

via

Bringing you Eutelsat coverage from around the world.



The BIS TV Boost

The changing face of French satellite TV

MORE SPACE

Eutelsat plans to launch seven new satellites

OVER THE ALPS

Swisscom signs up to Tooway™ satellite broadband

A BIG LEAP

TDA launches Algeria's national DTT



March 2008

via
eutelsat

inside **via** March 2008

03 IN THE NEWS

All the latest from the world of satellite broadcasting, with a brief round-up of Eutelsat's headline news stories.

04 SEVEN UP

Eutelsat are set to increase coverage and capacity with seven new satellites over the next two years.

06 BIS COVER

BIS TV, a new pay-TV platform opens up choice in the French satellite TV market.

08 IN EXCHANGE

HiTV launches in Nigeria and ENEX is making the news headlines.

09 THE BIG LEAP

Algeria takes a major step towards becoming a fully digital environment.

10 TGV CONNECTIONS

Large-scale testing of Internet access on SNCF's TGV EST EUROPEEN service.

11 SWISS ACCESS

Tooway™ will provide Switzerland with total broadband connectivity.

12 FOUR BY FOUR

Eutelsat and Nissan Europe team up to provide TSF with a communication centre 'on wheels'.



Eutelsat's communications system control centre at its Rambouillet teleport

EDITORIAL

At the end of December 2007, Eutelsat's satellites were broadcasting almost 3,000 television channels, representing an increase of over 500 channels in 12 months. This industry-leading performance shows the continuing draw of our video neighbourhoods, which provide programmers with reach into over 165 million satellite and cable homes across Europe, the Middle East and Africa.

While our longstanding HOT BIRD™ neighbourhood continues to attract new digital entertainment services, Eutelsat's newer video neighbourhoods are also on a fast track of growth. Some of the new platforms that have chosen our satellites and services over the last months include BIS TV, the new low-cost platform for France, and Entertainment Highway's HiTV offer for Nigeria. In the cable market, Tele Columbus, one of Germany's leading cable operators has selected our EURO BIRD™ 9 satellite to drive the digital transition of cable homes in Europe's leading cable market.

New broadband services are also entering the market at a rapid pace and none faster than a new Internet access service on board high-speed trains operated by France's SNCF. Currently in test on TGV East trains, this ground-breaking new service, which Eutelsat has developed in partnership with Orange,

Cap Gemini and Alstom, gives passengers the opportunity to surf the web at 320 km an hour. The launch of our new broadband service, Tooway™, is another breakthrough, giving homes the opportunity to access a 2Mbps service with no dependency on a terrestrial connection. You can read more about Tooway™ in this newsletter and how Swissom, one of Europe's leading telcos has selected our new service as a key component of a far-reaching national broadband programme.

These are just some of the activities you can read about in this issue of our Via Eutelsat newsletter. They demonstrate our commitment to delivering products and services that are of real value to users and we look forward to the opportunity to discuss them with you and share ideas on how satellites can further benefit individuals, enterprises and public agencies around the world.

Olivier Milliès-Lacroix
Commercial Director



new

SIGNALS



>> MELODYZEN.TV BRINGS WELL-BEING TO HDTV

MelodyZen.tv, a new concept in well-being TV, is using Eutelsat's EUROBIRD™ 9 satellite to deliver its signal across Europe in high definition, as well as standard definition in 16/9 format. Broadcasting 24-hours a day, MelodyZen.tv's programming is a combination of landscapes, zen music, the sounds of nature and relaxation methods. There are also three audio channels: MelodyZen 100% Pure Natural Sounds, MelodyZen Music and MelodyZen Well-being.

MelodyZen.tv's launch on EUROBIRD™ 9 boosts the rapid take-up of channels broadcasting from Eutelsat's newest video neighbourhood. From its location at 9° East, the close proximity of EUROBIRD™ 9 to Eutelsat's HOT BIRD™ satellites at 13° East also opens opportunities for reception from both neighbourhoods, with off-the-shelf dual-feed domestic dishes. The channel is uplinked by Eutelsat from its teleport in Rambouillet, near Paris.

>> TELE COLUMBUS TO ESTABLISH A DIGITAL PLATFORM IN THE SKY

Tele Columbus, one of Germany's leading cable operators, with more than 3.7 million subscriber homes, and Eutelsat's German subsidiary, Eutelsat Deutschland, have announced plans to establish a unique platform for bundling digital channels and services for German cable homes from Eutelsat's EUROBIRD™ 9 satellite. The move marks a milestone in accelerating the long-awaited transition of Germany's cable market from analogue to digital.

