exceptional move.

Eutelsat marked summer with the launch of FRANSAT on its ATLANTIC BIRD™ 3 satellite located at 5° West. This orbital position has been delivering French national analogue channels to terrestrial transmitters for more than 20 years. Over this period a large installed base of Direct-to-Home and community satellite antennas has developed to deliver these channels directly to homes in areas beyond terrestrial reception.

FRANSAT principally addresses the 10-15% of TV homes in metropolitan France that will be unable to receive terrestrial DTT or who will

have poor reception with the definitive switch-off of terrestrial analogue broadcasting, scheduled for 30 November 2011.

Put together by Eutelsat and packaged as 'FRANSAT', there are two offers: a basic package of 18 SD channels, and an HD version that includes the four free DTT channels broadcast in HD (TF1 HD, France 2 HD, ARTE HD and M6 HD). Available on a subscription-free basis, viewers simply need to buy a FRANSAT pack comprising a decoder and access card, that are widely available across France at multiple retail outlets, with particular emphasis on availability in rural areas with limited access to TV channels.

## Digital France 2012 Plan

The transition to digital of France's longstanding neighbourhood reflects the 'Digital France 2012 Plan' and the new

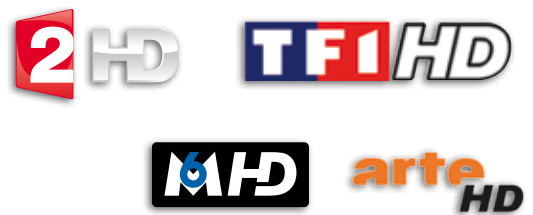
broadcasting law of March 5, 2009, which aims to offer a solution to French homes located in areas with poor terrestrial reception. FRANSAT will enable viewers in these regions to access DTT channels via satellite without incurring the extra cost of adjusting their existing dish installation. France's free analogue channels continue to broadcast via ATLANTIC BIRD™ 3.

Jean-Luc Deroudilhe comments: "By offering all French free DTT channels to homes beyond range of terrestrial reception, Eutelsat is demonstrating its ambition to support the seamless transition to digital for all French homes, and to pursue the universal service mission of our 5° West neighbourhood. Satellite technology has once again illustrated how it can complement terrestrial networks and play a key role at the heart of the digital economy."

18 DTT CHANNELS



...AND HD CHANNELS



>> FRANSAT HIGHLIGHTS

**All free-to-air DTT channels, including HDTV channels**

FRANSAT offers access to France's 18 national DTT channels, as well as to the regional DTT channel, France Ô, and the four HD channels: TF1 HD, France 2 HD, M6 HD, ARTE HD.

**A subscription-free service with no time-limit**

Based on the same model as terrestrial DTT, satellite reception of France's free DTT channels via FRANSAT is subscription-free and not time-limited.

**A solution for homes unable to receive DTT terrestrially**

For homes equipped with a dish fitted with a universal LNB to receive France's six national analogue channels via ATLANTIC BIRD™ 3, by replacing their analogue decoder with a digital FRANSAT Pack they will get instant access to France's free DTT channels with no change to their dish.

**A broad range of decoders to meet all needs and budgets**

Four manufacturers and distributors (Aston, Metronic, Servimat, Wisi) are already providing labelled FRANSAT decoders tailored to end-users' needs.

**A non-proprietary system open for multi-reception**

FRANSAT-labelled decoders are designed to give users full freedom to deploy their equipment, in compliance with laws for interoperability of reception equipment.

**Technical solutions for community reception**

A single cable per home is sufficient to distribute all television and radio channels in a community building. Users simply connect their FRANSAT decoder into the plug-in socket.

“...viewers simply need to buy a FRANSAT pack comprising a decoder and access card...”

## &gt;&gt; Interview



Jean Luc Deroudilhe  
Chief Operating Officer, FRANSAT

### Why did Eutelsat launch a new free-to-air DTT offer via satellite?

Our ATLANTIC BIRD™ 3 satellite is the only solution for the 1.5 million French homes already receiving free-to-air analogue television in areas not covered by terrestrial reception. As the programme for analogue switch-off in certain regions is taking shape, it was natural for Eutelsat to propose a solution to ensure that all homes can easily switch to digital.

