

# via



Bringing you Eutelsat coverage from around the world.



## EVER EXPANDING UNIVERSE

Our 2009 survey into market penetration for cable and satellite reveals a picture of universal growth

ITALY EXTENDED  
FASTWEB extends Italian  
broadband coverage  
with Tooway™

NUMBERS NOW  
How Thomson Reuters  
keeps the figures moving

WE HAVE LIFT OFF  
Eutelsat launches new satellites

March 2009

via  
eutelsat



>> BIS TV ADDS CHANNELS AND LAUNCHES OFFER FOR HOTELS AND COMMUNAL RESIDENCES

Since the end of 2008, the French platform BIS TV has added four new channels to its basic Panorama offer, including the French national channel M6, entertainment channel W9 and two thematic channels; Encyclopédia and Animaux. This takes the basic offer supplied by BIS to 30 channels, with additional options including access to movie channels.

The group has also recently developed an offer specifically designed for hotels and communal residences such as hospitals and retirement homes. BIS TV Collectivités offers communal residences all the national channels, the best of DTT channels, and a wide selection of thematic channels. A decreasing tariff system makes the offer adaptable whatever the size of the institution, and the service can be implemented on any television distribution system whether analogue, digital or IPTV network.



>> ASC LAUNCHES NEW ALBANIAN DTH PLATFORM

Albanian Satellite Communications (ASC) has launched Tring, a new DTH pay-TV platform for Albania. The new platform began broadcasting on Eutelsat's W2 satellite at 16° East in October 2008.

Tring offers 20 channels, including those produced in-house, such as Tring Super, the film channel, Tring Serial for series and Made-for-TV films; Tring Gallery, a general entertainment channel and Tring World, a documentary channel. International channels include MTV Europe, National Geographic Channel Europe, Fox Crime South East Europe and Fox Life South East Europe.

>> ANTENA 1 SIGNS UP FOR THREE MORE YEARS AT 16° EAST

Antena 1, the Romanian TV platform that has broadcast via Eutelsat's W2 satellite since 2005, has renewed capacity for another three years at Eutelsat's 16° East neighbourhood.

Antena 1's general entertainment channel includes news, talk shows, comedies, game shows, films and locally-produced fiction series. Broadcasting 24 hours per day, almost 60 percent of programming is produced locally. Sister channels include Antena 2, 24-hour news channel Antena 3, Euforia Lifestyle TV aimed at women, and Antena International for Romanians living abroad.

With over 300 channels, Eutelsat's W2 satellite at 16° East is the leading neighbourhood for digital broadcasting in central Europe, including the Balkans.

new SIGNALS >>

>> TRAVEL CHANNEL SPEAKS DEUTSCH ON KABELKIOSK

Travel Channel will launch a fully German version in May via Eutelsat's KabelKiosk platform. The German launch is the 16th language version operated by Travel Channel International, Europe's leading travel broadcaster.

Travel Channel Chief Executive Richard Wolfe pointed to the geographic relevance of the launch: "Germany is Europe's largest television market and it also has the largest number of outbound travelers. This deal expresses our long-term

commitment to providing a customised service for Germany and other German speakers."

KabelKiosk, the Direct-to-Cable package commercialised by Eutelsat's German subsidiary, serves more than 250 cable and IPTV affiliates with about 2.8 million households in Germany, Austria, Switzerland, Luxemburg and Denmark. Travel Channel will announce further distribution deals for the German language service in the next few weeks.

>> PLATFORMA HD BOOSTS CAPACITY ON EUROBIROD™ 9 WITH NEW SD PACKAGE

Launched in 2008 on Eutelsat's EUROBIROD™ 9 satellite, Platforma HD, the Russian pay-TV operator, is expanding its offer with Platforma DV, a new package of 20 Standard Digital channels. Platforma DV launched on February 1, via a second transponder leased by National Satellite Company on EUROBIROD™ 9, which provides coverage to satellite homes across western parts of Russia, as far as the Urals.

The new package includes 12 Russian flagship channels covering sport, music, cinema, news and lifestyle: Rossija, Sport, Vesti, Kultura, Bibigon, Pervyj, Pjatyj, NTV, TNT, STS, Ren TV, Muz TV, Zoo TV, Kinopokaz, Telep utešestvija, TonusTV, Avto Plus, Kuchnja TV, Komediya TV and 365 Days. The platform will be available to Direct-to-Home subscribers in western parts of Russia with 60-90 cm antennas.



new generation network. The French farming community is now also benefiting from a Tooway™ solution via Euralis.