The new platform will officially launch in May 2008, starting with two transponders. Tele Columbus plans to ramp up to five transponders hosting more than 50 digital channels and services. The initial offer of 20 private German channels will be multiplexed, encrypted and uplinked to EUROBIRD™ 9 by Eutelsat. The platform is also an important step in extending KabelKiosk's digital service to independent cable operators. The KabelKiosk service provided by Eutelsat Deutschland already delivers 60 channels to more than 230 cable network operators in Germany.



>> C MUSIC CHOOSES EUROBIRD™ 9

C Music: C for Classical, C for Cinema and C for Chill Out, broadcasts exclusive music videos 24-hours a day, uninterrupted by advertising. The channel started broadcasting on Eutelsat's EUROBIRD™ 9 satellite, located at 9° East, on 30 October 2007, making it available to the bouquets of cable, satellite and IPTV operators across Europe.

Already available in France, Germany, Portugal, Romania, the Czech Republic and some Baltic states, further European launches are planned in 2008. The channel is also available on Eutelsat's W5 satellite at 70.5° East, which serves Asian markets. C Music takes a unique 'pop' style music video approach to the Classical, Chill Out and Film Soundtrack genres, playing only short segments and sequences and is a shop window for symphonic classical music.

>> HD SUISSE LAUNCHES ON HOT BIRD™ 8

Switzerland's SRG SSR idée suisse has launched HD suisse, a 24-hour channel broadcasting films, concerts, operas, documentaries, drama series and children's programmes in Switzerland's four national languages. Priority is given to HD coverage of live events, led by sport, with upcoming highlights to include live coverage of the UEFA EURO 2008™ from June this year.

HD suisse is the collective offer of SRG SSR idée suisse's national broadcasters, namely; Schweizer Fernsehen (SF); Télévision Suisse Romande (TSR); Televisione Svizzera di lingua Italiana (TSI); and Televisiun Rumantscha (TvR), with international HD content completing the mix. Broadcast via Eutelsat's HOT BIRD™ 8 satellite, HD suisse is available Direct-to-Home and by cable. For copyright reasons, the satellite signal is encrypted in Viaccess with reception restricted to Switzerland.



>> DIGIT-ALB INTRODUCES TWO HD CHANNELS

Digit-Alb, Albania's digital pay-TV platform, has introduced the first HD services to the country, launching its HD1 and HD2 channels. Both HDTV channels offer a mix of general entertainment and sports. Highlights will include the UEFA EURO 2008™, and premium football from England, Germany and Italy.

Subscribers to the new service require a HD-ready television set and a decoder equipped with Conax encryption and a smartcard. Digit-Alb currently broadcasts over 30 TV channels via Eutelsat's W2 satellite at 16° East. By December 2007, Digit-Alb had 150,000 subscribers, confirming its position as the top digital TV platform in Albania.

the view from ABOVE >>

More space to communicate

Seven satellites due to launch before end 2010

To meet the needs of media, telecom and government service providers across the globe, Eutelsat is implementing one of the world's largest in-orbit investment programmes with seven new satellites due to launch before the end of 2010. Combining security, expansion and innovation, the programme will enable the continued delivery of information and entertainment to people at home, in the office or on the move.

HOT BIRD™ 9 and 10: unique inter-satellite redundancy at 13° East

The HOT BIRD™ constellation at 13° East constitutes one of the world's most powerful broadcasting systems, with 102 operational transponders and more than 1100 TV channels. To consolidate in-orbit security at this strategic neighbourhood, Eutelsat has initiated a programme of three identical satellites to ensure full in-orbit redundancy. HOT BIRD™ 8, the first of this new generation of satellites was launched in August 2006. It will be joined this summer by HOT BIRD™ 9 and during the first quarter of 2009 by HOT BIRD™ 10. Built by EADS Astrium, on Eurostar E3000 platforms, these satellites will each carry 64 Ku-band transponders.

