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Bringing you Eutelsat coverage from around the world.



A new star is born

Introducing EURO BIRD™ 9,
Eutelsat's DTH star that gives
broadcasters and consumers more
options than ever

WAY TO GO

The launch of Tooway™ heralds
a new era of broadband Internet
via satellite

MOBILE MOVEMENTS

S-band is set to shake up the
mobile world

BROADCAST FOCUS

Exciting new developments in
African and Russian TV

September 2007

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eutelsat

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EDITORIAL

Eutelsat's participation at this year's IBC shows more than ever that Europe's leading satellite operator sits at the heart of a broadcast and broadband world fast transitioning into razor sharp video, always-on connectivity and mobile networks delivering rich interactive content.

As digital video markets take off across Europe, the Middle East and Africa, our main activity of television and radio broadcasting to cable and satellite homes has never been busier. While over the last 12 months our HOT BIRD™ position has registered 13% take-up in channels, to 1,100, the volume of channels broadcasting through our other emerging video neighbourhoods shows an even more impressive 47% increase, to 1,113.

In this issue you can read about new pay-TV platforms in Portugal, Slovenia and sub-Saharan Africa that have selected our capacity and services, as well as about expanding platforms in Russia, Poland, Turkey and Germany. You can also see what we are doing to optimise the valuable and finite resource of frequencies and orbital positions in geostationary orbit.

The most recent example of our growing in-orbit resource is EUROBIRD™ 9, our new neighbour for the HOT BIRD™ position. From 9° East, this 20-transponder high-power satellite is optimised for DTH broadcasting across Europe, North Africa and the Middle

East and has already been selected by Europe's newest pay-TV platform, Portugal's TVTEL Satélite. With its proximity to our HOT BIRD™ position, satellite homes can receive channels from both positions with low-cost monoblock LNBS or a second LNB easily clipped onto an existing dish. EUROBIRD™ 9 paves the way in Europe for a new era of multi-satellite reception which is already standard in North America.

Eutelsat has also been keenly watching in North America the successful take-up by more than 250,000 consumers of new satellite Internet services based on ViaSat's SurfBeam DOCSIS® two-way broadband satellite system.

Building on our longstanding collaboration with ViaSat for enterprise broadband solutions and in-flight communications for business jets, we are again joining forces to deliver a new affordable, high-quality consumer broadband satellite service in Europe. Called Tooway™, this new service presents consumers who only have the prospect of dial-up Internet access

"...EUROBIRD™ 9 paves the way in Europe for a new era of multi-satellite reception which is already standard in North America."

to look forward to, with a service providing upstream and downstream communications by satellite, and approaching terrestrial broadband services in terms of price and speed.

These are just some of the subjects we will be presenting over the coming months and we look forward to meeting you at IBC and other future events, where we would be delighted to talk to you about how we can work together to capitalise on new opportunities in broadcasting and broadband markets.

Olivier Milliès-Lacroix
Commercial Director

new

SIGNALS >>

>> EUROSPORT 2 BRINGS LIVE ENGLISH FOOTBALL TO HUNGARIAN AND ROMANIAN VIEWERS

On August 11, EUROSPORT 2 started a brand new, fully-localised format including the English football Barclays Premier League, broadcast live and exclusively for the next three seasons in Hungary and Romania, where it is the most watched of all European football leagues. EUROSPORT 2 provides over 600 hours per year of live Premier League football, with commentary by national sports journalists and football experts.

The new EUROSPORT 2 feed is available on Eutelsat's HOT BIRD™ 8 satellite and already distributed via cable, DTH and IPTV by several operators in both countries including Boom TV, Dolce, Max TV, Antenna Hungaria, Fibernet and T-Kabel.

Targeting a young audience, EUROSPORT 2 offers a wide variety of team sports, live, including the handball Champions' League, the basketball ULEB Cup, the volleyball World League and World Grand Prix. The channel's offer also includes motor sports, tennis, new disciplines and sports news.



EUROSPORT 2 highlights its Barclays Premier League programming, which will bring some of the world's most exciting players to Romanian and Hungarian TV screens

>> CYFRA+ TO EXPAND ITS HD OFFER IN POLAND

In July this year, CYFRA+, the Polish digital satellite platform, owned and operated by French media company CANAL+, expanded its HD offer to three channels, adding National Geographic Channel HD and CANAL+ Film HD to its line-up. In the same month, CANAL+ Sport HD also began broadcasts of the Polish Football League (Orange Ekstraklasa) in High Definition, with almost 100 Polish matches available this season in HD.

Jacques Aymar de Roquefeuil, Chief Operating Officer of CANAL+ Cyfrowy

commented;

"When preparing the HD offer we selected the channels which guarantee the most attractive content and spectacular experience: the only sports premium channel in Poland, the best film premium channel, and the most awaited documentary channel.

This complete offer, available in Poland only via CYFRA+ on HOT BIRD™ 7A, will allow viewers to discover the many advantages of viewing High Definition television."



>> NEW CHANNELS AND NEW SERVICES FOR DIGITURK

Digiturk has signed a new deal with Eutelsat for capacity on the W3A satellite, to support continued expansion of Turkey's leading pay-TV platform.

First introduced in 2000, the Digiturk package operates from the 7° East orbital position where it uses the regional high-power transmit coverage of Eutelsat's W3A satellite to beam channels into Turkish subscriber homes.

The platform today consists of more than 150 TV, radio and interactive channels and offers a range of domestic and international programming. Disney Channel Turkey is a new addition to the package, following an exclusive broadcasting agreement with Digiturk signed earlier this year. The capacity on W3A will also allow Digiturk to prepare the arrival of video-on-demand services and HDTV by the end of 2007.

>> KABELKIOSK EXPANDS TO LOCAL AND REGIONAL CHANNELS

KabelKiosk has added local channel, Mainz-based, K3 KulturKanal to its mix. This marks the beginning of a pilot phase to boost the range of local and regional channels broadcast to German-language cable homes through KabelKiosk; "There are approximately 250 local and regional cable channels in Germany," said Volker Steiner, Managing Director of Eutelsat Germany. "KabelKiosk offers a highly cost-effective and efficient solution for expanding their audience into German-speaking homes."

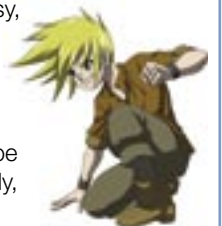
K3 KulturKanal joins the 60 German and international channels available today through KabelKiosk, which is delivered to cable headends via Eutelsat's ATLANTIC BIRD™ 2 satellite, and is marketed to over 260 independent cable networks in Germany, Austria, Denmark, Luxembourg and Switzerland. Visit www.kabelkiosk.de.