As ever, we look forward to meeting you at this year's CABSAT in Dubai. We will be revealing some of the latest developments with our many partners within the satellite and cable industry, with a particular focus on strengthening communications throughout Africa, the Middle East and central Asia.

Olivier Milliès-Lacroix  
Commercial Director



EDITORIAL

Eutelsat is once again pleased to announce its findings from the 2009 survey into multi-channel market status, which shows that pay-TV platforms have continued to grow across the regions, particularly in Eastern Europe. Other highlights include the continuing trend of specific satellites utilised for particular audiences.

Our progressive launch plans through 2011 are covered in Over & Out, following on from the successful launches of HOT BIRD™ 9 and HOT BIRD™ 10. These two events alone will initiate a programme of redeployment and co-location for various satellites, giving us a broader offer to clients across our key neighbourhoods.

Elsewhere in this issue, we take a look at the continuing success of our Digital Cable Platform, KabelKiosk, which continues to expand its service and is moving satellites to Eutelsat's 9° East video neighbourhood, in order to secure room for further growth of channels and services.

Tooway™, our satellite broadband offering, is gaining ground across Europe, enabling almost total coverage for Italy within FASTWEB's

inside via March 2009

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# the view from ABOVE >>

## Awards for high flyers

### The HOT BIRD™ TV Awards 2008 recognises the very best in satellite broadcasting

Venice's Scuola Grande di San Giovanni Evangelista was the magical setting for the HOT BIRD™ TV Awards 2008, which took place at the end of the year.

Initiated by Eutelsat, in collaboration with Eurovisioni and Satexpo, the HOT BIRD™ TV Awards is the only international event which recognises the excellence of thematic satellite television channels broadcasting across Europe. The ceremony, which assembled 200 executives from the broadcasting and satellite industries as well as advertisers, policy makers and the media, began with a glimpse into the future with a series of films screened in 3D.

The international jury of media experts who drew up the shortlist of this year's winning and runner-up channels was highly impressed by the innovative programming concepts and

commitment to quality shown by the 130 participating channels from 17 countries.

New creative concepts, which were rewarded, include: MelodyZen, the HDTV channel which enables viewers to create a mood by matching video to one of three soundtracks; Fox Italia for its new domestic productions; and Romania's TVR International for tackling challenging social issues.

Natalia Glisenti of MelodyZen commented on the channel's award: "It is a fantastic encouragement for an independent HDTV channel to receive this prestigious international prize. After less than a year since the launch of our interactive well-being channel, this reward acknowledges and underlines how the originality of MelodyZen's concept is a source of success."

#### Special awards and a 3D future

A Special Prize was given to Russia's NTV Plus for its longstanding commitment to high-quality content, and to France's Orange TV in recognition of the significant impact it is making in the broadcasting landscape with Orange Sport and Orange Cinema Series.

Giuliano Berretta, Eutelsat Chairman and CEO opened the prize-giving ceremony saying; "The HOT BIRD™ TV Awards continues to go from strength to strength. Over the last 10 years we have seen the emergence of digital broadcasting and more recently of HDTV. Full immersion into a 3D experience could be the next leap forward in broadcasting and we believe satellites can help to usher in this new era."

Natalia Glisenti of MelodyZen receives the HOT BIRD™ TV Award for innovative HDTV programming.



HOT BIRD™ TV Award Winners for 2008		
Category	Channel	Language
HDTV	MelodyZen.Tv	French
Children's	Raisat Smash	Italian
Cinema	Propeller TV	English
Culture/ Education	365 Days TV	Russian
Special Mention	Edusat	Polish
Documentaries	The Biography Channel	German
Fiction	Fox	Italian
Lifestyle	Alice	Italian
Joint winners	Türkmax	Turkish
Special Mention	Fashion TV	English
Special Mention	Nigezie	English - Nigerian
Music	C Music TV	English
News	RBC-TV	Russian
Sport	Setanta Ireland	English
National Window	TVR International	Romanian
Excellence Award	Planete	Polish
Special Award	SKY Cinema 1	Italian
Special Recognition	Euronews	English, French, German, Italian, Portuguese, Russian, Spanish, Arabic
People's Choice	Duna TV	Hungarian



## Moving on

### Eutelsat's KabelKiosk is relocating thanks to a year of dynamic growth in channels and subscribers

Following its most successful year in 2008, with over 200,000 homes now subscribing to its comprehensive offer, and the number of channels increasing from 70 to 110 in the last 12 months, KabelKiosk, Eutelsat's Digital Cable Platform, is moving satellites to Eutelsat's 9° East neighbourhood, in order to secure room for further growth of channels and services.