W2M: supporting double digit growth in TV channels at 16° East

W2M is the second Eutelsat satellite due to launch in 2008, and the first contract to be awarded to a new industrial alliance between EADS Astrium and ISRO, the Indian Space Research Organisation. W2M will operate typically 26 transponders in Ku-band and up to 32 depending on operational modes. The new satellite will replace W2 and provide additional capacity at 16° East, which benefits from strong Direct-to-Home (DTH) markets in Central Europe and Indian Ocean Islands, broadcasting more than 300 TV channels. In addition to a fixed beam coverage over Europe, North Africa and the Middle East, it will also carry one steerable beam, which can be re-oriented in orbit according to market requirements, notably towards Africa and

central Asia, consolidating Eutelsat's high levels of commercial flexibility.

W2A: boosting Ku and C-band resources at 10° East and opening satellite-based S-band services in Europe

Due to launch in early 2009, W2A will replace W1, expanding resources at 10° East. Based on the Thales Alenia Space Spacebus 4000C4 platform, W2A will conduct its primary mission with up to 46 transponders in Ku-band and a C-band payload of 10 transponders. The Ku-band payload will be connected to a fixed widebeam over Europe, North Africa and the Middle East providing capacity for business networks and broadcast services. A second fixed beam will serve southern Africa and Indian Ocean islands. The C-band mission of 10 transponders will provide pan-African coverage for broadband and telecommunications services.

W2A will also carry Europe's first S-band payload. Operated by a joint venture between Eutelsat SA and SES Astra, the S-band payload will open a new frequency spectrum in Europe, bringing together satellite and terrestrial re-transmitters in a single, ubiquitous network for new-generation mobile services. Two main markets present major potential uses for this payload: digital television and radio services to mobile handsets and interactive services on board vehicles.

W7: ensuring continuity for SESAT 1 and tripling Eutelsat's broadcast capacity from 36° East

Ordered from Thales Alenia Space for launch during the third quarter of 2009, W7 will carry up to 74 Ku-band transponders, making full use of the Ku-band frequency spectrum. With three times more capacity than the SESAT 1 satellite it replaces, W7 will be co-located with W4 at 36° East, and provide six footprints covering Europe, Russia, Africa, the Middle East and Central Asia. A key mission will be to support the development of major digital television platforms in Russia and sub-

Saharan Africa, two rapidly expanding markets where Eutelsat has been one of the leading suppliers of satellite capacity since 2000. Over the last year, these markets have shown a 45% growth in the number of channels broadcast, with 336 TV channels. The Central Asian beam will be targeted notably at the oil and gas sector for voice and data services using DVB-RCS applications with 90/120cm antennas.

W3B: bringing in-orbit security and increasing capacity by more than 50% at 7° East

W3B is the most recent satellite to be ordered by Eutelsat, and will be based on the Thales Alenia Space 4000 platform. Due for launch in second quarter 2010, the new satellite will join the W3A satellite at 7° East, one of the Group's most established and strategic neighbourhoods serving markets across Europe, Africa, the Middle East and central Asia. With 56 transponders, it will enable W3A's anchor clients to benefit from significantly enhanced in-orbit security, and will increase capacity at Eutelsat's 7° East location by more than 50 per cent.

The satellite will have three principal missions: a high-power coverage optimised for DTH over central Europe and in particular Turkey; a vast footprint over Europe, North Africa, the Middle East and central Asia for professional data and video networks; and a Ku-band coverage over sub-Saharan Africa and Indian Ocean islands for telecommunications and broadband services. Interconnection with Europe will also be possible with the African coverage through a combination of Ka-band frequencies in Europe and Ku-band frequencies in Africa. Up to 16 transponders will provide two-way communications between Europe and Africa, associating Ku and Ka-band frequencies with switching managed by the satellite. This architecture is specifically designed to serve networks with hub stations located in Europe and user terminals in Africa.



>> KA-SAT AT 13° EAST

A multi-spot Ka-band satellite driving consumer entertainment services to new frontiers

Based on the EUROSTAR E3000 platform, KA-SAT will be the first satellite in Europe to operate exclusively in Ka-band frequencies. It will form the cornerstone of a major new satellite infrastructure, which will dramatically expand capacity for consumer broadband services across Europe and the Mediterranean Basin and provide new opportunities for local and regional television markets.

Scheduled for launch in mid-2010, KA-SAT will join the three HOT BIRD™ Ku-band broadcast satellites at 13° East. This co-location at Eutelsat's flagship neighbourhood will enrich the range of consumer entertainment services offered from the Group's prime neighbourhood, enabling homes equipped with dual-frequency antennas to enjoy TV channels in Ku-band and triple-play services in Ka-band.