>> W2 BRINGS ANIMAX TO GERMANY

Sony Pictures Television International (SPTI) has introduced Animax, its thematic Japanese animation channel, to the German market.

The pay-TV service is aimed at viewers aged 14 to 29 and is available on a number of Germany's leading cable networks and via the IPTV package Alice homeTV on Telecom Italia subsidiary HanseNet.

Broadcast 24/7, Animax is fed to distribution partners via Eutelsat's W2 satellite. Encrypted in Powervu, programmes are broadcast in German and include thriller, action, adventure, horror, fantasy, romance, comedy and science fiction genres. SPTI has also announced that Animax could soon be available in the UK, Italy, Spain and France.



the view from ABOVE >>

Technology on the move

From TV to a new generation of connected cars, the S-band signifies a new age in mobile services

In just over a year, Europe will benefit for the first time from satellite services in the S-band. In early 2009, the W2A satellite, which is currently in construction at Thales Alenia Space, will join the 10° East location in geostationary orbit. It will carry into space the first S-band payload serving Europe, ordered by a joint venture between Eutelsat and SES-Astra.

The S-band is much more than just an additional frequency resource to existing terrestrial and satellite networks. Its arrival will open a whole new space for telecommunications in Europe: one that is optimised for content delivery and two-way communications for small mobile terminals, including on-board vehicles. In parallel to the

development of this new payload in space, substantial groundwork has already been covered to elaborate new technologies for satellite delivery to mobile devices. Earlier this year, the DVB consortium agreed the specifications of a new standard, called DVB-SH, which is perfectly complementary to the already validated mobile standard, DVB-H, as well as 3G standards for cellular networks.

Terrestrial and satellite networks working together

The S-band holds great potential for a wide range of industrial sectors: manufacturers of terminals and network infrastructure equipment, content editors, distributors and broadcasters. Several features render

its arrival truly innovative, starting with its ability to enable terrestrial and satellite networks to operate together – for the first time in Europe – by using a common frequency band in hybrid networks that are totally transparent to users. This complement of terrestrial and satellite infrastructures will make it possible to deliver access to S-band services nationwide, to an unlimited number of users, irrespective of location. How? Because terrestrial transmitters widely deployed in urban areas will take over from satellites for the urban canyons and indoor reception. While outside urban areas, notably in locations lacking terrestrial infrastructure, mobile terminals and vehicles will be able to directly receive the signals emitted by the W2A S-band payload.

A second key feature of the S-band is that it uses frequencies which enable the use of very small omni-directional antennas, also exploiting the advantages of diversity reception. Whether installed in mobile phones, PDAs, in the bodywork of cars, or in rail and in-flight equipment, these antennas will be embedded in the terminal. Users won't even need to know whether the information they are receiving is coming via satellite or a terrestrial relay transmitter.

A third key feature is the important volume of bandwidth and its availability in all European countries (30 MHz in each direction, from 1.98 GHz to 2.01 GHz for the uplink and from 2.17 GHz to 2.20 GHz for the downlink). These significant resources also offer the advantage of being able to support broadcasting services for a large audience and ensuring two-way links for data exchange from mobile terminals to processing centres.

Equipped with these assets, the S-band should be a powerful catalyst in Europe for opening consumer access to tens of TV and digital radio channels per

“The S-band holds great potential for a wide range of sectors in Europe: manufacturers of terminals, content editors, distributors and broadcasters.”



Alcatel-Lucent Agence R.E.A. - Benoit Decout



Audi France, National Geographic

With the S-band, vehicles will become increasingly intelligent

country and associated data broadcasting services.

New levels of road safety

While the flexibility and power of the S-band payload open up a wide range of applications for the general public, it also presents important development opportunities for business applications, including services to car users to increase safety. The spectrum can be used for issuing distress beacons in the event of an accident and delivering access to real-time information on road traffic delays or weather conditions, in the same way that navigational warnings are already displayed by the maritime security in boats. These services, interfaced with navigation devices which are increasingly present in every new vehicle and will become a standard feature in cars with the arrival of the Galileo system, will enable drivers to access local information and bring real-time added value in transport.

As vehicles become increasingly intelligent, they will also become permanently connected via return channels provided by S-band. Your car will automatically pay a motorway or city toll, while a passenger will be able to book a hotel

or a restaurant in a nearby neighbourhood. On the safety side, with automatically or manually activated emergency alerting systems, it will be possible to advise on the nearest recovery service or garage in the event of a breakdown. Cars will also represent invaluable sources of information for institutional authorities as well as civil protection and surveillance services. For example, it will be possible to monitor traffic flows by collecting travel speeds, weather conditions or pollution indexes. Drivers, and the motor industry in general, will be able to benefit in return from this regularly updated data. These characteristics have the potential to constitute significant sources of productivity as well as efficiency gains for industries managing large mobile fleets such as transportation or car-hire.

In extreme conditions, when terrestrial networks have been damaged, or in isolated regions with limited or no infrastructure, the S-band also represents a unique solution for surveillance and rescue teams, guaranteeing a standalone and fully secure communications network everywhere, and in all weathers, via small and virtually ubiquitous mobile terminals.

“The S-band should be a powerful catalyst in Europe for opening consumer access to up to 30 television channels per country or 150 digital radio stations, and data exchanges.”

Eutelsat's W2A satellite



Alcatel Alenia Space



New video neighbourhood at 9° East opens up with EUROBIRD™ 9

Market opens for dual-feed reception of channels from 9° East and 13° East, Eutelsat's premium HOT BIRD™ video neighbourhood

Eutelsat has opened a new video broadcasting location at 9° East, adjacent to its prime HOT BIRD™ neighbourhood. The recently redeployed and rebranded EUROBIRD™ 9 satellite, formerly the high-performance HOT BIRD™ 2, now enables Direct-to-Home (DTH) TV households to receive programmes from both orbital locations using an off-the-shelf dual-feed satellite dish.

Optimised for DTH broadcasting, EUROBIRD™ 9 has 20 high-power Ku-band transponders connected to coverage over Europe, North Africa and the Middle East. Located just four degrees from Eutelsat's premium video neighbourhood at 13° East, the new orbital position has been opened to support TV and radio broadcasting, enabling new thematic channels, regional/local TV broadcasting and High Definition TV channels to broadcast to an already established audience, via capacity at highly attractive rates.