FRANSAT is perfectly aligned with the French Government's 'Digital France 2012 Plan', which highlights the need for a solution for homes receiving analogue TV via satellite to switch to digital without repointing their dishes. Also, the Broadcasting Law of 5 March 2009 requires free-to-air DTT channels to make their signal available, enabling us to include all these channels as part of FRANSAT.

### Describe the ready-to-use FRANSAT Pack? What does it contain?

The FRANSAT Pack consists of a labelled decoder and a conditional-access smart card. Over 95% of homes already receiving ATLANTIC BIRD™ 3 can simply connect their antenna cable to the FRANSAT terminal, and switch on. The decoder will automatically install the DTT channels. Homes equipped with an old Télécom LNB (the remaining 5%) will need to upgrade their LNB.

The decoders are labelled "FRANSAT Via Eutelsat" giving users a number of fundamental guarantees, including: quick and easy installation, automatic numbering of channels, Viaccess conditional access,

a parental lock, automatic decoder upgrades, multi-satellite reception, and DVB/Teletext sub-titles.

### What will viewers receive with FRANSAT? Will it be possible to access other satellite channels, or other satellites via the same decoder?

With FRANSAT you can receive all 18 free-to-air DTT channels plus France Ô, TV5 Monde, KTO and TV8 Mont-Blanc, which are also available on ATLANTIC BIRD™ 3. The decoders are also designed to manage the regional windows of the France 3 network, which we plan to include in the offer as soon as possible. Decoders with the HD option can also receive the four free-to-air HD DTT channels.

**"FRANSAT is a subscription-free service, and not time-limited, so buying the pack is a one-off procedure."**

As decoders are labelled, but non-proprietary, users can also access other free-to-air channels on ATLANTIC BIRD™ 3. In addition, homes equipped with a dual LNB, a second dish or a motorised dish can use their FRANSAT decoder to watch unencrypted channels on other satellites, and other encrypted programming, provided it is compatible with the built-in conditional-access system.

### What is the validity of a FRANSAT card? Is it possible to purchase the card only?

FRANSAT is a subscription-free service, and not time-limited, so buying the pack is a one-off procedure. Due to the programming rights of the channels, FRANSAT exclusively targets homes in metropolitan France. As the satellite covers a wider area than this, channels must be encrypted to ensure international access is restricted. To protect territorial rights, the FRANSAT card is not sold separately from the FRANSAT decoder.

### How is FRANSAT marketed? Will you be concentrating on certain regions in particular?

Commercialisation of FRANSAT began in June 2009. The packs are provided by several manufacturers, each offering their own range of products with varying additional functionality, and are marketed on a non-exclusive basis through the usual sales networks. Packs are available at typical points of sale for satellite TV (individual suppliers and antenna installers, as well as major DIY centres, specialist retail warehouses and hypermarkets), with particular emphasis on availability in rural areas beyond the range of terrestrial reception.

Eutelsat also has a longstanding close relationship with antenna installers across France. Their knowledge of receiving signals in areas where there is no terrestrial coverage is a primary asset for us. Since the launch, Eutelsat and FRANSAT teams have been meeting these professionals to present the full range of "Via Eutelsat" products and services.

# FRANSAT

## TÉLÉVISION NUMÉRIQUE

broadcast

## BITES &gt;&gt;



# Putting sports and news where broadcasters want it

## Eurovision takes capacity in Ku-band and C-band on Eutelsat's W2A satellite

As part of the European Broadcasting Union (EBU), Eurovision is a premier distributor of sports and news content for the world's top broadcast and media platforms, servicing over 3,000 members.

In June 2009, Eurovision inked two new contracts with Eutelsat for capacity in the Ku-band and in the C-band on the W2A satellite, further strengthening the longstanding collaboration between the two organisations.

The new capacity in its global network will provide Eurovision with variable bandwidth capabilities including HD and the highest quality multichannel audio.

Using Ku-band capacity with pan-European coverage, Eurovision is consolidating the European part of its network at two Eutelsat locations: 10° East, on W2A and at their historical 7° East position occupied by Eutelsat's W3A satellite.

Eurovision has also selected W2A for its first permanent lease of C-band capacity to facilitate exchanges between Europe and

Africa. This full-time multi-year lease replaces temporary C-band capacity previously leased on satellites operated by other companies and enables Eurovision to pursue its objective to develop a platform for contribution links between the two continents.