Equipped with more than 80 regional spotbeams, KA-SAT's design is spearheading new developments in satellite technology. This multi-spot architecture and extensive frequency reuse by groups of beams covering

distinct regions will result in exceptionally high levels of efficiency. With an operational capacity of more than 70 Gbps it will be possible for a single satellite to connect over one million households to broadband. KA-SAT will supply Eutelsat with a substantial platform for the expansion of its Tooway™ consumer broadband service, launched in 2007 via Ka-band capacity on the HOT BIRD™ 6 satellite.

Eutelsat is working with ViaSat on the KA-SAT programme, using ViaSat's advanced SurfBeam® DOCSIS® technology for the gateways and user terminals. Two years after its deployment in North America, SurfBeam® DOCSIS® technology is already providing broadband connectivity for over 325,000 subscribers. On the back of this strong consumer demand, ViaSat announced in parallel to Eutelsat the launch in 2011 of its ViaSat-1 Ka-band multi-spot satellite for the North American market.

Using common technologies, the KA-SAT and ViaSat 1 satellite programmes will enable

considerable economies of scale, making satellite Internet accessible to a broad number of homes. KA-SAT multi-spot architecture will also bring new resources optimised for local and regional television channels targeting specific geographic audiences. With an exceptionally high throughput, up to 900 Mbps for each spotbeam, shared on the forward and return paths, it will be possible to manage video applications requiring very high bit-rates, particularly distribution of HD digital cinema and 3D television.

“KA-SAT's design is spearheading new developments in satellite technology.”

OFFRE PANORAMA



BIS TV boosts French pay-TV

France's satellite market opens up with the launch of a low-cost pay-TV platform

As 2007 drew to a close, the French satellite market opened up with the launch by AB Groupe of the new pay-TV platform BIS TV, which broadcasts via satellite from two key Eutelsat video neighbourhoods; HOT BIRD™ and ATLANTIC BIRD™ 3.

AB Groupe's offer represents a major event in the French TV landscape, by providing new choice to French satellite viewers. AB Groupe, which is also one of France's leading production companies, launched its package on 10 December, bringing BIS TV to French homes via satellite and broadband Internet.

Panorama, the basic package, offers 26 channels including France's longstanding national and DTT channels. Additional options include access to five film channels. Subscriptions to BIS TV start at 4.90 EUR a month and go up to 13.90 EUR a month.

As well as providing AB Groupe with satellite infrastructure, Eutelsat has also devised a set-top box specification, which has been adopted by multiple manufacturers of satellite receivers and guarantees availability of features including automatic channel numbering, automatic software updates and parental lock.

Subscribers to BIS TV acquire a pack from their regular high-street retailers, comprising a decoder with Viaccess encryption and a smartcard. Homes that are already equipped with a Viaccess decoder simply require the BIS TV smartcard.

Building a fully digital broadcasting environment for French homes

In order to optimise the availability of BIS TV to satellite homes across France, AB Groupe is broadcasting its new platform from two of Eutelsat's most established video

>> ON THE BOX

Manufacturers are introducing satellite decoders into the market with a 'Via Eutelsat' label, which guarantees the availability of key features

BIS TV recommends the purchase of a decoder with the label 'Via Eutelsat', which guarantees optimum viewing criteria. Developed by Eutelsat, this label ensures:

BIS TV channel guide

- Improvement in channel navigation. The decoder automatically classes channels, enabling viewers to locate channels more easily (ordered automatically according to the BIS TV service plan);
- Channels broadcast 'in-the-clear' are indexed in a separate list, and can be indexed automatically by theme or country;
- Any new channels or a change of broadcast parameters (e.g. frequency) is automatically indexed in the list of channels without the need for the viewer to reconfigure the decoder.

Automatic update of the software via satellite

- New decoder functions can be uploaded automatically via satellite;
- The decoder includes additional functions that may be required in the future.

Re-enforced parental control

- During the initial installation of the decoder, the viewer is asked to configure the level of parental control desired (-10, -12, -16, -18), ensuring viewers' awareness on this children safety function.

Regional versions

- The decoder is able to manage automatic switching to regional versions of channels.

Six of the big manufacturing names in satellite decoders have already opted to comply with this specification and are offering equipment labeled 'Via Eutelsat': METRONIC, OPTEx, PSI, SERVIMAT, VISIOSAT, and WISI.



neighbourhoods, which have successfully served the French market for the last two decades: HOT BIRD™ at 13° East and ATLANTIC BIRD™ 3 at 5° West.