By using a dual-feed LNB, viewers who receive EUROBIRD™ 9 may also benefit from over 1,100 channels at Eutelsat's prime HOT BIRD™ neighbourhood, over 50 per cent of

which are free-to-air. For example, subscribers to Portugal's pay-TV platform TVTEL, which broadcasts from EUROBIRD™ 9 are provided with dual-feed antennas to benefit from hundreds of additional free channels available from the HOT BIRD™ neighbourhood.

This multi-satellite reception is possible thanks to the proximity of the two orbital positions. Eutelsat is actively promoting new low-cost consumer solutions to enable satellite households to easily upgrade their existing equipment to receive channels from 9° East by fitting a second LNB beside the one pointed to the HOT BIRD™ neighbourhood, whether by mono-feed units, or LNB extensions. Increased capacity at 9° East will be ensured by the future relocation of other Eutelsat satellites, as new HOT BIRD™ spacecraft go into service in the coming years.

[A new hotspot for DTH broadcasting](#)

The repositioning of EUROBIRD™ 9 follows the successful launches in 2006 of Eutelsat's HOT BIRD™ 7A and 8 satellites, which have freed earlier HOT BIRD™ capacity for redeployment at orbital positions with

significant growth potential. Together with HOT BIRD™ 6, these powerful HOT BIRD™ satellites today broadcast more than 1,100 channels from Eutelsat's 13° East position.

Giuliano Berretta, Chief Executive Officer of Eutelsat Communications, commented on EUROBIRD™ 9's entry into service: "The deployment of EUROBIRD™ 9 at 9° East, underpins our objective to optimise our video neighbourhoods in order to meet continued demand for capacity for Standard Digital and HDTV channels. It is our conviction that with the availability of low-cost dual-feed antennas for enriching channel reception from more than one orbital location, Europe is poised to move into an era of multi-satellite reception, which is already commonplace in strong satellite markets around the world, notably North America."

[Second largest operator at global level for video broadcasting](#)

According to Northern Sky Research's Global Assessment of Satellite Demand 2006, Eutelsat is the second-largest operator at global level for video broadcasting. With its



>> NEW PORTUGUESE PLATFORM TVTEL SATÉLITE LAUNCHES ON EUROBIRD™ 9

Eutelsat opened its brand new video neighbourhood at 9° East with the Portuguese pay-TV platform TVTEL Satélite. The Portuguese cable and satellite TV operator started broadcasting its nationwide Direct-to-Home (DTH) service on August 1 using two transponders on Eutelsat's latest DTH star, EUROBIRD™ 9.

The platform went live with 20 digital channels, including some of Portugal's most popular TV channels, including Hollywood, MGM, MTV Portugal, Discovery, Panda as well as the four national terrestrial TV channels (RTP1, RTP2, SIC, TVI) and news channel RTPN.

Subscribers receive a kit consisting of a set-top box (equipped with the CONAX conditional access system) and a 60cm antenna equipped with a dual-feed monoblock LNB, enabling them to receive TV channels both via EUROBIRD™ 9 and HOT BIRD™. This gives homes access to the broad range of international channels available free-to-air from the HOT BIRD™ neighbourhood in addition to the TVTEL Satélite package on EUROBIRD™ 9.

Targeting the country's two million analogue terrestrial-only homes, TVTEL Satélite aims with this unique offer to achieve 25,000 subscribers in the first year of operation and 90,000 subscribers within three years.

dual-feed reception solutions at 9° and 13° East, broadcasters gain access to one of the most vibrant markets worldwide for satellite TV and radio, making EUROBIRD™ 9 a cost effective choice for DTH broadcasting and TV distribution to cable/DTT head-ends in Europe, the Middle East and North Africa.

The dual-feed market in Europe is already very popular, with some of the most active distribution markets for dual-feed reception including African and North African communities in France, receiving HOT BIRD™ and Arabsat or Nilesat, and the Balkan countries who receive Eutelsat's W2 satellite at 16° East and the HOT BIRD™ satellites at 13° East.

Dual-feed reception of both EUROBIRD™ 9 and HOT BIRD™ is possible using a monoblock LNB solution. Monoblock LNBs integrate two LNBs and a switch in a single unit. They are the ideal choice for new customers buying a new antenna. For existing customers, however, or those who already have an antenna receiving HOT BIRD™ channels, a more simple solution that enables them to continue using their existing antenna configuration is CLIPSAT™. CLIPSAT™ is an additional LNB that is clipped to an existing antenna installation to enable dual-feed reception without needing to re-point the antenna. CLIPSAT™ is easy to fit, and can be bracket mounted to an existing LNB with a single screw.



EUROBIRD™ 9 downlink coverage

>> WHAT IS CLIPSAT™?

- CLIPSAT™: an extension bracket with a second LNB, coaxial cables, and DiSEqC™ switch
- Clips onto an existing LNB pointed at 13° East
- Suitable for a wide range of antennas, from 70cm to 90cm
- Reception quality at 13° East not affected
- Approximate cost (material + installation): 95 euros TTC

broadcast BITES >>

Gateway TV, a new pay-TV platform for Africa

Sports, news and entertainment are the main themes of Gateway TV's DTH package

Gateway TV, a subsidiary of Gateway Broadcast Services, is a newly launched pay-TV platform for sub-Saharan Africa that broadcasts using capacity on Eutelsat's W3A satellite. The platform is already broadcasting in East Africa, Botswana and Mauritius, and plans are in place to roll the service out across many more African nations over the course of 2007.

The best of the English Premiership

Gateway TV (GTV) provides a wide choice of high quality television programming at an affordable subscription price. Its own channels include G Sports 1, G Sports 2 and G Prime.

G Sports 1 addresses the growing popularity of European football in Africa and the love of local African football as well. It includes exclusive live broadcasts of 80% of the UK's Barclays Premier League football games. The license covers 48 sub-Saharan African countries across the continent.

G Sports 2 focuses on other sports popular with viewers in Africa, such as wrestling, boxing, basketball and rugby and also is

looking to introduce and develop audiences for a variety of African sporting leagues.

G Prime is very much a family channel with programming for children in the morning, chat shows, entertainment shows and films throughout the day. The evening schedule brings some of the world's leading dramas, including US hit series "Heroes" to the screen.

Other channels available on GTV include a balanced news bouquet of BBC World, Al Jazeera English and Sky News, as well as Zee Cinema, an Asian channel, and TV5 Monde from France. There's also a good mix of sport, music, movies, entertainment and religious channels. GTV will continue to increase the amount of African TV shows on its channels in due course.