For a period of three months from March, KabelKiosk will be simulcast at the 9° East position and from Eutelsat's ATLANTIC BIRD™ 2 satellite at 8° West. The dual illumination will allow all cable network partners to transition to the new KabelKiosk feed-position at 9° East.

#### Accompanying the analogue transition

By offering a multiplicity of new channels and innovative services, KabelKiosk is making an important contribution to the full transition of the German cable market from analogue

to digital. Independent cable operators already partnering with Eutelsat Deutschland to accelerate the switch to digital include TeleColumbus, one of Germany's three largest cable companies.

In March 2009, Eutelsat will extend the basic digital package of German-language commercial channels available through KabelKiosk from 30 to 50. HSE24, 1-2-3tv, i-music, Yavido and Poker Channel will constitute part of the new offer. The Family XL entertainment package of 15 channels will also be expanded by a minimum of six channels. Additional new interactive services for cable networks are planned, as well as a feed service to provide IPTV platforms with KabelKiosk offerings.

#### Developments at 9° East

The broad expansion of KabelKiosk's offer for the German cable market will be supported by the platform's transfer from March to

Eutelsat's newest video neighbourhood at 9° East. Currently occupied by Eutelsat's EURO BIRD™ 9 satellite, capacity at this position will almost double at the beginning of March with the arrival of Eutelsat's 38-transponder satellite, HOT BIRD™ 7A. This move will be made possible by the entry into service in mid-February of Eutelsat's recently-launched HOT BIRD™ 9, which will take over from HOT BIRD™ 7A at 13° East.

Martina Rutenbeck, Managing Director of Eutelsat Deutschland commented: "With the additional capacity that our growing 9° East position can offer the German cable market, all requirements are assembled for significant growth of subscribers, channels and cable partners for KabelKiosk. We are very excited by this new step in our digital cable product and the increased contribution it can make to supporting the transition of German cable networks to a fully digital environment."



# Universal growth

## Eutelsat's 2009 market research survey into multi-channel market status reveals the growth of satellite reception across Europe and beyond

The study confirms further progress of many of the major trends already identified in Eutelsat's 2006 Survey. It also highlights important developments in terms of TV reception and the growth of video neighbourhoods serving specific regions.

### Satellite continues to forge ahead

Already in 2006 Eutelsat's far-reaching Survey revealed that cable and satellite homes had passed the tipping point of 50% penetration of TV homes across Europe, North Africa and the Middle East. Two years on, cable and satellite homes now account for 54% of the 354 million TV households in 45 countries included in the Survey, up from 51% in 2006. Cable and satellite reception continues to gain traction, with 5% growth per year between 2006 and 2008 in comparison to a 3% decrease of terrestrial TV households despite strong take-up of IPTV, which now reaches into nine million homes.

With 9% satellite growth per year between 2006 and 2008 compared to 1% cable growth, satellite reception of TV channels continues to demonstrate its particular attraction to the viewing public. A staggering 109.5 million homes today receive satellite TV within the footprint of Eutelsat's Survey, compared to 86.8 million homes wired for cable.

Satellite analogue reception has been steadily fading away within the footprint, giving way to digital reception. It decreased to 10.8 million households in 2008, with German and French analogue satellite households representing the majority, with 7.3 million and 2 million respectively.

**Double-digit satellite growth in Eastern Europe, the Middle East and North Africa**  
Satellite reception in well-developed markets in Western Europe has kept up expansion, growing at a steady pace of 4% per year, while it has accelerated at double digit rates

in the Middle East and North Africa. In Eastern Europe, the rapid rise of multi-channel reception has triggered massive satellite growth of 21%.

Pay-TV continues to drive satellite reception, growing by 15% per year while free-to-air satellite reception maintains its attraction for viewers, expanding by 9%. The star performer in the pay-TV market is Eastern Europe where reception increased by 75% per year, reflecting the launch of new offers and the expansion of existing platforms.

### Continued dynamic of Eutelsat video neighbourhoods

With a total of 187 million satellite and cable households in 2008, up from 170 million in 2006, Eutelsat's video neighbourhoods reach into virtually all satellite and cable homes in the countries covered by the Survey.