With nearly 500 free-to-air channels, the HOT BIRD™ satellites offer subscribers the possibility of receiving a large range of 'in-the-clear' content on top of the BIS TV package. The HOT BIRD™ satellites broadcast to 2.8 million satellite homes in France (source: Eutelsat 2007).

ATLANTIC BIRD™ 3 at 5° West broadcasts France's national analogue terrestrial channels to more than 2 million homes located beyond range of terrestrial reception. With the availability of BIS TV from ATLANTIC BIRD™ 3, these homes now have immediate and cost-efficient access to a wide range of digital channels without any need to repoint their antennas.

Olivier Milliès-Lacroix, Eutelsat's Commercial Director pointed towards the increasingly digital landscape of France, following the launch of BIS TV; "Over 42% of homes in France are now equipped to receive digital channels, demonstrating substantial viewer appetite for the quality and choice digital can supply. BIS TV offers homes in France a compelling range of leading national and thematic channels. The availability of BIS TV from our two flagship satellite positions serving France is an important step towards building a fully digital broadcasting environment for all homes."

>> PANORAMA AND BEYOND

BIS TV offers a range of packages, from the basic Panorama to the Ultimium bouquet

BIS TV's offering includes general entertainment channels TF1, RTL 9, TMC and Direct 8, as well as movies, music, children's, sports and other thematic channels.

The basic package proposed by BIS TV is Panorama, which offers 26 channels including a majority of France's longstanding national channels and DTT channels, for a cost of just 4.90 EUR per month.

The Cinérama option, with five film channels, is an extra 4.90 EUR per month, as is the Night option. The Ultimium package, which includes the basic offer as well as the two options, sells for 13.90 EUR per month.



broadcast

BITES



HiTV in the mix

HiTV is a new pay-TV platform, which brings an eclectic mix of local and international programming to Nigeria

Nigerian TV viewers can now tune into a new line-up of digital channels via the new pay-TV platform, HiTV which broadcasts from Eutelsat's W4 satellite at 36° East. Commercialised by Entertainment Highway Ltd (EHL), the pay-TV platform went live on satellite in August 2007, showing the dynamic of digital television markets in sub-Saharan markets.

HiTV's mix of 16 channels, includes general entertainment, news, movies and three sports channels that showcase the very best of top flight European football, broadcasting games from the English Premier League, as well as matches from Spain's La Liga and Italy's Serie A.

Interviewed by Via Eutelsat, Chief Executive Officer Toyin Subair, said of the launch; "We aim to be the 'accessible pay-TV television' platform, seeking to create more depth and diversity and a satisfying alternative to existing channels available in Nigeria. It is our aim to make a vital contribution to the development of local programming by reinvesting significant portions of our returns into the sector."

International and locally produced TV channels

Besides an international line up of channels that includes BBC World, Trace TV, Sky News, Eurosport News, Nickelodeon, E! Entertainment and GOD TV, HiTV also

broadcasts eight locally produced channels with more in the works. These channels include: Hi Kids, a 12-hour edutainment service catering to children and families; Hi Life, a general entertainment channel for the entire family; Nigezie, a brand new 24-hour music and lifestyle channel with a main focus on Nigerian artistes, music videos and entertainment news; and Hi Nolly, showcasing the best of Nigerian movies.

Having broken into a hugely potent Nigerian pay-TV market, HiTV is adopting a mass-market affordable pricing approach, targeting 100,000 homes in its first year of operation. Six months after its launch, HiTV has over 55,000 subscribers and still counting.

The service is carried on Eutelsat's W4 satellite at 36° East, via one Ku-band transponder connected to a high-power spotbeam, focused over Nigeria.

Using its teleport facilities in Rambouillet, near Paris, Eutelsat is encrypting and multiplexing the platform. It is subsequently uplinked to the W4 satellite by Overon, the broadcasting subsidiary of Abertis Telecom from the Abertis teleport, near Madrid.

Reception is possible throughout Nigeria with a 60cm dish, a set-top decoder and smartcard for N4000 (21.50 EUR) per month.

www.hitv.com.ng

hitv
Correct TV



ENEX in the news

Creating synergies for television broadcasters

The European News Exchange (ENEX) is an organisation that delivers footage and transmission services for SNG (satellite news gathering) operations.