GTV on W3A at 7° East

GTV uses Ku-band capacity connected to the African beam on W3A at 7° East to broadcast direct to homes via satellite in up to 48 sub-Saharan African countries. Its initial 15 channel service is uplinked to one transponder on W3A from Eutelsat's teleport in Rambouillet, near Paris.

Reception is possible in every corner of GTV's target markets with a 90cm dish, a set-top decoder and any colour television. The service is encrypted using NDS encryption. The G channel subscription charges are offered at two rates; G Base is 25USD and G Plus is 35USD. Equipment and set-up costs are approximately 200USD.

The phased rollout of GTV, which began in East Africa, will be followed closely by



Marcel Desailly

launches in Ghana, Tanzania, Botswana, Zambia, Zimbabwe and Namibia.

To mark the roll out of the channel, launch parties took place right across the continent. One of the most notable events was held in Kenya, where Marcel Desailly, former star of Chelsea and France's national team, joined GTV to lend his support and to help publicise Right To Play, a 'sports for development' organization that works with children from all over Africa.

Julian McIntyre, Managing Director of Gateway Broadcasting Services, said; "Africa currently represents the least penetrated pay-TV market in the world, but there is a huge appetite for the premium news, sport and entertainment that pay-TV offers. GTV is committed to providing African viewers with the service they want at a price they can afford. Eutelsat's single, high-powered footprint across the continent will help us to dramatically increase the accessibility of high quality pay-TV to millions of viewers."





MultiChoice broadens its consumer offer

The leading African pay-TV operator rolls out new technology, services and content

As the leading pay-TV operator in sub-Saharan Africa, MultiChoice Africa has partnered with Eutelsat since 2000, using capacity leases to build a subscriber base of over 500,000 homes across the region. Currently, its DStv platform delivers more than 70 television and 40 audio channels, catering for English, Portuguese, Indian and French-speaking communities.

MultiChoice has recently boosted its capacity leases with Eutelsat to support the expansion of pay-TV and group Internet services in sub-Saharan Africa. With the lease of four new Ku-band transponders on Eutelsat's SESAT 1 satellite, MultiChoice is now able to extend its range of digital channels to subscribers in central and East Africa, as well its offer of residential and corporate Internet access through its sister company M-Web.

New content, new services

MultiChoice Africa offers world-class entertainment and programming formats from around the world, such as *Survivor*, and the regional rights to first release blockbuster movies and series from Hollywood. To this end, five new channel additions to their line-up will be announced by the end of the year.

The operator is also committed to the creation of programming 'made in Africa for Africa', and has recently launched the M-Net reality

show, *Big Brother Africa 2*, to a truly pan-African audience, in 48 countries across the continent. DStv audiences now get non-stop 24/7 coverage of the show on the specially created and dedicated DStv channel 37.

A more interactive forum for the show: DStv's channel 37 has an enhanced data application so audiences can find out more about their favourite housemates. It also has an on-screen strapline running 24/7, so that audiences can share SMS messages about housemates, SMS shout-outs to other fans and SMS information for sharing with other viewers.

MultiChoice is also hard at work in developing their infrastructure and new decoders to deliver HD and VOD services to African consumers in the near future.

Trialing DVB-H mobile services

MultiChoice, through various partnerships, is currently trialing Mobile TV services, using the DVB-H standard. The DVB-H technology will allow customers to receive at least 12 channels on a single frequency, giving them access to sports, music, made for mobile and other content directly on their DVB-H enabled handset. Trials in South Africa and Namibia are underway and MultiChoice has begun to make infrastructure preparations to roll-out the service in other African countries.

Total coverage

Serbia Broadband launches Slovenia's first DTH platform in partnership with STN

Eighteen months on from the launch in Serbia and Montenegro of its DTH platform called TotalTV, on Eutelsat's W2 satellite, Serbia Broadband (SBB) is taking a new step in its expansion with the launch of Slovenia's first DTH-platform, TotalTV Slovenia.

SBB is the leading operator of cable and satellite services in Serbia and throughout the Western Balkans region, with more than 500,000 subscribers through cable, DTH and broadband in Serbia and Montenegro alone. According to SBB director Dragan Solak, the launch of TotalTV Slovenia is a new illustration of its objective to accelerate its development by creating programme packages dovetailed for individual countries. Next up will be TotalTV Bosnia which is scheduled to launch in autumn this year. Future plans for expansion include Croatia and Macedonia.

TotalTV Slovenia's launch offer from 1st September includes all of the most popular private channels, POP TV (entertainment, news, sport, movies), Kanal A (entertainment, movies), TV 3 (part of the VIASAT Group; themes include entertainment, sport, movies), TV Pika (100% own production), Carli TV (music channel), with new Slovenian channels to join the offer by the end of the year, such as SportKlub and SportKlub Plus starting in September/October and many more. Together with the existing 40 foreign channels from the TotalTV package (most of them with Slovenian subtitles), this DTH platform will form a unique satellite broadcasting offer for homes located in regions without cable access. The new platform will also offer expatriate communities the opportunity to stay in touch with Slovenian culture, events, news and sports.

SBB is partnering with Slovenia's leading satellite broadcasting operator STN Ltd. to broadcast the new DTH platform. Founded in 2004, STN Ltd is one of the main providers of satellite services in central and eastern Europe, operating over Europe, North America, North Africa and the Middle East with in-orbit capacity in particular on Eutelsat's W2, HOT BIRD™ 6 and ATLANTIC BIRD™ 1.



A first from Channel One

Alexei Efimov, Director of International and Thematic Broadcasting, talks of Channel One's plans for the future

In September 2006, Channel One, Russia's largest TV channel, currently on HOT BIRD™, launched the country's first thematic broadcasting package Digital TV Family (DTF) via Eutelsat's W4 satellite. VIA invited Alexei Efimov, Director of International and Thematic Broadcasting, to tell us about the beginning of DTF and its plans for the future.

Why did you decide to launch a thematic TV package?

There are many different social and economic reasons for the package, but one key reason is the transition to digital broadcasting. This move will significantly increase the number of TV channels available, narrowing the target audiences of each channel and requiring them to define specific thematic niches.

We decided to launch a thematic broadcasting project after a detailed analysis of our colleagues' experience in Russia and abroad. We wanted a family-oriented package, where each household member can find a channel to suit their taste. With the digitalisation of television, viewers expect new quality TV content and our high-quality thematic content shows what this broadcasting technology can offer.

What channels are in the DTF package today?

Apart from Channel One, the "mother" channel, there are four 24-hour, commercial-free, thematic channels: Dom Kino, devoted to Russian and Soviet movies and series; Muzika, a music channel aimed at young

people; Vremya, a biography channel, with biographies, recollections and interviews of important figures in the country's history, past and present; and TV Nanny, a children's channel aimed at 3 to 8 year olds.