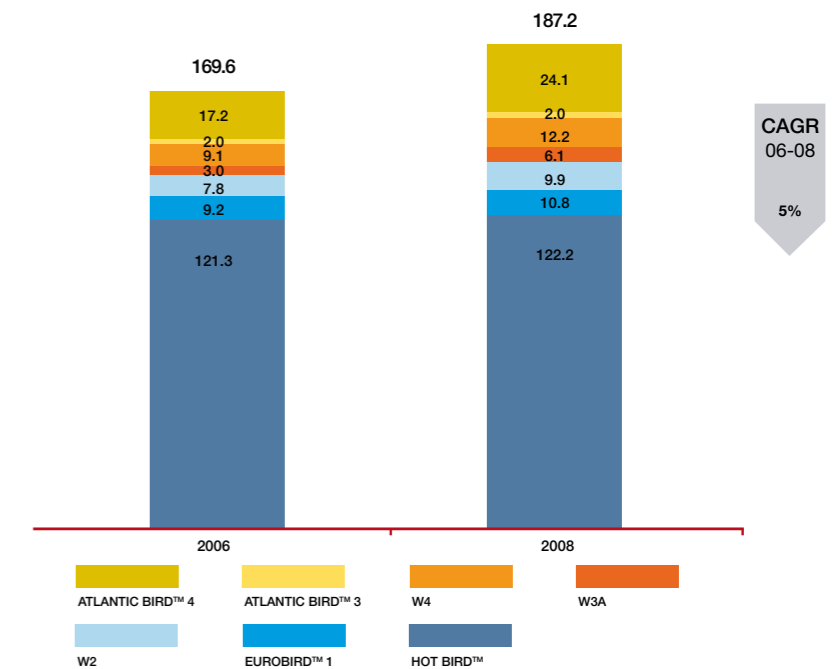
Even with the emergence of new regional-specific neighbourhoods, reception from

Eutelsat's flagship HOT BIRD™ neighbourhood has continued to expand, tapping into 122 million homes. Within this industry-leading total, HOT BIRD™ satellite reception recorded steady growth of 4% per year, reaching into a community of 52 million homes.

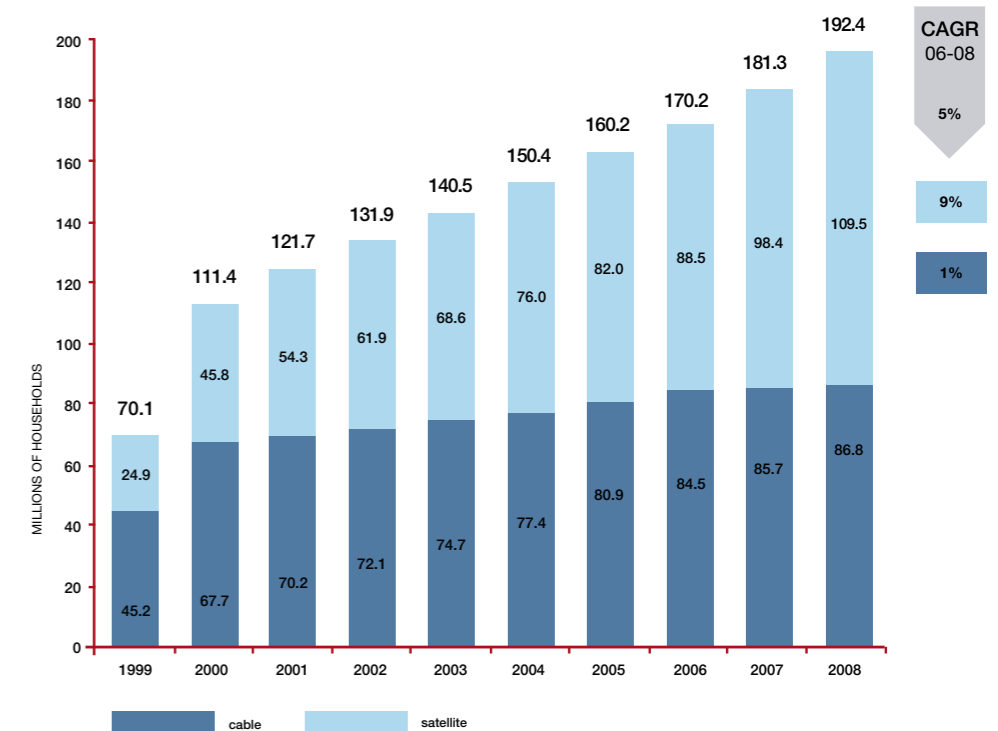
With a number of key regions experiencing stellar audience growth via specific satellite neighbourhoods developed by Eutelsat, the major trend confirmed in the 2006 Survey has continued. The highest performing neighbourhoods include:

- The W4 and SESAT 1 satellites, serving dynamic television markets in Russia and the Ukraine, and which have seen their audience hit 12 million homes, up 16% per year.
- W2, a key neighbourhood for central Europe, which has grown 12% per year to reach 10 million homes.
- W3A, mainly dedicated to Turkey and Turkish communities increased its audience by 43% per year to reach six million households.
- ATLANTIC BIRD™ 4 increased its audience in the Middle East by 18% to reach 24 million households.