Founded in 1994 by TV stations of the RTL Group, the goal of the non-profit organisation is to exchange news pictures and jointly exploit technical resources. Starting out with six TV stations, ENEX has developed into one of the most important news co-operatives in the world. 33 TV channels are currently members of ENEX, among them most of Europe's leading European commercial broadcasters, including Sky News, RTL TV, TV4 Sweden, NTV Russia, and Antenna TV. The organisation has even outgrown its name, with non-European organisations also joining the network, including CBS (USA), Channel 2 (Israel) and Japan's TBS network.

One of the main activities of ENEX is the exchange of news pictures. The footage is gathered in the Luxembourg Coordination centre, packaged and distributed via regular satellite feeds and flashes to partners. ENEX currently uses a full 72 MHz transponder on the Eutelsat W2 satellite, allowing transmissions from Scandinavia to North Africa, from Ireland to the Urals, including news generating regions as the Middle East, Iraq or Afghanistan.

Currently, ENEX manages 10 permanent digital channels and clocked over 24,000 hours of transmissions in 2007, mostly booked in 10-minute time slots. Additional ad hoc capacity is leased during breaking news and special events.

Looking ahead to UEFA EURO 2008™, ENEX partners are planning major operations in Austria and Switzerland, as well as in China for the Beijing 2008 Olympics. For both events, and in line with the organisation's objectives, the primary goals will be to bring resources together, share facilities and decrease costs for all participating partners.



Algeria leaps forward

Télédiffusion d'Algérie rolls out DTT via satellite

The Algerian broadcasting sector has taken a major leap towards becoming a fully digital environment, with the launch by Télédiffusion d'Algérie (TDA) of the national Digital Terrestrial Television (DTT) package.

The service is being rolled out in two phases. The first phase, in December 2007, saw TDA providing a free-to-air broadcasting package of three television channels (La Chaîne 1, Canal Algérie and A3) and four radio stations (CH I, CH II, CH III and RAI – Radio Algérie Internationale), with further channels set to join the package before the end of this year. With the first batch of terrestrial transmitters being activated, channels are also being delivered to DTT transmitters for terrestrial re-broadcasting since January 2008.

TDA has leased one 36 MHz transponder connected to the ATLANTIC BIRD™ 3 steerable spotbeam, centred over Algeria. This footprint enables TDA to provide high-power coverage of the entire Algerian territory, the Maghreb region and Mediterranean Basin countries for DTH reception with 60cm antennas.

Access to all DTT channels for all Algerian homes

Homes equipped with a satellite dish pointing to ATLANTIC BIRD™ 3's orbital position of 5° West have free access to all channels in the package. TDA's objective is to ensure access to DTT channels for all Algerian homes as quickly as possible, both in urban areas and the most rural parts of Algeria, which is the largest Mediterranean country and the second largest in Africa after Sudan. DTT coverage is expected to reach 70% of the population by 2009.

“TDA's objective is to ensure access to DTT channels for all Algerian homes.”

Tahar Beddiar, Deputy CEO of TDA, said of the development; “It reinforces the relationship of trust between TDA and Eutelsat and demonstrates conclusively our satisfaction with the quality of their broadcasting service delivered. The implementation for direct

broadcasting of our platform of television and radio channels is an important step in the deployment of our Digital Terrestrial Television network.”

Olivier Milliès-Lacroix, Eutelsat's Commercial Director, pointed to the increasing contribution that ATLANTIC BIRD™ 3 has to offer to broadcasters in this region; “We are delighted to be selected by TDA to broadcast Algeria's DTT package. The move further consolidates our ATLANTIC BIRD™ 3 satellite as a core component of broadcasting infrastructure in Francophone markets. TDA's strategy of deploying capacity on ATLANTIC BIRD™ 3 for DTH reception and for delivery of a digital package to DTT retransmitters, serving densely populated areas, will ensure an efficient and cost-effective transition to a fully digital environment.”

TDA joins two anchor clients already using the satellite: Algérie Télécom for enterprise networks, broadband access and VoIP, and Orascom Algérie for broadband services for public agencies and enterprises.

broadly

SPEAKING



Connecting services at 320 Km/h

SNCF launches large-scale testing of its on-board multimedia service

Christmas came a little early for SNCF (French Railway) passengers, traveling on its TGV EST EUROPEEN service, east of Paris. On 7 December 2007, TGV launched its multimedia service, providing customers with Internet access, using an on-board Wi-Fi network connected to the external Internet via satellite.