TV Nanny is a particularly interesting project as previously there were no specific children's channel in Russia and very little child-oriented content on other Russian channels.

In addition to Russia's pay-TV platform NTV-Plus, the channels are available in the United States and Canada. Do you plan European and Middle Eastern coverage as well?

We also use Eutelsat's W4 satellite as a distribution platform for cable operators in Russia and CIS as well as in Eastern Europe. In addition to the NTV-Plus platform, two of the channels are available on Tricolor TV, the Russian DTH platform, which is also on the W4 satellite. This year, we expect to launch channels in Israel and in other markets with substantial Russian audiences, such as Germany.

What does the future hold for DTF?

We are continuing to develop Channel One's thematic broadcasting, with four or five channels to be launched in 2007-2008. We also have over 30 concepts in the works, and our viewers will decide which channels join the Digital TV Family. We use comprehensive audience surveys and study viewer preferences to find the most popular concepts, which form the foundations for new channels.

As for distribution, cable operators have proved very interested in the package, and we are working to enhance cooperation with cable platforms, both digital and analogue. We are also closely watching the development of IPTV and mobile TV broadcasting in Russia. These technologies are still nascent in the country, but remembering the startling growth rate of cellular communications in Russia, we are keeping a close eye on the development of new media.

Do you think the launch of DTF will spark a boom in thematic TV broadcasting in Russia?

There is no doubt that Russian television is standing on the threshold of a new era. The launch of Channel One's thematic broadcasting project is a milestone for the whole market. Niche broadcasting is entering a phase of active development, and experience in many countries has shown that "supermarket" channels will have to share audiences with emerging niche channels.

Our mission is to lay the foundation for the Russian pay-TV market, using Channel One's experience and expertise in production and programming to guarantee the audience's interest in this new television formula, and we intend to play a key role in the shaping of the market. As for competition, it will boost the development of the market in the next stage. Interesting times are ahead!

RED MEDIA's perspectives

RED MEDIA's Deputy CEO provides an insight into future developments of the successful Russian Group

RED MEDIA is one of the largest thematic TV channel producers in the Russian Federation and the CIS, specialising in thematic and niche channels for cable and satellite television. Major success stories include the channels 365 Days TV, Auto-Plus, Fighter, India TV, Comedy TV, A-minor TV and Series TV.

VIA invited Roman Stolyarsky, Deputy CEO of RED MEDIA, to comment on the Group's strategy within Russia and the countries of the CIS.

"Cable and satellite television is one of the fastest growing sectors in Russia and is attracting significant levels of private investment. New players have emerged, notably for pay-TV services, and in the last year no fewer than 30 new thematic channels have begun broadcasting in Russia, eight launched by our company. However, although the Russian and CIS TV markets have enjoyed undoubted momentum, competition is high.

The pay-TV market is a relatively new phenomenon in Russia, but there are already more than a hundred international and domestic channels. In this highly competitive environment, our company has diversified ways to drive its development. First, we have identified untapped fields as yet uncovered by existing programming and launched break-through channels such as Auto-Plus for car lovers, Fighter, which is a martial arts channel and A-minor, a Russian music channel. In parallel, we are addressing the market for ethnic channels. India TV, for example, a channel entirely dedicated to the Indian community living in Russia and CIS, is now one of the top-selling RED MEDIA channels in our portfolio.

When we launched the channel 365 Days, we took a different kind of risk as there were already a significant number of international documentary channels vying for attention. However, our perception was that Russia was suffering from a lack of quality Russian documentaries and today, a year on from its



RED MEDIA's Deputy CEO, Roman Stolyarsky

launch, 365 Days is proving to be a great success, not only in Russia where it is broadcast via Eutelsat's W4 satellite, but also in Europe where the channel received a HOT BIRD™ TV Award.

As well as the dynamics of new thematic and ethnic channels, we believe that the emergence of High Definition (HD) is a significant factor in the development of pay-TV in Russia and the neighbouring countries. Most of Russia's key sporting events and new films are captured in HD, and last March, RED MEDIA was the first content producer to launch a High Definition channel in Russia when it introduced HD Life. Together with the HD-Film and HD-Sport channels - both produced by NTV-Plus - HD Life forms part of the first Russian HD package launched by the largest Russian DTH pay-TV platform NTV-Plus.

The Russian and CIS markets have demonstrated a healthy appetite for creativity, innovation and high-quality technologies to enhance the way people watch television. The industry continues to see substantial capital investment and there is no doubt that it represents a considerable potential for all the services which will add greater value to the viewing experience."

Russia goes High Definition

NTV-Plus launches its first three HD channels

Russia's leading commercial pay-TV operator, NTV-Plus, recently launched its first HDTV services in Russia through Eutelsat's W4 satellite. The initial HDTV offer supplied by NTV-Plus comprises three channels: HD Kino (cinema), HD Sport and HD Life. HD Kino and HD Sport are produced by NTV-Plus while HD Life is produced by the Russian company RED MEDIA.

The HD content is broadcast using MPEG4 compression, enabling subscribers equipped with a MPEG4 decoder to receive both Standard Digital and High Definition television channels.



www.ntvplus.ru

Taking advantage of the fast take-up in Russia of HD-ready displays, NTV-Plus's objective is to reach between 10,000 and 20,000 HD subscribers by the end of 2007.

NTV-Plus currently offers more than 100 Russian and international TV channels to its subscriber base of more than 560,000 homes in Russia and Ukraine. The launch of the premium HD channels further cements Eutelsat's relationship with NTV-Plus which goes back to the year 2000, when Russia's pioneering pay-TV platform was the first to broadcast from W4.

RED MEDIA
GROUP

broadly

SPEAKING



Tooway™ is the new way to broadband

Launch of the new two-way Internet broadband service via satellite is a first for Europe

Despite considerable progress over recent years, the digital divide is still very much a reality in Europe and is expected to continue this way for many years to come. According to industry figures, approximately 20 million homes in Europe owned a PC in 2006, but had no access to broadband via ADSL or cable networks. Even by 2010, this number is expected to only slightly decrease, to 17.5 million homes.

To address the pent-up demand from consumers with only the prospect of dial-up Internet access to look forward to, the focus of the satellite industry is now on a new generation of two-way satellite services which offer upstream and downstream communications exclusively by satellite, and approach terrestrial broadband services in terms of price and speed.

