EUTELSAT 36B is a multi-beam satellite for broadcast and telecommunications services. It is co-positioned with EUTELSAT 36C at 36° East, a key orbital location for TV broadcasting in Russia, the CIS, Central Asia and Africa. Over 950 TV channels were broadcasting to these regions at mid 2017, with broadcasters including MultiChoice Africa, ZAP, NTV Plus and Tricolor TV.

With up to 70 Ku-band transponders connected to five downlink beams covering Europe, Russia, Africa, the Middle East and Central Asia, EUTELSAT 36B provides bandwidth for digital video and telecommunications services in these regions. The satellite also has a high-power fixed beam and a steerable beam over South Africa, which are ideally suited for DTH applications.

In addition to video applications, EUTELSAT 36B offers potential for data and voice solutions using small ground terminals, in particular for oil and gas in Russia, Central Asia and West Africa.
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