## >>> CABLE AND SATELLITE AUDIENCE BY SATELLITE



## >>> CABLE AND SATELLITE RECEPTION



### >>> 7° West, a star video neighbourhood for the Middle East

The 7° West position, occupied by Eutelsat's ATLANTIC BIRD™ 4, is a key neighbourhood for broadcasting in the Middle East. The number of homes equipped to watch channels using this neighbourhood has increased by 18% per year over the last two years to hit 24 million homes today. As the satellite audience has expanded, the number of channels attracted to 7° West has shot up over the same period, from 64 to almost 160.

To increase capacity for this dynamic television market, Eutelsat is deploying its recently-launched HOT BIRD™ 10 satellite to 7° West. Rebranded ATLANTIC BIRD™ 4A, Eutelsat's newest broadcast satellite will almost double the transponders the Group operates at this position. ATLANTIC BIRD™ 4's mission will be continued at another orbital position.

# broadcast BITES >>

## Africa is watching

MultiChoice Africa gives its perspective on the challenges that lie ahead for the African pay-TV market



VIA caught up with Harry Pratt, Business Development Manager at MultiChoice Africa, to get his take on what's happening in the African continent's pay-TV market, as well as to hear of MultiChoice Africa's own recent successes and future plans.

### How has the African pay-TV market developed in recent times?

There has been solid growth in pay-TV in Sub-Saharan Africa in recent years, which reflects the general development of African economies. MultiChoice Africa's own subscriber numbers have grown strongly and now total over 830,000: an increase of more than 200,000 from September 2007 to September 2008.

### What are the immediate challenges facing the African pay-TV market?

The biggest challenge will be economic volatility. Overall income levels and GDP per capita in Sub-Saharan Africa remain low and growth is expected to continue to show some resilience. However, traditionally pay-TV tends to benefit from tighter consumer conditions

as households opt for family entertainment instead of expensive "out-of-house" options. In this regard, MultiChoice Africa's breadth of premium family channels should position the company well.

### How do you intend to overcome the tough economic times ahead?

We have a range of competitively priced bouquet options that cater for all income levels, which we believe will give us an advantage and we expect to further expand our share of the market. We also intend to continue innovating, not only in channel content, but also in introducing new technology. For example, we are currently rolling out HD PVR across our markets, which gives our subscribers cutting edge entertainment technology.

### Tell us about DStv, MultiChoice Africa's bouquet offering?

DStv offers subscribers a compelling product based on competitive pricing, strong local content, unmatched international content and channels, and an unrivalled depth and

breadth in quality sports coverage. During 2008 we added four BBC channels, a second channel dedicated to African programming, Africa Magic Plus, the Inspiration channel, ESPN Classic, National Geographic Wild, Channel Islam, Nickelodeon and new free-to-air channels in key countries in which MultiChoice Africa operates.

### What are your plans for the future and how will Eutelsat's W7 satellite, which launches later this year, fit into your strategy?

W7 will give us additional capacity, enabling us to expand the number of channels we offer and to develop our service to countries in the horn of Africa. It will also allow MultiChoice Africa to bring another first to Africa with the delivery of high definition channels to subscribers in Sub-Saharan Africa. We have invested more than one billion dollars over the past ten years, in both infrastructure and content, across 48 countries and the introduction of HDTV channels will further enhance our offering, to ensure it is in line with the best operators from around the world.

## TV landmark in Belgium

TéléSAT launches first French-speaking pay-TV package in Belgium

January 19, 2009, marks a symbolic date in the Belgian Francophone TV landscape with the launch of TéléSAT, the first satellite TV package for French-speaking Belgium. Announced by Airfield Media Group one year ago, the TéléSAT platform technically started on December 8, 2008 at the HOT BIRD™ video neighbourhood, with its official launch on January 19.

TéléSAT is the French-speaking counterpart to Airfield Media Group's TV Vlaanderen, the satellite platform for Flemish-speaking Belgium, which launched in 2006 and already has over 75,000 subscribers.

Another first for Wallonia is that TéléSAT is one of the first platforms to broadcast in MPEG 4. TéléSAT-labelled set-top-boxes are HD-Ready and enable subscribers to watch programmes broadcast in high definition.

To benefit from the diverse satellite TV offer in Europe, TéléSAT's set-top-box combined with a dual-feed LNB, provides access to over

800 television channels both free-to-air and by subscription.

The exceptional variety of programmes includes European public service channels, channels from RTL and AB Groupe, CNN, CNBC, 2M Morocco, Al-Jazeera, Disney Channel, TV 5, FRANCE 24, EuroNews, Russia Today, and the HD version of Arte. In addition to a wide range of programmes, TéléSAT's launch campaign highlights its convenient "roaming" feature as the Smartcard can be used in any terminal in the home or holiday home.