The most ground-breaking development is the partnership between Eutelsat and ViaSat Inc., which unites the skills of Europe's leading satellite operator, working with its Skylogic broadband affiliate, and ViaSat, a world leader in consumer broadband products and innovative satellite networking systems from the United States. By jointly developing and offering their new service, branded Tooway™, Eutelsat and ViaSat are ushering in an era of affordable, high-quality consumer

which is already in wide use today. To adapt the standard to satellite, ViaSat has developed a satellite air interface that is seamlessly integrated into DOCSIS® head-end termination systems. It leverages low-cost DOCSIS® customer premises chips and software used by more than 20 million cable customers around the world. The standard is already deployed worldwide by service providers including WildBlue, Telesat and Orbit. With over 300,000 terminals delivered. WildBlue has become the world's fastest-growing consumer satellite Internet service. By mid 2007 WildBlue was delivering broadband access to almost 250,000 homes across the USA.

“...the focus of the satellite industry is now on a new generation of two-way satellite services...”

Tooway™ will be available in Europe via Ka-band capacity on Eutelsat's HOT BIRD™ 6 satellite which carries a payload of four Ka-band transponders, each with 72 MHz bandwidth. The service will also be provided via Ku-band capacity on EURO BIRD™ 3.

>> WHAT EXACTLY IS DOCSIS®?

DOCSIS® (Data Over Cable Service Interface Specification) is an international standard developed by Cable Labs and contributing companies. DOCSIS® defines the communications and operation support interface requirements for a data over cable system.

It permits the addition of high-speed upstream and downstream data transfer to a cable network. Many cable network operators around the world use DOCSIS® to provide Internet access over their existing hybrid fibre coaxial infrastructures.

satellite broadband at a fraction of the cost of enterprise-focused satellite services designed for managing multiple work stations and complex network requirements. As a new broadband alternative to homes with low-speed dial-up, Tooway™ can at last change the price/performance paradigm for consumer satellite Internet access in rural areas across Europe.

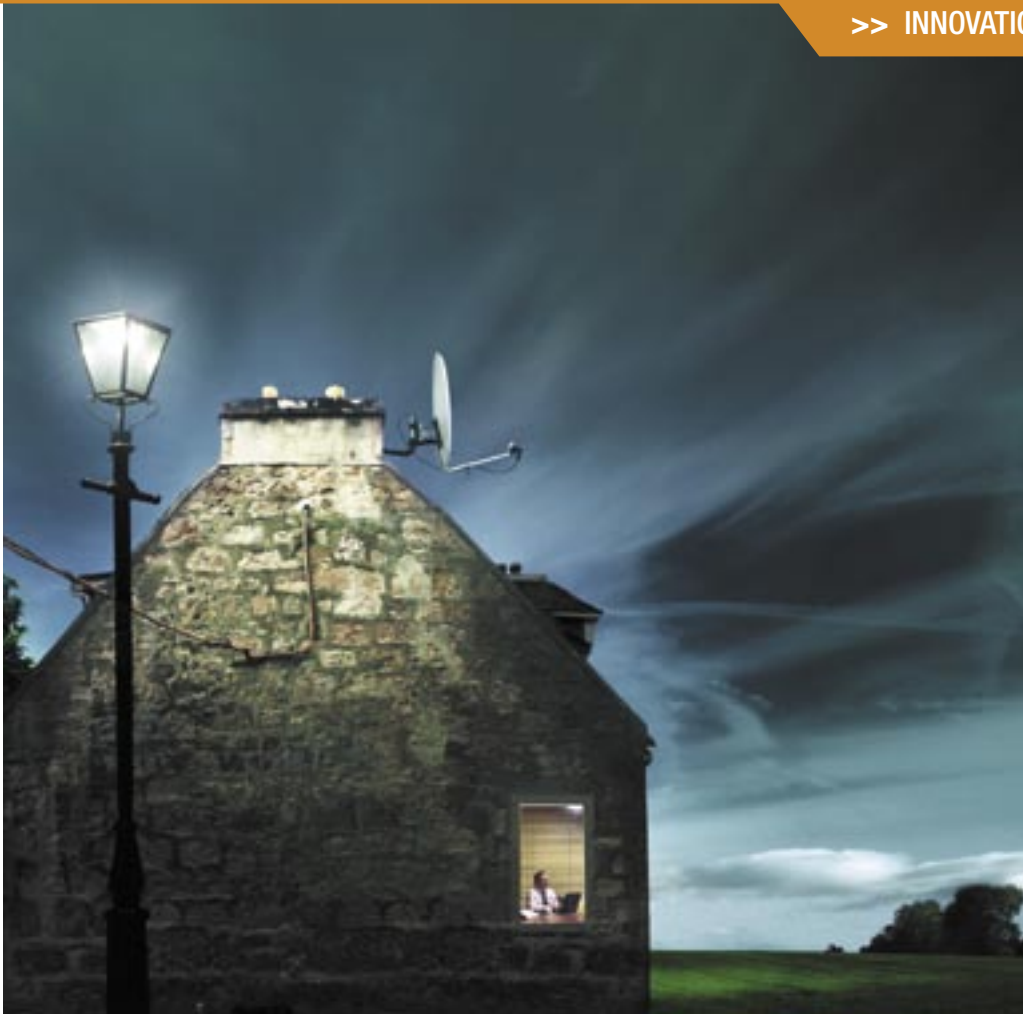
Tried and tested technology and mass-market scale

Tooway™ uses the widely adopted DOCSIS® platform, a highly scaleable open standards-based platform that significantly lowers the cost of consumer terminals and services by using cable modem networking technology

Ka-band hardware



tooway™



>> WHAT ARE THE BENEFITS OF THE KA-BAND?

Broadcast satellites principally operate in Ku-band frequencies providing broad geographic coverage through a single footprint.

New satellites are optimised for interactive services through focussed footprints that enable frequency reuse, and consequently present more efficient and cost-effective bandwidth utilisation.

The use of Ka-band frequencies allow less interference and the use of smaller remote antenna sizes, to provide an equivalent Ku-band service with equipment more adapted to consumer expectations. Fade mitigation techniques also provide good service reliability with Ka-band, even in poor weather.

Eutelsat is using Ka-band capacity on the HOT BIRD™ 6 satellite and Ku-band capacity on EURO BIRD™ 3 to complement the HOT BIRD™ 6 Ka-band coverage for Tooway™.

In 2010 Eutelsat will deploy a dedicated Ka-band satellite with multiple spotbeams across Europe at its HOT BIRD™ neighbourhood at 13° East.

