Reach further with HOTBIRD at 13° East
EMEA’s N°1 video neighbourhood

MORE HOMES

**135M**
TV homes in EMEA

- **66M** in Western Europe
- **31M** in Eastern Europe
- **38M** in MENA

HD-equipped homes:
- **61%** of DTH homes
- **78%** in Europe
- **49%** in MENA

MORE NETWORKS

90% penetration of cable networks close to 100% in some countries

- **65M** satellite homes
- **70M** cable/IPTV homes

MORE HOTELS

- **5*** hotels receiving HOTBIRD
- **91%** in Europe
- **71%** in HD
- **80%** in MENA

MORE INNOVATION

- IP-native platform for multi-screen video delivery
- Multi-lingual EPG transforming the FTA viewing experience
- Hybrid broadcast/broadband solutions

MORE QUALITY

- **> 300** HDTV channels
- **↑ 20%** in 2017
- 1 in 3 channels broadcast in HD
- **6** UHD channels

MORE POWER AND RELIABILITY

- Up to **53 dBW**
- Three co-located satellites
- Industry-leading security and in-orbit redundancy

MORE REGIONS

- **50** countries
- **1st** CHOICE

MORE CHOICE

- **> 1000** TV channels
- **> 600** exclusive channels
- **> 400** free-to-air

Channel distribution:
- **17%** general
- **11%** sports
- **8%** documentaries
- **7%** films
- **7%** children
- **5%** music
- **4%** news
- **5%** other

- **91%** in Europe
- **70%** in HD
- **80%** in MENA

More THAN 100 negociations

5* hotels receiving HOTBIRD

91% in Europe 71% in HD

80% in MENA

IP-native platform for multi-screen video delivery

Multi-lingual EPG transforming the FTA viewing experience

Hybrid broadcast/broadband solutions

50 countries

1st CHOICE

for Arab channels broadcasting in Europe

Channels in 40 different languages
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**HOTBIRD 13B**: Ku-band Widebeam Downlink

**HOTBIRD 13C**: Ku-band Widebeam Downlink

**HOTBIRD 13E**: Ku-band Widebeam Downlink

**KEY MARKETS**
- Europe
- Middle East
- North Africa

**KEY SERVICES**
- DTH broadcasting
- Distribution to cable, networks and DTT
- Interactive/multimedia services

**SATELLITE**
Satellite Manufacturer:
- EADS Astrium (HOTBIRD 13B and HOTBIRD 13C)
- Alcatel Space (HOTBIRD 13E)

Launch Dates:
- 05/08/2006 (HOTBIRD 13B)
- 20/12/2008 (HOTBIRD 13C)
- 13/03/2006 (HOTBIRD 13E)

Projected Lifetime:
- > 15 years

Orbital Position:
- 13 degrees East

Frequencies:
- Ku-band

For further information please contact us:
www.eutelsat.com/enquiries