**MORE HOMES**

- **56.2M** TV homes in MENA
- **95%** of satellite homes in MENA receive 7/8° West

**MORE QUALITY**

- **66%** of 7/8° West homes HD-equipped
- **220** HDTV channels
- **+26%** HD channels broadcasting at 7/8° West in 2018

**MORE HOTELS**

- **75%** of 5* hotels access TV channels via satellite
- **93%** receive 7/8° West

**HD IN 5* HOTELS**

- **73%** hotels with 100% HDTV rooms
- **38%** have at least 1 suite with a UHD screen

**MORE CHOICE**

- **1100** TV channels
- **80%** free-to-air
- **55%** exclusive

**MORE POWER AND RELIABILITY**

- Up to **52 dBW**
- Three co-located satellites

**MORE INNOVATION**

- Multi-lingual EPG transforming FTA viewing with Eutelsat CIRRUS
- Personalised viewing experience to promote content and maximise audiences
MENA’S NUMBER ONE VIDEO NEIGHBOURHOOD

7/8° WEST

MENA’S NUMBER ONE VIDEO NEIGHBOURHOOD

KEY MARKETS
→ MIDDLE EAST
→ NORTH AFRICA

KEY SERVICES
→ DTH BROADCASTING

SATELLITE MANUFACTURER:
EADS Astrium
(EUTELSAT 7 West A)
Thales Alenia Space
(EUTELSAT 8 WEST B)

LAUNCH DATES:
24/09/2011 (EUTELSAT 7 WEST A)
20/08/2015 (EUTELSAT 8 WEST B)

PROJECTED LIFETIME
> 15 YEARS

ORBITAL POSITION
7/8 DEGREES EAST

FREQUENCIES
KU-BAND

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