Eutelsat's Skylogic broadband affiliate, which has direct access to the Internet backbone at the Internet Exchange Point in Turin, is now fully equipped to provide Tooway™ through both satellites via Ka-band and Ku-band hubs supplied by ViaSat. The hubs will control traffic to and from user terminals and also provide provisioning and management of subscriber terminals with regards to addressing, device configuration and security.

Terminal and modem

The compact consumer equipment for Tooway™ comprises an Outdoor Unit (ODU) and an Indoor Unit (IDU) with a 68cm dish in the Ka-band and 96cm in the Ku-band. The Ku-band RF electronics include a Low Noise Block (LNB) with linear polarisation able to receive at speeds up to 4 Mbps. It is also equipped with a powerful 2 Watt amplifier for transmission of data to the satellite by the consumer at speeds exceeding 1Mbps. In Ka-band, both the LNB and amplifier are integrated in a high-tech transceiver.

The Indoor Unit (IDU) is comparable in size and function to a desktop ADSL or cable modem. It measures 23 x 23 x 3.8 cm with a sleek design to fit with other consumer IT and telecommunications equipment, and interfaces to a PC or home network via a standard Ethernet connection (10/100 Mbps).

Three grades of service: from faster to very fast

In Ka-band, the initial service will be commercialised in three grades, with a Fair Access Policy designed to ensure that exceptional usage by a few customers does not negatively impact on the normal usage of other customers.

End-user tariffs will be defined by local service providers partnering in the distribution of the service. Eutelsat and ViaSat will together collaborate with selected distribution partners to provide technical and marketing support.

The initial Ka-Band Tooway™ service will be commercialised in three grades:*

	Bronze	Silver	Gold
MAX. DOWNLINK	600 kbps	1024 kbps	2048 kbps
MAX. UPLINK	100 kbps	128*/200** kbps	156*/384** kbps

* Ku-band service ** Ka-band service

>> HOW CAN I LEARN MORE?

To learn more about Tooway™, and follow the roll-out of the service across Europe visit www.tooway.net.

Eutelsat and ViaSat will also be presenting the benefits of their new product at selected conferences and exhibitions across Europe:

Ka & Broadband Communications Conference / 24-26 Sept / Turin
www.kaconf.org

The fast track to connectivity

SNCF to launch test phase for on-board Internet and multimedia connectivity in autumn 2007

SNCF's Voyageurs France Europe has selected a consortium, assembling the skills of Eutelsat, Capgemini, Orange Business Services and Alstom, to launch the test phase of a multimedia portal and Internet access on its recently-opened TGV EST EUROPEEN high-speed train services. During the test phase the connection will be offered free of charge to passengers, in both First and Second Class carriages.

If the test is successful and validates the project's operational technical and commercial viability, SNCF plans to roll-out the services to all its customers on the TGV EST EUROPEEN by mid 2008.

The creation of the service is a major technological challenge, delivering innovations that will involve a continuous connection at

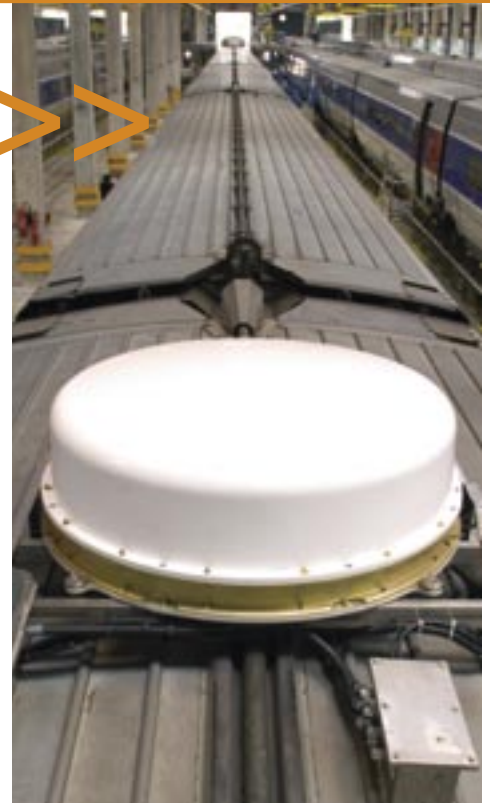
320 kph, combining Wi-Fi, satellite networks and the delivery of rich multimedia content to offer customers a top quality communications service on SNCF train services.

A team of technological partners

The project is managed by SNCF, supported by a team of technological expertise that includes the following:

Orange Business Services has been contracted as the service integrator, overseeing the communications infrastructure and specific Research and Development, notably with regards to the satellite/Wi-Fi hand-over.

Capgemini will develop and maintain the on-board portal and handle its integration with the information systems of the programme. It will also contribute its Internet expertise to



the new offer's marketing positioning. Alstom is responsible for supplying and installing on-board local Wi-Fi network and servers.

Eutelsat will supply the satellite network, which links each train with the company's Turin teleport using a brand new CDMA technology. The antennae fixed to train roofs have been specially developed by Eutelsat to meet the stringent demands of high-speed rail transport.

The news from Africa

The Associated Press opens up its Africa newswire service on Ku-band via W3A

The Associated Press (AP) is one of the world's leading news agencies, supplying a stream of news around the clock to its members, subscribers and commercial customers across the world.

Earlier this year, AP announced that it was to extend its relationship with Eutelsat through the lease of capacity on the W3A satellite serving Africa. The five-year fractional transponder lease was put in place to enable AP to upload its Africa newswire service to W3A and deliver it direct to daily newspaper, radio, television and online customers across sub-Saharan Africa.

Easier access using smaller dishes

By transferring from a C-band network to Ku-band, AP's partners in Africa can now receive a more accessible service using smaller dishes. In addition to capacity, Eutelsat is providing AP with a turnaround service to W3A via its Rambouillet teleport near Paris.

As well as developments over Africa, Eutelsat and AP have also renewed their long-term working partnership for delivering news and data in the wider European and Middle East region with a new contract for capacity across three transponders on Eutelsat's W1 satellite. AP's text, photos and video services are distributed via W1 with the majority of capacity used for contribution transmissions, as well as two-way data links between AP and its global client base across this important region.

AP Television News

In addition to its 24-hour online news service, The Associated Press operates a digital photo network service and a television news service called AP Television News (APTN). With over 80 bureaus worldwide, linked by a network of global satellites and fibre, APTN

provides breaking video news, sports, and entertainment content to over 500 broadcast newsrooms, portals, web, broadband and mobile customers across the globe.

AP's satellite and fibre network carries over 150,000 transmissions a year, with Eutelsat satellites providing essential components.