The capacity was initiated with the FIFA Confederations Cup, which took place in June this year in South Africa, and which will be followed in 2010 by the World Cup, also hosted by South Africa.

Stefan Kuerten, Director of Eurovision Operations said of the joint move: "Eurovision has over 50 years of experience in putting live sports and news programming exactly where broadcasters and federations want it, in a seamless, reliable and cost-effective way. We are delighted to extend our agreement with Eutelsat for this vital leg in our worldwide video network. Eutelsat consistently deliver us highly reliable and secure services, which are critical for our operations."

In service since 19 May, the high-capacity W2A satellite almost triples resources at

Eutelsat's 10° East position, one of the most longstanding locations in Europe and Africa for professional video, data and internet services.

Commenting on the developments, Olivier Milliès-Lacroix, Eutelsat's Commercial Director said: "We are delighted to continue to satisfy the requirements of Eurovision, which sets global standards for the quality and sheer volume of news and sports exchanges around the globe. It is a privilege to have won their confidence with W2A for their new permanent C-band platform, which will enable Eurovision to continue to expand its network capabilities, add to its range of services and rise to the fast-paced challenges of the broadcast industry."





# New dimensions in broadcasting

Eutelsat is at the technological forefront of helping make 3D a reality as the next revolution in broadcasting gathers pace

Throughout Europe, momentum is growing for the Next Big Thing in the entertainment industry, namely 3D. Content creators, broadcasters, encoding specialists, and manufacturers are actively developing 3D solutions and the new technology has hit the headlines several times this year, most notably in Cannes, where the audience donned 3D-glasses to watch "UP", the first-ever 3D movie to open the prestigious film festival.

Earlier this year, Eutelsat launched a 3D demonstration channel on EURO-BIRD™ 9A to gather experience on the use of 3D content in the home. To run the channel, visible on our stand at IBC, Eutelsat uses standard encoding techniques incorporating MPEG-4 and traditional satellite modulation technology to multiplex two streams, one filmed from the left and the other from the right, replicating the view of the left and right eye. The combined signal is transmitted via an 8 Mb/s satellite stream to a consumer HDTV set-top box, and received by the 3D stereoscopic TV monitor which has a decoder integrated.

Whilst enhancing the viewing experience, 3D opens up many exciting new opportunities for

broadcasters, pay-TV operators, as well as for the film industry, which is gradually moving towards digitisation and which will need satellites as part of the content delivery chain.

## 3D live via satellite

In advance of experiencing 3D in the living room, viewers will be able to discover 3D in public locations, theatres, and cinemas. Viewing of live events or feature films is already a reality today and the studios are showing the way, with 34 feature films set to be released in 3D in 2009 and another 40 scheduled to premiere in 2010.

On July 16, Eutelsat co-organised the first live satellite broadcast in 3D, across France, of a Julien Clerc concert. Clerc is a leading French entertainer with a broad following throughout France and Europe. The event was broadcast live via Eutelsat's ATLANTIC BIRD™ 3 satellite to multiple digital theatres across France, in partnership with CielEcran, a specialist in broadcasting cultural and sports events to large screens in France. In addition to the technical achievement of delivering the signal live across France via satellite, the concert also demonstrated how far an audience

can be engaged in the 3D experience. The added dimension drew fans from hundreds of kilometers away into the concert, as if they were watching the performer live on stage.

Eutelsat has been collaborating on the development of 3D with its partners, the production company dBw Communication, and OpenSky, which specializes in the transmission of digital content over satellite.

**“In advance of experiencing 3D in the living room, viewers will be able to discover 3D in public locations, theatres, and cinemas.”**

With these demonstrations becoming more common, 3D entertainment, especially broadcasts of live events in movie theatres, looks poised to become that next great entertainment medium and revenue producer for the broadcasting sector.



Photo: Platforma HD

## Russia's PLATFORMA HD continues to grow

The Russian pay-TV platform, Platforma HD, has expanded its offer with new exclusive HD channels and the launch of a Standard Digital Package

Following on from the successful launch in 2008 of Platforma HD at Eutelsat's 9° East orbital location, the pay-TV operator is continuing its rapid expansion across Russia's dynamic media landscape with the launch this year of over 20 channels in HD and SD.