Eutelsat is providing TéléSAT with turnkey signal processing from its teleport in Rambouillet (near Paris), in addition to the lease of satellite capacity. Before being uplinked to 13° East, the channels, encrypted in Nagravision's Mediaguard 3 at TéléSAT's studios, are aggregated in a multiplex operated by Eutelsat, which includes channels from RTBF, FRANCE 24 and Eurosport.

*Kurt Pauwels, Managing Director TéléSAT, Yann Guyonic, Operations Director / VP TéléSAT, with Fadila Laanan, Minister of Culture and Media for the Government of the French Community of Belgium, pictured together at the launch of the channel.*



## Budding TV viewers

Al-Jazeera Children's Channel launches pre-school children's channel

Al-Jazeera Children's Channel has chosen Eutelsat's HOT BIRD™ video neighbourhood to launch Baraem, a new channel for pre-school children.

Under the patronage of Her Highness Sheikha Mozah Bint Nasser Al-Missned, Consort of the Amir and Chairperson of Qatar Foundation for Education, Science and Community Development, the first pan-Arabic pre-school channel officially went on-air on January 16, from its headquarters in Qatar.

Baraem, meaning 'bud' in English, brings together a colourful programme for pre-school viewers, with music, stories, songs and games. The channel aims "to achieve a conscientious media environment for the Arab youth and child." said Mahmoud Bounded, Executive General Manager of Al-Jazeera Children's Channel.

Baraem currently produces 15 percent of its programme line-up, the remainder purchased from international production houses. The channel plans to follow the same editorial policy as Al-Jazeera Children's Channel, which is to confirm the Arabic identity of its content by ultimately producing more than half of its programmes. The specialised pre-school channel broadcasts free-to-air 17 hours a day.

# broadly SPEAKING >>

## Faster figures

When Thomson acquired Reuters in April 2008, it established one of the largest electronic information providers in the world

The real time financial markets that Thomson Reuters services are amongst the most challenging in the world, with a need for speed, accuracy and reliability on a universal basis. Networks are sized for peak traffic during the day and a growth rate of up to 100 percent per annum. Market data is well suited to broadcasting and satellites have been used for this purpose for the past 20 years.

With the rapid growth in real time update traffic, the focus is turning towards maximising capacity and supporting this rapidly growing traffic. Thomson Reuters is now using DVB S2, which provides enterprise networks with improvements in transmission efficiency, FEC coding and receiver thresholds, all of which are crucial to the problem of real time traffic growth.

David Smith, Network Architect at Thomson Reuters explains some of the features and benefits of this additional standard: "The technology has been designed to operate in both DVB S and S2 modes so video subscribers can switch seamlessly between



channels coded with different standards. It also enables data networks to upgrade with a one time network wide switch."

