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**EUTELSAT PARTICIPATES AT
THE 60th VENICE INTERNATIONAL FILM FESTIVAL TO SUPPORT
DEVELOPMENT OF HDTV AND E-CINEMA**

Paris, August 27, 2003

Through the provision of satellite capacity for a high-definition television broadcast during this year's Venice Film Festival, Eutelsat is reaffirming its commitment to the development of HDTV and e-cinema for both the broadcast and cinema industries.

A broadcast filmed in HDTV by the European Space Agency (ESA) will be transmitted on August 30 through Eutelsat's ATLANTIC BIRD™ 1 satellite during a Seminar of the Ministries of Culture of the European Union to discuss opportunities and challenges emerging from new technologies for European cinema and in the battle against piracy. The HDTV broadcast, which will include contributions of electronic cinema files, will be uplinked from ESA's ESRIN establishment in Frascati, near Rome, to ATLANTIC BIRD™ 1. It will be received in Venice at the Palazzo Labia where the European Union Ministries of Culture are meeting, and in the Sala Volpi for the public of the Venice Film Festival.

Eutelsat has already conducted a number of HDTV broadcasts in Europe and partnered with UGC Belgium and Elsacom in 2002 on an EU-funded programme on satellite delivery of electronic cinema. "As the most efficient mechanism for broadcasting to large audiences, satellites have a natural role to play in supporting new technologies such as HDTV and electronic cinema, just as they played a pivotal role 10 years ago in the digital revolution which profoundly changed the television landscape", said Eutelsat CEO Giuliano Berretta. "By demonstrating the reliability and economic efficiency of satellite distribution, we can make an important contribution to the introduction of

these new applications which will offer the public greater access to enriched entertainment content in cinemas and homes”.

The demonstration during the Venice Film Festival is being carried out within the framework of ESA's E-Screen project for developing a cost-effective and operational model for the introduction of Digital and Electronic Cinema in Europe. E-Screen has led to the installation of a network of digital screens in Europe equipped with the latest technologies and served by a satellite link. The project so far involves seven cinemas in five European countries and is likely to be extended to other countries. The project is coordinated by ESA with Elsacom, Marinastudios and Cinecittà Holding.

About Eutelsat

With capacity commercialised on 23 satellites that provide coverage from the Americas to the Pacific, Eutelsat S.A. is one of the world's leading satellite operators. Eutelsat's satellite infrastructure gives it the flexibility to offer direct-to-home broadcasting, video distribution and contribution services, corporate network solutions and a portfolio of IP applications including broadband Internet access and Internet backbone connections. From its strategic HOT BIRD™ orbital position at 13 degrees East and other orbital positions, Eutelsat's satellites broadcast more than 1300 television and 800 radio stations and reach an overall audience of 107 million cable and satellite homes.

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