



EBU DOUBLES SATELLITE CAPACITY WITH EUTELSAT FOR ATHENS OLYMPIC GAMES

Geneva, Paris, 7 April 2004

Eutelsat and the European Broadcasting Union (EBU), the world's largest professional association of national broadcasters, today announced the signature of a contract for four wideband transponders that will be used by the EBU for television coverage of the upcoming Athens Olympic Games.

The contract is for the equivalent of 306 MHz of Ku-band capacity on three Eutelsat satellites: ATLANTIC BIRD™ 3, e-BIRD™ and W3A, the latest addition to the company's fleet which is planned to enter into commercial service in May. For the duration of the Olympic Games this agreement will double the EBU's capacity leased on a full-time basis to the EBU by Eutelsat.

The additional satellite capacity will allow the EBU to provide private direct point-to-point circuits between Athens and the headquarters of television channels that will have their own TV crews and content aggregation facilities in Athens.* In addition to these private circuits, the EBU will simultaneously deliver 800 hours of live coverage of the sports events with ambient sound to its 71 members.

The distribution and exchange of programmes relating to sports events is a major part of the EBU's activities. In view of the exceptional worldwide coverage of the Olympic Games the EBU is setting up an infrastructure fully dedicated to the event, with the deployment at the Olympic site of a new teleport to deliver a total of 36 non-stop programme feeds, 32 of which will be carried by Eutelsat.

Services from the EBU teleport in Athens will start on 2 August with technical tests in conjunction with each control room and recordings of the athletes' preparations. On 11 and 12 August there will be coverage of the football matches scheduled as an *avant-première* to the Games schedule. These will be followed on 13 August by the Opening Ceremony and the start of the Olympic events, which will continue until 29

August. The EBU's services in Athens will also be deployed to cover the Paralympic Games from 17 to 28 September.

"We are delighted to be using the Eutelsat space segment, and these new satellites, to expand the EBU's distribution capacity across Europe. The quality of Eutelsat satellites has been proven in the 20 years or more that we have worked together. For Athens 2004 the EBU will go beyond the threshold of 1 Gbit/s of bandwidth used to distribute pictures to the broadcast community. This is a new historical record", emphasised Stefan Kürten, Director of the Eurovision Operations Department in Geneva.

"Last year, Eutelsat carried more than 120 000 hours of videotransmissions on the 9Mbps channels attributed to the EBU, confirming our pole position in this market in Europe. As the primary supplier of satellite capacity to the European Broadcasting Union, we are proud of a relationship which is now in its 20th year and built on trust and confidence. Since the Seoul Olympics in 1988 we have accompanied the EBU for this exceptional event which requires a level of human commitment and technological performance that can measure up fully to the passionate sporting interest of the public at large," said Giuliano Berretta, Eutelsat CEO.

* The 16 studios that will have a direct link to the Athens teleport are located in Moscow, Teheran, Belgrade, Budapest, Bratislava, Madrid, Zagreb, Ljubljana, Odense, Helsinki, London, Paris, Mainz, Oslo, Stockholm and Hilversum.

About the EBU

The European Broadcasting Union (EBU) is the world's largest professional association of national broadcasters. It has 71 Active Members in 52 countries in Europe, North Africa and the Middle East, as well as 46 Associate Members in 29 other countries around the world. Among the activities carried out on behalf of its Members, the EBU negotiates rights for the coverage of major sporting events, operates the Eurovision and Euroradio networks, manages programme exchanges, supports and coordinates co-production operations, as well as providing a range of services offering assistance in the operational, commercial, technical, and legal fields, as serving as a forum for reflection on matters of strategy. The global Eurovision network, with over 50 digital channels, provides a permanent programme exchange service for television channels. The vast majority of news and sports programming seen on small screens across Europe passes through Eurovision.

www.ebu.ch and www.eurovision.net

About Eutelsat

With capacity commercialised on satellites that provide coverage from the Americas to Far East Asia, Eutelsat is one of the world's leading satellite operators. This satellite infrastructure gives the company the flexibility to offer direct-to-home broadcasting, video distribution and contribution services, corporate network solutions, positioning and communications services for mobile users and a portfolio of IP applications which include broadband Internet access and Internet backbone connections. Eutelsat has developed a range of turnkey broadband products (D-STAR, D-SAT, OPENSKY™) for local communities, SMEs, SoHos and consumers beyond ADSL access. It has also set up a subsidiary called Skylogic Italia to market and operate broadband services through its multimedia platform in Turin (Italy). Eutelsat's satellites broadcast more than 1,400 television and 700 radio stations to an audience of 110 million cable and satellite homes. Eutelsat is an Official Sponsor of the Turin Winter Olympic Games in 2006.

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