Firstly, four new HDTV channels were added to the existing line-up of Platforma HD. Subscribers can now receive a total of nine HDTV channels, including the international channels Eurosport HD, National Geographic Channel HD and MTVN HD, and leading Russian channels including HD Life and Kinopokaz HD 1 and 2. Innovative niche channels such as TeleTravelling, High Life and Women's World, the first-ever Russian HDTV channel targeting female viewers, are now also part of the HDTV platform, which is the largest in Russia.

The platform operator has also enriched its offer with the launch of a Standard Digital

package, Platforma DV, which provides 19 Russian flagship channels covering sport, music, cinema, news and lifestyle.

Platforma HD has selected DRE encryption. Two decoders (Humax HDCI-2000 for the DTH reception and General Satellite HD 9320 for the reception through cable operators) are currently available to subscribers who pay 93EUR a year if they choose to take both SD and HD packages.

Both Platforma HD and Platforma DV are delivered via EUROIRD™ 9A to homes across Western parts of Russia. The channels are available Direct-to-Home with 60-90cm dishes and are also distributed to cable operators.

Platforma HD's choice of EUROIRD™ 9A gives subscribers the possibility of receiving other free-to-air channels broadcast from Eutelsat's popular neighbourhood, including the HDTV channels Fashion TV and Luxe TV.

## HD and VOD from KabelKiosk

Eutelsat KabelKiosk to launch HDTV and VOD content for cable networks

While HDTV is now an increasingly mainstream offer from satellite and terrestrial channels, slower digitalisation in the cable industry has meant that many network operators in Europe have lower levels of digital content, particularly when it comes to High Definition programming. But with the growing demand for HDTV, digital cable networks need to offer similar levels of HD content and Video-On-Demand (VOD) to stay competitive.

The KabelKiosk digital cable platform of channels provided by Eutelsat's German subsidiary is addressing this demand with the launch in the last quarter of 2009 of an outstanding VoD offering and an attractive HDTV package to meet the expectations of cable operators.

The KabelKiosk HD-package will deliver up to ten High Definition channels, including entertainment, music, documentary, youth and lifestyle content. KabelKiosk's CEO, Martina Rutenbeck commented at ANGA Cable 2009, where the announcement of the new services was made: "With the upcoming launch of an HD package and VOD services, KabelKiosk will again set a benchmark for the cable industry. The ongoing growth of our platform will consolidate KabelKiosk as the most important promoter and enabler for the digitalisation process of cable networks in continental Europe."

The KabelKiosk platform already provides a variety of the very best digital entertainment channels, outstanding sport and movies. It offers attractive Free TV and subscription channels as well as an international package of channels broadcasting in nine different languages. Currently, more than 250 operators deploy KabelKiosk packages to enhance the competitiveness of their networks, to more than 200,000 households in Germany and Europe.

For more information on KabelKiosk's new HD offer, visit [www.kabelkiosk.de](http://www.kabelkiosk.de)



## 12<sup>th</sup> HOT BIRD™ Awards on its way

The HOT BIRD™ TV Awards, the prestigious ceremony that recognises excellence in thematic satellite broadcasting, are now in preparation for their 12th edition.

Eutelsat, the main sponsor of the event, initiated the HOT BIRD™ TV Awards in partnership with Eurovision and Sat Expo, to shine a spotlight on thematic channels, which enrich and diversify the broadcasting experience for many millions of viewers.

Hundreds of channels from around the world enter this annual competition, with the winners selected by an independent panel of media experts. An International Jury will shortlist three channels per thematic category, on the basis of dynamic approach, quality and creativity.

New for 2009 is a special award for initiatives in 3D broadcasting, and thematic channels broadcasting via Eutelsat in Africa will also enter the competition, for the first time.

Marta Bertolini, a Director at Italy's FOX Channels, a winner in 2008, pointed to the recognition that a HOT BIRD™ Award brings: "The HOT BIRD™ TV Award for FOX Channels Italy represents a prestigious recognition for the work we have been doing in cooperation with SKY Italia for five years. Honouring FOX, our premier entertainment channel, confirms the appreciation of high quality television that this award bestows. We hope that in 2009 we will gain more awards for our other 12 channels."

This year's winners will be announced at a gala ceremony, which will be held in Venice on Friday 20 November.

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

### >> EXHIBITIONS CALENDAR

**COMSYS**  
15 – 18 September  
London  
[www.comsys.co.uk](http://www.comsys.co.uk)

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