Developed by a consortium of companies, including Eutelsat, Orange, Cap Gemini and Alstom, the new service is being commercially tested by the SNCF. The 'Service and Internet Access Portal', available to both 1st and 2nd class travelers, offers TGV customers the possibility to manage their emails, follow the latest news, access their Intranet, choose a restaurant or a show, surf on the web, play games, follow their trip on a map or watch the news, throughout their journey.

The satellite connection is provided by Eutelsat's ATLANTIC BIRD™ 2, at 8° West. Selected by SNCF for its strong European coverage, high-power and elevation angle, ATLANTIC BIRD™ 2 is particularly well-adapted for the TGV EST EUROPEEN's

area of circulation, which includes Germany, Switzerland and Luxembourg; the trial service started on these routes in January 2008.

Surfing at 320 Km/h

Eutelsat has created a new antenna for the service, in collaboration with TES in Italy. The omni-directional antenna installed on each train is small enough to comply with the rail environment, sufficiently high-powered and efficient to ensure data transmission at 320 km/h, and capable of functioning in a rugged environment, characterised by vibration, acceleration and extreme temperatures.

The service is being commercially tested, on a free-of-charge basis, on four TGV EST EUROPEEN trains. Customer satisfaction is measured via a survey carried out on board, which examines issues such as: who is the customer? what is the acceptable price? under what conditions?

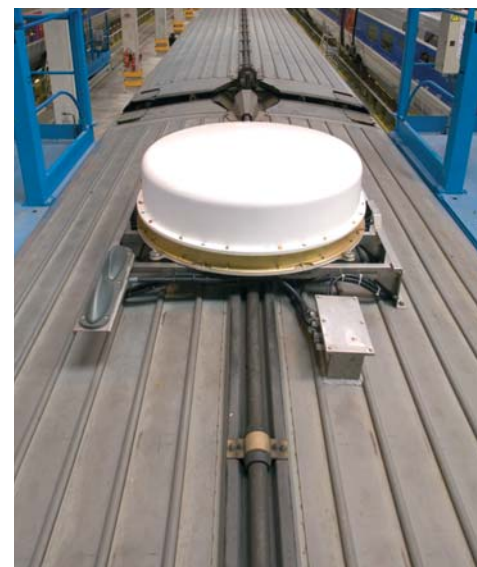
With the technical innovations required to ensure a continuous service at high-speed, traffic flows optimised to give the maximum number of users access to the service, plus

the commercial innovations involved in such a rich portfolio of services, the deployment is a first in an emerging market. The new rich multimedia service represents a 19m EUR investment for the research phase alone.

Rolling out the service

Depending on the results of the test phase, SNCF will decide in mid-2008 how it intends to take the service further. The customers of TGV EST EUROPEEN could gradually benefit from the service for a complete coverage of all 52 trains by 2009. 2000 km of lines would then be covered, i.e. the whole East network and its connections towards Germany, Switzerland and Luxembourg. From 2010, the new multimedia service could be extended to the whole fleet of over 400 high-speed TGV trains in France.

With this new offering, TGV is innovating and enhancing its services, based on real expectations from its customers - business as well as leisure. This gives them a major differentiation advantage, both in France and in international markets.





The sky's the limit for Swisscom

Swisscom signs up for Tooway™, providing Switzerland with total broadband connectivity

Swisscom, the leading telecommunications company in Switzerland, has recently signed up for Eutelsat's Tooway™ satellite broadband service that we announced in our last issue of Via Eutelsat. Swisscom won a tender from the Swiss Ministry for Telecommunications to make broadband connectivity available to all residential Swiss customers, irrespective of their location, as of January 2008.

Eutelsat's satellite-based consumer broadband service was chosen by Swisscom following an exhaustive assessment of wireless broadband access solutions able to address homes beyond the range of terrestrial broadband networks. Swisscom selected Tooway™ in particular for its high performance and scalability.

Launched in Europe in late 2007, Tooway™ unites the skills of Eutelsat and ViaSat, a world leader in innovative satellite broadband services. Using Ka-band capacity on Eutelsat's HOT BIRD™ 6 satellite for both forward and return links, Tooway™ is based on the SurfBeam® DOCSIS® broadband satellite system developed by ViaSat and already widely deployed in North America. ViaSat's SurfBeam® DOCSIS® terminals are already

used by over 325,000 subscriber homes in North America to deliver ADSL-like services, with a peak of almost 90,000 units shipped over the last three months.

