

**EUTELSAT SHOWS NEW SATELLITE-BASED SOLUTIONS FOR REGIONAL
AND INTERNATIONAL CONNECTIVITY IN AFRICA AND
MIDDLE EAST AT ITU AFRICA
May 4-8, Cairo International Convention Centre
Hall 4, Stand 4431**

Paris, 28 April 2004

Eutelsat, one of the world's leading satellite operators, is set to show an extensive range of satellite capacity and solutions for broadcast, telecommunications and broadband services at ITU Africa 2004 in Cairo.

The company will present the latest additions to its fleet, including the recently launched W3A satellite, which is on track to enter into service mid May. One of the largest communications satellites yet launched, W3A demonstrates Eutelsat's commitment to offering world class capacity to African and Middle East telecom operators, broadcasters, broadband service providers, government agencies and service integrators, and the best partnership solutions for deploying new services.

In order to increase its reach of North Africa, the Middle East and central Asia, Eutelsat is also now commercialising capacity on a new high-power satellite with superior coverage of these regions called SESAT 2.

First-choice capacity for Africa and the Middle East

Eutelsat has included North Africa and the Middle East in its core coverage since the launch of its first satellite in 1983, and has steadily expanded reach over the last five years through seven new satellites whose global coverage embraces the entire African continent and Asia as far as Japan:

- **W2**, launched in 1998 and selected by Arabic TV channels such as RTM (Morocco), Algerian TV, Libyan satellite channel and Nile TV for broadcasting in North Africa, Europe and the Middle East. W2 also provides coverage of Indian Ocean islands for digital pay-TV (**Canal Satellite** and **Parabole Réunion**).
- **W4**, launched in 2000, a high-power satellite which expanded Eutelsat's reach into sub-Saharan Africa. Anchor clients include **Multichoice Africa** for the DSTV digital pay-TV platform offered in 36 African countries from Benin to Zimbabwe.

Multichoice has built a subscriber base of 140,000 homes through W4 that receive over 50 TV channels and 20 DMX music stations. Multichoice also uses W4 to offer high-speed Internet access to DSTV subscribers in Nigeria.

- **W1**, launched in 2001 to provide broadband, video distribution and VSAT services in the Middle East as far as the Gulf. A high-power Ku-band spotbeam over central and southern Africa is used for Satellite Newsgathering of sports, cultural events and breaking news by Globecast South Africa.
- **ATLANTIC BIRD™ 3**, launched in 2002 to provide C-band capacity through a footprint serving the entire African landmass and enabling connectivity with Europe, the Middle East and North America. ATLANTIC BIRD™ 3 has already been selected by African broadcasters such as CRTV (Cameroon), Africa 1 (Gabon), LJB (Libyan Jamahiriya Broadcast). In addition to broadband Internet access for corporates and cybercafés, operators such as **Geolink** have selected ATLANTIC BIRD™ 3 for two-way broadband services, **Redwing Satellite Solutions** for Internet backbone connections direct to the London Internet Exchange, **Econet** for connecting GSM cellular networks, **Alldean** for VSAT networks in Kenya, **Météo France** for IP multicasting of weather data to travel agencies (service supplied through GlobeCast) and **Reuters** for delivery of Reuters World News Service.
- **W5**, launched in 2002 and equipped with a global coverage that enables Eutelsat to serve users with broadband, video distribution and VSAT requirements in Europe, the Middle East and Asia as far as China.
- **W3A**, launched in 2004 and due to enter service in mid-May, W3A will almost double Eutelsat's resource over Africa and expand potential for connectivity between Africa, the Middle East and Europe through an innovative payload featuring Ku-band capacity over Africa and Ka-band over Europe. By providing multiple possibilities for intra-regional and intercontinental connections it opens new opportunities for broadcasters, telcos and broadband service providers.
- **SESAT 2**, through a highly flexible configuration of fixed and steerable beams provides high-power Ku-band capacity over Europe, Africa, the Middle East and central Asia for telecommunications, broadband and broadcasting services via 12 Ku-band transponders.

At the heart of the transmission chain

Eutelsat's objectives in the broadcast market are to accompany clients at every stage of the transmission process from uplinking images the moment they are captured on

film until a finished programme is broadcast to television audiences. The company has built longstanding relationships with African broadcasters including Canal Algérie from Algeria, ESC1 from Egypt, RTM 1, 2M Maroc and MA3 from Morocco and TV7 Satellite from Tunisia and Multichoice for in sub-Saharan Africa. It also serves broadcasters throughout the Middle East region including in Dubai, Jordan, Kuwait, Lebanon and Qatar.

ITU Africa 2004: Satellites reaching from Cairo to Cape Town

Africa is a developing continent in all respects with an urgent need to build information and communication technology (ICT) in order to close the rift with the developed world. Even through a number of international fibre optic cables make landfall on Africa's shores, they do not constitute a proper telecommunications infrastructure for inland operators and users. There are areas of the continent that will never be viably linked terrestrially, leaving wireless as the only reasonable technology solution. Because of their ability to quickly reach dispersed populations, wireless technologies, including satellite, are one of the fastest growing communications solutions in Africa. Once a satellite structure is in place, services such as Internet access, and trunking, distance-learning, telemedicine, remote call centres, as well as corporate networks, rural telephony, international, regional and national telephony trunking and direct-to-home television reception can take off, giving countries a valued economic and social link to the world. Satellites can also connect Wi-F1 hot spots to the Internet, enabling convention centres, hotel complexes and local communities to benefit from new wireless technologies irrespective of their location.

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.

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