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HOT BIRD™ TV AWARDS NOMINATED CHANNELS ANNOUNCED FOR 2010

Record 150 thematic TV channels take part in this year's event

Voting opens for popular People's Choice Award!

Paris, September 30, 2010

The nominations were announced today for this year's HOT BIRD™ TV Awards, the unique international broadcasting event celebrating the achievements of thematic satellite TV channels.

The nominated channels, selected by a jury of media experts, reflect the highest standards of programming quality, creativity and innovation from 14 countries in Europe, Africa and the Middle East. The jury was tasked with selecting from a total of 150 channels from 21 countries split into 11 thematic categories. In addition to the established categories, prizes will be awarded for the first time to 'Best Programme' in recognition of the individual achievement of an outstanding production, and to the 'Best New Channel' for standing out in today's competitive multi-channel environment.

"The 2010 participants in this year's HOT BIRD™ TV Awards showcase the excellence of programming broadcast by satellite and we congratulate them all for their exceptional achievements," said Duilio Giammaria, Chairman of the jury.

The winners of this year's event will be announced and honoured on Friday November 19 at a gala ceremony to be held in the Scuola Grande of San Giovanni Evangelista in Venice.

The nominations for 2010 are:

THEME	CHANNEL	COUNTRY
HDTV	HD-Life	Russia
	Mezzo Live HD	France
	Sundance Channel	Poland
Children's	Baraem	Qatar
	Rai Gulp	Italy
	your family	Germany
Cinema	Kino Polska	Poland
	Kinowelt TV	Germany
	STAR Gold	UK

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Culture/Education	Nostalgia Rai NETTUNO SAT TVP Kultura	Russia Italy Poland
Documentaries	365 Days TV Discovery Animal Planet Russian Travel Guide	Russia Italy Russia
Fiction/General Entertainment	LEI MCE Ma Chaîne Etudiante Sky Uno	Italy France Italy
Lifestyle	Dove TV Gambero Rosso Channel Information TV	Italy Italy UK
Music	BALKANIKA Music Television iConcerts HD LIVE! volksmusik.tv	Bulgaria Switzerland Italy Germany
News	BBC World News Current TVN Warszawa	UK Italy Poland
Sport	Footschool TV Sky Olimpia/World Cup Channels Supersport International	Luxembourg Italy South Africa
National Window	CCTV News Channel One Russia TVE Internacional	China Russia Spain
Best Programme	Cinema on the ring (Sky Cinema 1 HD) Metro, a film by Elisaveta Listova (RTR Planeta) The Battle for Afghanya Valley (FRANCE 24) The Dance of the Black Sea Lads (TRT Tourism and Documentary Channel) WWII La guerra degli italiani (The History Channel)	Italy Russia France Turkey Italy

Votes open for People's Choice Award!

This year's event again includes the People's Choice Award, which will be won by the channel with the largest number of votes from viewers. All participating channels are eligible to take part in the **People's Choice**, with viewers invited to vote through each channel's website and key industry sites including hotbirdtvawards.com, broadbandtvnews.com, wotsat.techradar.com, , eutelsat.com, eurovisioni.it, satexpo.com and lyngsat.com.

The HOT BIRD™ TV AWARDS Jury

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Jerzy Barski, TV-Sat Magazine (Poland), **Jacques Braun, Eurodata TV** (France), **Paolo Dalla Chiara, Pentastudio** (Italy), **Giovanna Maggioni, Upa** (Italy), **Asu Maro, Milliyet Sanat and Milliyet Daily** (Turkey), **Giacomo Mazzone, Eurovisioni** (Europe), **Mimi Turner, Hollywood Reporter** (USA), **Michel Grégoire, EGTA** (Europe), **Jury chairman: Duilio Giammaria, Rai** (Italy); **technical expert Mauro Roffi, Mille Canali** (Italy).

The **HOT BIRD™ TV AWARDS** is an event promoted by **Eutelsat**, Europe's leading satellite operator, in collaboration with **Eurovisioni**, a European festival dedicated to cinema and television and **SAT Expo**, the international exhibition of advanced digital and satellite telecommunications.

Eutelsat Communications

With capacity commercialised on 26 satellites providing coverage of Europe, the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's leading satellite operators. At 30 June 2010, Eutelsat's satellites were broadcasting almost 3,600 television channels and 1,100 radio stations. More than 1,100 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East, with other neighbourhoods serving broadcasting markets in central and eastern Europe, Turkey, the Middle East and Africa. The Group also provides TV contribution services, data services and broadband solutions on ground, at sea and in flight.

www.eutelsat.com

SAT Expo

SAT Expo Europe is the international event dedicated to the aerospace industry, its services and applications and integrated telecommunications. Held annually in Rome, it houses an exhibition area, which comprises representatives of the industries, applications and services of the four aerospace macro areas (Earth observation, navigation, exploration and space transportation, integrated telecommunications) and three days of conferences (Mediterranean Space Conference), dedicated to the aerospace market and its internationalisation. SAT Expo Europe enjoys the patronage of the Presidency of the Italian Republic and the scientific collaboration of ESA and ASI.

www.satexpo.it

Eurovisioni

Eurovisioni, the International Festival of Cinema and Television, was created in 1987 and is now in its 24th edition. Eurovisioni 2010 (from 19 to 22 of September) received the patronage of the Italian President, Giorgio Napolitano, UNESCO, the Council of Europe, the Presidency of Italy's Council of Ministers, the Italian Senate and the Chamber of Deputies, and others. The initiative includes support from Eutelsat, RAI, the Lazio Region, the Italian Ministry of Cultural Heritage and Activities, SACEM, Sky Italia, Canal +, ARD, BBC, France Télévisions, RTVE, TVP, ZDF.

www.eurovisioni.it

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