Commenting on the expansion of The Associated Press use of Eutelsat satellites Daniel Lynch, Head of Communications Technology & Strategy said of the recent developments between AP and Eutelsat; "AP has successfully worked with Eutelsat to expand our services in Europe and the Middle East, especially transmission services. We now turn to Eutelsat to support us in Africa. I am confident they will do an outstanding job".



Casting a net over Saragossa

Bringing broadband to rural communities in Saragossa, northern Spain, is the aim of the Zaragoza Internet Provincial (ZIP)

Saragossa (Zaragoza) in Aragon, northern Spain, is the first Spanish region to initiate a universal broadband programme mobilising multiple access technologies, including satellite. Its aim is to bring broadband connectivity to 120 communities scattered across the province, many of which are located in deep rural areas. It will provide citizens with free broadband access to public service amenities.

“ Its aim is to bring broadband connectivity to 120 communities scattered across the province...”

Following a competitive tender, Skylogic, Eutelsat’s broadband affiliate was awarded the contract by the Diputacion Provincial de Zaragoza (DPZ) to deliver the satellite component of the programme.

Skylogic’s D-STAR broadband access service has been installed in the Town Hall buildings of 100 municipalities, providing Internet access to each village’s inhabitants. Each Town Hall is now equipped with a two-way broadband system, which comprises a 96 cm antenna and an indoor unit the size of a DVD player.



Wi-Fi reaches out to local communities

The terminals communicate through a satellite connection on Eutelsat’s ATLANTIC BIRD™ 1 satellite to Skylogic’s teleport in Turin, which provides direct access to the Internet backbone. Wi-Fi technology has also been incorporated in some villages to supplement Internet connectivity.

As part of a far-reaching information and education campaign, a demonstration bus equipped with a D-STAR antenna, 16 PCs and trained staff has been touring the province to teach basic e-mail, Internet and other ICT skills to the local population.

Thanks to the efforts of the DPZ, led by its President, Mr Javier Lambán and Deputy of New Technologies, Mr Juan Antonio Sanchez Quero, a communication lifeline is now available to thousands of people who benefit from Internet access, whether it is to send and receive e-mails, receive web information and use the service to fill out their census form and other government applications.

Arduino Patacchini, Chairman of Skylogic commented on the initiative: “By deploying broadband technologies adapted to each community, the Saragossa region is demonstrating the most efficient and cost-effective route for developing ICT skills throughout the region.”



Where Europe meets Asia

Skylogic Eurasia opens up broadband business for Turkey

Eutelsat has expanded its resources in Turkey with the opening of a local presence specialised in providing satellite-based broadband access solutions for businesses and administrations.

The company, Skylogic Eurasia, commercialises capacity and services across Turkey and neighbouring countries, via a teleport in Istanbul operated by its commercial and operating partner, Comsat Turkey, and through Skylogic’s own network and Skypark teleport in Turin, Italy.

The Istanbul teleport accesses Ku-band capacity on Eutelsat’s SESAT 2 satellite for coverage over Turkey, Europe, the Middle East and large parts of central Asia. Skylogic’s international network from Turin provides reach from the Americas to Far East Asia.

Broadband services are provided using 2-way D-STAR satellite terminals that operate independently of terrestrial networks. This will enable multi-nationals, small to medium-size enterprises and public administrations located beyond the reach of high-speed terrestrial networks (ADSL, cable etc.) to benefit from services that include IP access, VoIP and data broadcasting.

Skylogic Eurasia - Comsat Turkey Teleport

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Answering the call for help

Eutelsat is helping Télécoms Sans Frontières to meet the communications needs of humanitarian organisations around the globe.



Télécoms Sans Frontières in Peru

Eutelsat and Télécoms Sans Frontières (TSF) recently announced an agreement, which established Eutelsat as an official partner of TSF to support its humanitarian aid operations throughout the world.

TSF is a non-governmental organisation (NGO) providing emergency telecommunications services for humanitarian aid teams on the ground. Within 48 hours of an emergency, TSF can arrive on the scene anywhere in the world and deploy telecommunications centres, offering broadband Internet access, voice communications, fax lines and the full range of IT equipment needed to establish a fully operational field office. TSF also develops programmes for deploying long-term communications centres in regions recovering from man-made and natural disasters.

Making the connection in Niger

One such example is a centre in Niger, opened in February 2007, which uses Skylogic's D-STAR product and capacity on Eutelsat's W3A satellite, to provide ICT services to local and international aid organisations working with populations of the region of Dakoro. To

illustrate the importance of TSF's work, prior to the centre's deployment, organisation members had to drive six hours just to send an email!

Operated by Afrique Télécom, the centre is equipped with four computers, a printer and scanner, linked to a D-STAR terminal. TSF provides access to all organisations, including local and international NGOs and governmental agencies working in Dakoro.

President of Télécoms Sans Frontières, Jean-François Cazenave, stated; "We are proud to partner with Eutelsat. This is an important step for TSF's development as it will enable our teams to stay longer in emergencies. It will also open new possibilities for us to support affected populations in emergencies, notably in established refugee camps by deploying long-term communications centres."

The HOT BIRD™ TV Awards 2007

The 10th edition of Europe's unique thematic broadcasting event!

The HOT BIRD™ TV Awards, the prestigious prizes recognising excellence in thematic satellite broadcasting are now preparing their 10th edition!

Eutelsat, Europe's leading satellite operator and the main sponsor of the event, launched the HOT BIRD™ TV Awards in partnership with Eurovisioni 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. "The HOT BIRD™ TV Awards is now a key date in our calendar", says Jeff Hazell,



The winners of last year's HOT BIRD™ Awards

Director of Distribution at BBC World. "They acknowledge the importance of high-quality broadcasting and BBC World, as a winner of the Best News Channel category in recent years, always aims to deliver a high-quality international news to its 76 million weekly audiences from around the world. We wish the organisers much success in 2007 - the tenth anniversary year - and hope it continues for many years to come."

Dmitry Samokhin, CEO of Russia's NTV-Plus adds, "When 365 Days won a HOT BIRD™ TV Award, we felt great pride that such an important award was given for a channel which has started initially on our platform. We think that the Awards not only mean that certain channels are recognised to be of the highest

quality, but they also set a very high standard for the future life of a channel."

With the launch across Europe over the last 12 months of new digital and HDTV channels, as well as new pay-TV platforms, many new entrants are eligible to participate in this year's event. The winning channels will be selected by an international jury that will meet from September 14 to 16 to shortlist three channels per thematic category on the basis of dynamic approach, quality and creativity.

This year's winners will be announced at a gala ceremony which will be held in Venice on Friday November 16.

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