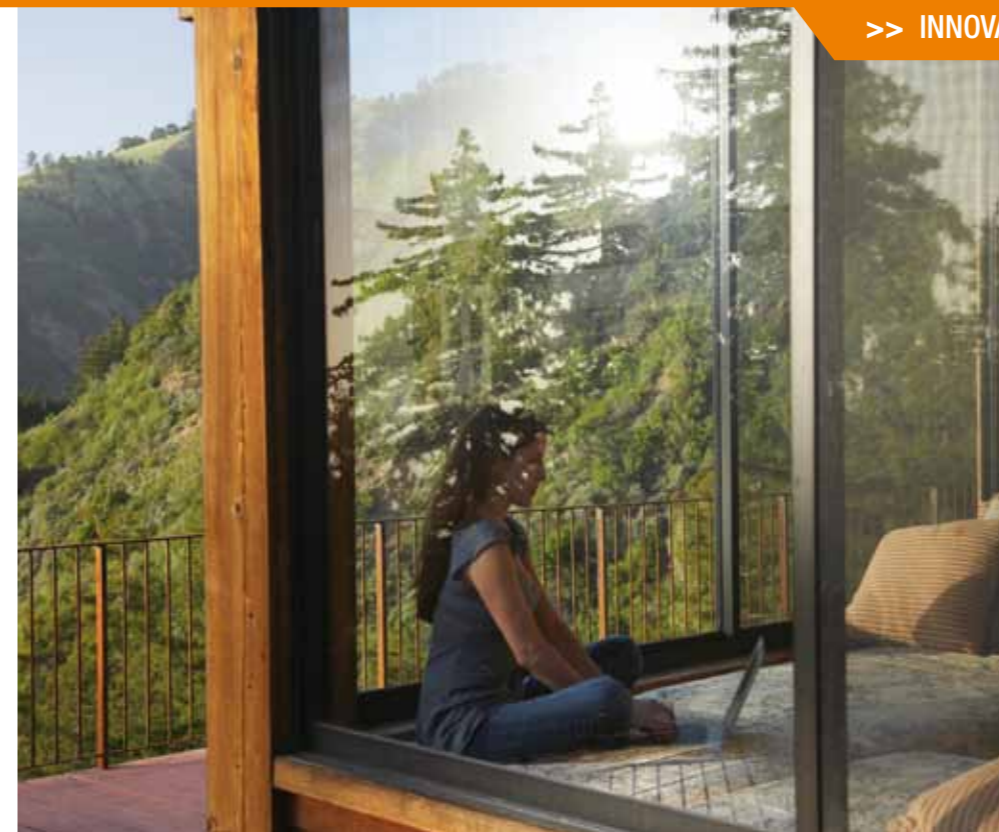
### Doubling network capacity

Thomson Reuters introduced DVB S2 into the European network after installing next generation receivers at more than 2000 sites. The network uses two transponders on Eutelsat's W3A satellite to distribute IP multicast traffic directly to client sites and 15 city level distribution centres (DVB PoPs).

DVB S2 provides a forty percent gain in capacity per transponder. A similar gain was made by

applying compression to the underlying data. Together these techniques have doubled Thomson Reuters network capacity to 100 Mbps, sufficient to transmit 250,000 updates per second.

David Smith points to the global benefits of satellite: "The new technology is being deployed worldwide to provide a highly cost effective solution to the rapid growth in real time update traffic. Whilst Europe has the largest population of satellite based users, the networks in Asia, Africa and Latin America are also being upgraded to DVB S2. Eutelsat satellites provide optimum coverage of Europe with an excellent record of service reliability."



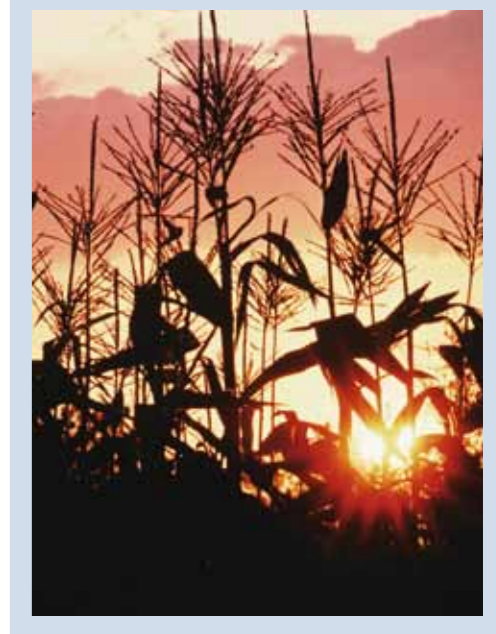
## Modern farming methods

Farmers' cooperative Euralis chooses Tooway™ for satellite broadband

Sat2Way, a distributor of Eutelsat's satellite broadband Internet service Tooway™, has signed an agreement with Euralis, the leading farming cooperative in South-West France, enabling members who are unable to receive ADSL to have access to the benefits of broadband.

Euralis represents 15,000 farmers, 3,000 of whom have farms located beyond the range of broadband terrestrial networks. Broadband access is vital for the agricultural profession today, with farmers conducting multiple administrative formalities via Internet. They can also consult the latest prices for cereals and raw materials while online and access the Euralis Group's extranet.

Maxime Tucou, Euralis Extranet Manager, commented upon the development: "We want to modernise our relations and information exchanges with our members by making full use of the Internet. The agreement with Sat2Way lets us equip all our farmers with broadband Internet access at no extra cost compared to a traditional terrestrial Internet connection."



## Italy working towards total coverage

FASTWEB, one of Italy's leading broadband telecommunications companies, is using Eutelsat's Tooway™ service to extend broadband reach

FASTWEB's new generation network reaches approximately 50 percent of the Italian population and an additional 30 percent are reached with wholesale connections. So Tooway™, with its unlimited satellite reach, represents the ideal complement to their broadband infrastructure.

Tooway™ will enable FASTWEB to eventually be able to connect the entire population of Italy to broadband. Roberto Contin, FASTWEB's Director of the Executive Business Unit explains: "The great advantage of the Tooway™ satellite connection is that FASTWEB will be able to reach those areas of Italy where it is unfeasible to build landline infrastructure and where, at present, there is no broadband connection at all. These areas represent approximately six percent of the country and are mainly in sparsely inhabited mountainous areas."

