

## Three Romanian channels select the EUTELSAT 16A satellite to maximise reach

### ***Leadership of Eutelsat's 16° East video neighbourhood further consolidated in Romania***

**Paris, 27 January 2014** — Eutelsat Communications (NYSE Euronext Paris: ETL) announces the signature of long-term capacity agreements on the EUTELSAT 16A satellite with three of Romania's flagship channels, Kanal D, B1 TV and Trinitas TV.

By joining EUTELSAT 16A, the three channels can benefit from immediate and privileged access to hundreds of regional cable networks and all Direct-to-Home satellite operators serving Romanian television homes. The satellite's established position in the country's dynamic media market has already attracted more than 30 Romanian channels that together reach 80%<sup>1</sup> of homes.

Kanal D was launched for the Romanian market in 2007 by the Turkish Doğan Media Group and is today one of the country's top three channels in terms of audience. Primarily focused on entertainment, its diverse programme schedule covers Turkish TV series, celebrity late night shows, quiz and gaming shows, magazine programmes and films. Kanal D's Executive Director, Lucian Romascanu, said: *"The strong reputation of Eutelsat's 16° East video neighbourhood in Romania motivated Kanal D to select EUTELSAT 16A. We particularly appreciated the smooth transition phase from the previous provider and the high technical performance offered by this satellite."*

Boasting a strong audience, B1 TV is a 24-hour news channel based in Bucharest. Its CCO, Felix Pintilie added: *"As a top news TV station in Romania, B1 seeks to develop strong partnerships with leading providers. We decided to initiate this collaboration with Eutelsat at the 16° East neighbourhood in order to achieve the best coverage for our viewers in Romania and internationally."*

Trinitas TV is principally aimed at the orthodox community. Nicolae Dima, the channel's General Manager, added: *"Eutelsat's high levels of professionalism and flexibility, combined with the significant community of Romanian TV channels already broadcasting from EUTELSAT 16A*

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<sup>1</sup> Source : GFK, December 2013, cumulative audience of Romanian channels

*convinced us that we have made the right choice. We have also found in Eutelsat a supportive and understanding partner of our needs for broad distribution of our TV channel.”*

The three channels have also joined the Freesat DTH platform launched in May 2013 that enables viewers in Romania equipped with the appropriate box to gain free access to the country's most popular channels.

#### **About Eutelsat Communications**

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 34 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service. For more about Eutelsat please visit [www.eutelsat.com](http://www.eutelsat.com)

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