

VIDEO / CASE STUDY

VIVACOM REACHING MORE HOMES ACROSS BULGARIA WITH HOTBIRD

Vivacom, Bulgaria's industry-leading communications services provider consolidated its broadcasting activities on Eutelsat's major European Direct-To-Home position, HOTBIRD, maximising audience reach at this powerful neighbourhood for Bulgaria.

The HOTBIRD satellites at 13° East form EMEA's prime broadcast neighbourhood for TV channels wanting to reach large audiences. Delivering over 900 TV channels, 50% in High Definition, in Europe alone, the HOTBIRD neighbourhood reaches 130 million homes, including almost all cable networks in the region.

Offering the most powerful satellite coverage over Bulgaria, up to 56 dBW via the South-East beam, the HOTBIRD satellites enable Vivacom to optimize their reach to regional audiences at home and further afield.

Vladimir Rangelov, Director Broadcasting Services of Vivacom commented: "This transition is crucial to maximise our audience reach across our market footprint, deliver an unrivalled content line-up and continue to develop our next generation services. We are delighted to partner with Eutelsat, who offers us the best and most compliant technical solution to meet our needs."