Initially, FASTWEB's prime target will be the public administration offices in areas not covered by a broadband infrastructure. Administrative bodies in Italy are particularly concerned with the issue of reducing the digital divide and see the development of satellite broadband as a solution to this problem.

The service will subsequently be extended to business and residential customers in these areas.

"FASTWEB's aim has always been to use every technological tool available to bridge the digital divide and serve the entire country," explains Mario Mella, FASTWEB's CTO. "With Tooway™ we have found an innovative solution guaranteeing high performance and reliable service."

The Tooway™ service provides two-way wireless Internet access using Ka-band capacity on Eutelsat's HOT BIRD™ 6 satellite. With download speeds of 2 Mbps it is the most advanced satellite-based solution on the market today, with prices comparable to ADSL. In 2010, Eutelsat's KA-SAT satellite will operate over 80 beams in Ka-band, to serve as many as one million users and deliver speeds up to 10 Mbps per terminal.

FASTWEB's agreement with Eutelsat has received a widespread welcome, not least in the press, as the extension of broadband to cover 100 percent of Italy is considered to be a trigger for economic development.

# Expanding in space

Investing in the future has always been a core objective for Eutelsat. So the launches of HOT BIRD™ 9 and HOT BIRD™ 10 from the European spaceport in Kourou, French Guiana, represent another major step forward in Eutelsat's in-orbit investment programme for 2008-2011.

## HOT BIRD™ 9 joins the world's leading satellite neighbourhood

HOT BIRD™ 9 has joined 13° East, Europe's leading satellite neighbourhood with nearly 1,100 channels serving an audience of 121 million homes in Europe, North Africa and the Middle East. The satellite entered service on February 17 in a seamless transfer for users from HOT BIRD™ 7A, which was subsequently released for redeployment at 9° East, Eutelsat's newest video neighbourhood, almost doubling the number of operational transponders from 20 to 38.

By collocating HOT BIRD™ 9, HOT BIRD™ 8 and HOT BIRD™ 6, Eutelsat has achieved an industry-leading inter-satellite redundancy level at 13° East. The inter-satellite sparing programme will be completed when HOT BIRD™ 10 enters service at 13° East. The three identical high-capacity satellites built by EADS Astrium are capable between them of providing redundancy to secure all 102 frequencies operated at this location.

## HOT BIRD™ 10 continues Eutelsat's fleet expansion programme

HOT BIRD™ 10 is a high-capacity satellite optimised for video broadcasting. Launched on February 12, it will support Eutelsat's expansion at 7° West, a key video neighbourhood for the Middle East, until its final deployment at 13° East.

### Next up: W2A

W2A will be launched on March 28, replacing

The launch of HOT BIRD™ 10, February 12.



W1 at 10° East, one of Eutelsat's most longstanding orbital locations for data and professional video networks. W2A will almost triple Ku-band capacity available at this location, with a fixed Widebeam footprint serving Europe, North Africa and the Middle East and a second fixed beam over southern Africa and Indian Ocean islands.

The satellite will introduce C-band capacity at 10° East for broadband and telecommunications services in Europe, Africa, the Middle East, India and Latin America, enabling interconnections across these continents.

W2A will also feature a major innovation by carrying Europe's first S-band payload enabling delivery, for the first time, of mobile multimedia broadcast services directly onto user mobile terminals and vehicles in Europe.

## >> LAUNCH CALENDAR

Satellite	Orbital Position	Coverage	Launch Schedule
W2A	10° East	Europe, Africa, Middle East	2009
W7	36° East	Europe, Russia, Africa, Middle East, Central Asia	2009
W3B	16° East	Europe, Africa, Middle East	2010
KA-SAT	13° East	Europe, North Africa, Middle East	2010

## >> EXHIBITIONS CALENDAR

**CABSAT / 3 – 5 March / Dubai**  
[www.cabsat.com](http://www.cabsat.com)

**Oil & Gas Satellite / 11 – 12 March / London**  
[www.smi-online.co.uk](http://www.smi-online.co.uk)

**SATEXPO / 19 – 21 March / Rome**  
[www.satexpo.it](http://www.satexpo.it)

**SATELLITE 2009 / 24 – 27 March / Washington D.C.**  
[www.satellite2009.com](http://www.satellite2009.com)

**MIP TV / 30 March – 3 April / Cannes**  
[www.miptv.com](http://www.miptv.com)

**SATCOM / 6 – 9 April / Johannesburg**  
[www.terrapinn.com/2009/satcomza](http://www.terrapinn.com/2009/satcomza)

**COMMUNIC'ASIA / 16 – 19 June / Singapore**  
[www.communicasia.com](http://www.communicasia.com)

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