

PR/29/04

THE HOT BIRD™ TV AWARDS 2004
RECOGNISES EXCELLENCE OF THEMATIC SATELLITE BROADCASTING IN EUROPE

Paris, Venice 2 October 2004

The winners of the seventh **HOT BIRD™ TV AWARDS** were today announced at a ceremony in the prestigious setting of Venice's La Fenice theatre. Organised by Eutelsat and Eurovisioni, and sponsored by EADS Astrium, Arianespace, ESA, ILS and Telespazio, the HOT BIRD? TV Awards is an annual event recognising the excellence of thematic television. The winners were selected by a jury of European television journalists who convened in July in Rome to view more than 100 channels broadcasting through Eutelsat's satellites separated into thematic categories: News, Cinema & Fiction, Culture, Documentaries, Kids, Music, Sport, and Various.

The jury rewarded the channels that they consider displayed particular originality and quality in their programming and presentation. The winners for 2004 are:

Category	Winner	Runner-up channels
Cinema	Europa Europa (Poland) Special jury mention for RaiSat Cinema World (Italy)	Kino Polska (Poland) RaiSat Cinema World (Italy) TPS Home Cinema (France)
Fiction	Jimmy (Italy)	13ème Rue (France) Série Club (France)
Culture	Planet (Italy) Special jury mention for Rai Educational 2	4 Fun TV (Poland) Leonardo (Italy) Paris Premiere (France) Rai Educational 2 (Italy)
Documentaries	History Channel (Italy)	Discovery Channel (Italy) Histoire (France)
Kids	Piwi (France)	Detskiy Mir (Russia) Rai Educational 1 (Italy)
Music	Mezzo (France) MTV Brand New (Italy)	Mad TV (Greece)
News	BBC World (UK) Special Jury mention for Rai News 24/RaiMed (Italy)	Euronews (France) Rai Med (Italy) Sky News (UK)
Sport	Sky Sport (Italy)	Nuvolari (Italy) Sailing Channel (Italy)
Various	Gourmet TV (France) RaiSat Gambero Rosso (Italy)	Alice (Italy)
Best New Channel	4 Fun TV (Poland)	

Special prizes were also awarded by Eutelsat to **SkyTG24**, the news channel operated by Sky Italia for its ground-breaking approach to news and current events coverage for Italian viewers and also to the **European Broadcasting Union (EBU)** which this year celebrates 50 years of Eurovision and 20 years of collaboration with Eutelsat. Satexpo, the international conference and exhibition on satellite communications held in Vicenza from September 30 to October 2 also gave a special prize to France's **Equidia** for its innovative approach to coverage and commentary of horse-racing events.

For more information please visit www.hotbirdtvawards.com

About Eutelsat

With capacity commercialised on 24 satellites that provide coverage from North and South America to Far East Asia, Eutelsat is one of the world's three leading satellite operators. Its satellites are used for broadcasting more than 1,450 television and 750 radio stations to 110 million cable and satellite homes, for TV contribution services, corporate network solutions, positioning and communications solutions for mobile users, Internet backbone connections and broadband access for terrestrial, maritime and in-flight applications. Eutelsat has developed a range of turnkey broadband products (D-STAR, D-SAT, OPENSKY?, Skyplex Data) for local communities, corporates, SoHos and consumers. Its broadband subsidiary, Skylogic, markets and operates services through multimedia platforms in France and Italy that serve sites in Europe, Africa, Asia and the Americas. Headquartered in Paris, and with staff of 450 commercial, technical and operational experts from 25 countries, Eutelsat generated turnover of €760 million for the 2003/2004 financial year.

www.eutelsat.com

ABOUT EUROVISIONI

Born in 1987, the Eurovisioni festival has grown as a prestigious event thanks to the participation of professionals and well-known personalities in the audiovisual, cinema and new technology sectors. Every year Eurovisioni deals with several and complex themes about the development of audiovisual industry, that are very deeply taken into consideration by European and National institutions. The subject of this year is "The move to digital, a crucial time for the European audiovisual industry."

www.eurovisioni.org

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