Providing full coverage over all Swiss territory

From its position in orbit at 13° East, HOT BIRD™ 6 provides Swisscom with full coverage of Swiss territory. The service will be supplied to households via Bluewin, Swisscom's Internet Service Provider. From its Zurich facilities, Bluewin will be connected by fibre to the Tooway™ Network Operation Centre managed by Eutelsat's broadband affiliate Skylogic in Turin.

For the user, the compact Tooway™ consumer satellite terminal comprises an Outdoor Unit (ODU) with a 67cm dish and an Indoor Unit (IDU) or modem that interfaces to a WLAN Router with a WAN interface. This device connects over LAN or WLAN (802.11g) to a PC or home network via a standard Ethernet/WLAN connection.

Eutelsat Communications Chairman and CEO Giuliano Berretta said of the Swiss development; "This clearly demonstrates the

ability of Tooway™ to deliver a comparable service to terrestrial broadband networks, with ease of use and high levels of scalability to accompany growth. It is the first step towards the provision of affordable satellite consumer broadband services throughout Europe and the Mediterranean Basin in the Ka-band."

Eutelsat plans to further its Tooway™ venture in Ka-Band with the launch of KA-SAT in 2010 (see page five); the first fully dedicated multi-spot Ka-band satellite that, together with ViaSat's SurfBeam® DOCSIS® ground system, will have the capacity to serve over one million subscribers with high-speed and improved performance.





TSF on Patrol

Nissan Europe and Eutelsat are the driving force behind a communications initiative for Télécoms Sans Frontières

Eutelsat has teamed up with Nissan Europe, to provide Télécoms Sans Frontières (TSF) with a 4x4 'off-road' vehicle, fully equipped with a satellite communications centre. The vehicle and its equipment will ensure TSF's prompt mobilisation at disaster sites and optimise communications activities during crisis interventions.

The vehicle was handed over to Jean-François Cazenave, TSF's President, at a ceremony in Paris at Eutelsat's headquarters. The initiative was piloted by 3i3s, an international institute dedicated to global airspace and applications, which highlights technological applications, as well as affirms humanitarian and social benefits. Every year, 3i3s identifies partnerships to support Non-Governmental Organisations (NGOs) and carry out missions using space technology.

Nissan Patrol 4x4

To assist the mobilisation of TSF's specialist personnel, Nissan donated a 3.0L Patrol 4x4 vehicle, which will allow easy access to remote locations, often under difficult driving

conditions. The Nissan Patrol has a reputation for dealing with the harshest terrain and its ability to reach otherwise inaccessible places has made it the vehicle of choice for many aid organisations. The vehicle will be on emergency duty on a permanent basis.

Eutelsat has equipped the Patrol with a 1.2 metre satellite dish, which is connected to a D-STAR broadband terminal that delivers a suite of communications services, ranging from Internet access and Voice over IP (VoIP), to fax and full video-conferencing. As a fully satellite-based service, D-STAR is totally independent of terrestrial networks and takes less than 30 minutes to put into full operation.

TSF plays an essential role in providing NGOs with communication infrastructures by deploying teams within 48 hours of an emergency, anywhere in the world. Since 1998, TSF has supplied telecommunications capabilities for humanitarian aid teams on the ground, helping victims to restore contact with the outside world, by enabling them to get in touch with family and friends.

>> EXHIBITIONS CALENDAR

SAT EXPO / 27-29 March / Rome
Eutelsat stand 78-7
www.satexpo.it

TELECOMP MAROC 2008 / 1-4 April / Casablanca
Eutelsat stand, sector B
www.telecomp-maroc.com

SRN / 2-3 April / Paris
Eutelsat stand, Hall Paris
www.sm-expo.fr

SATCOM AFRICA 2008 / 7-10 April / Johannesburg
Eutelsat stand 16
www.terrapinn.com/2008/satcomza

ITU TELECOM AFRICA / 12-15 May / Cairo
Eutelsat stand 3230
www.itu.int/ITUTELECOM

COMMUNIC ASIA 2008 / 17-20 June / Singapore
Eutelsat stand 6D3-07
www.communicasia.com

VISIT
www.eutelsat.com

Eutelsat Communications

www.eutelsat.com
infomaster@eutelsat.fr

70, rue Balard
F-75502 Paris Cedex 15

tel +33 1 53 98 47 47
fax +33 1 53 98 37 00



eutelsat
COMMUNICATIONS