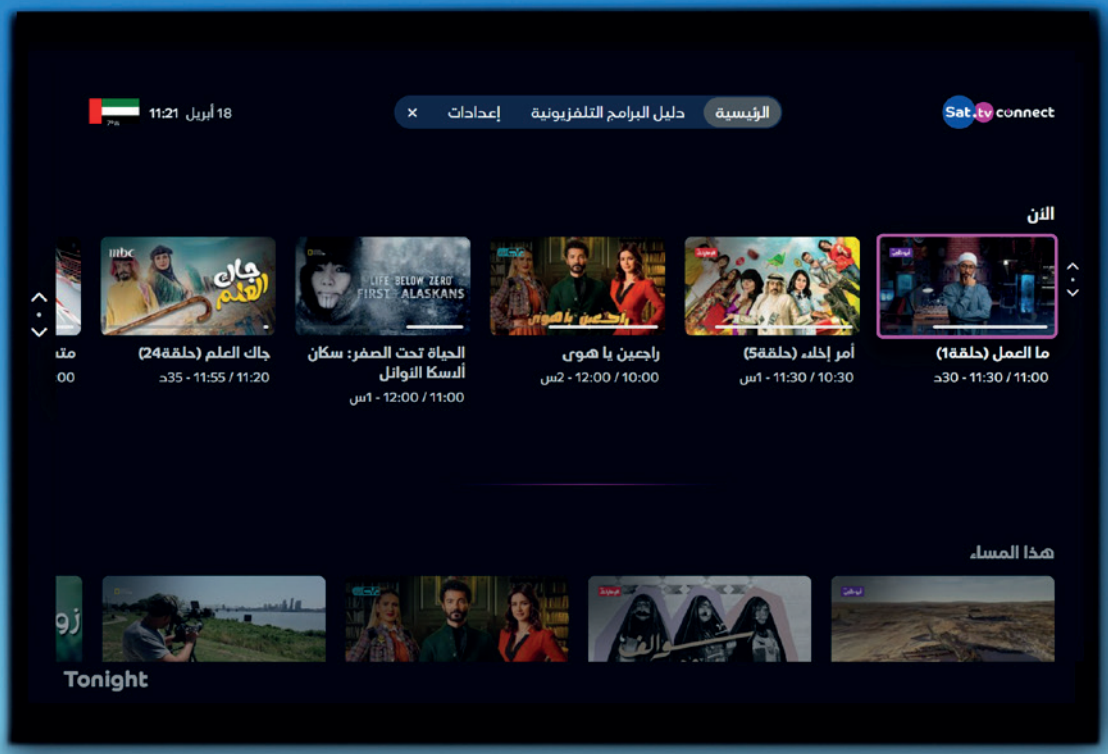
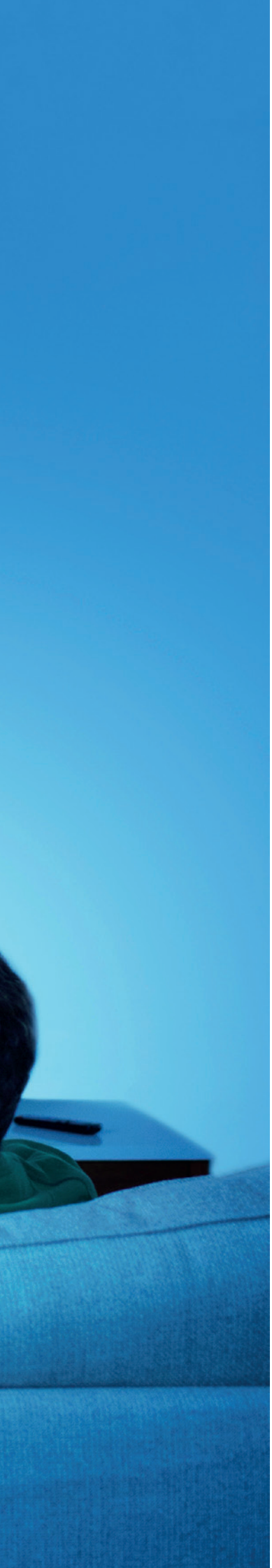

eutelsat
TARGETING
GEOGRAPHICALLY
DIVERSE AUDIENCES
MORE EFFECTIVELY
Sat.tv

TARGETING GEOGRAPHICALLY DIVERSE AUDIENCES MORE EFFECTIVELY





Sat.tv



ENHANCING FTA TV CHANNEL & PROGRAMME DISCOVERY

Sat.tv is an innovative TV channel and programme guide for Free-To-Air (FTA) satellite TV reception, radically improving the end-user's viewing experience and maximising exposure for broadcasters.

Available on a growing base of mass market satellite receivers and Connected TVs with integrated satellite tuner, the Eutelsat-exclusive service ensures greater channel discovery.

Thanks to its enriched electronic programme guide (EPG), and local-first philosophy, broadcasters benefit from greater visibility to promote their brand and linear programming.

WHY SAT.TV?

Better UX* in Native Languages
Advance PVR** Alert functions

7-day enriched EPG
Multilingual display, easy to search by channel and programme genre

Predefined channel lists per country or language preference
Local-first ordering, updated daily, regardless of frequency changes

Stronger channel recognition
Info banner with TV channel logo and programme information when zapping

Multilingual user interface
Interface and navigation available in six languages: English, French, Italian, Slavish, Arabic, Persan.

Optimising ad revenue with regionalised or country-based channel referencing
Driving audiences from different geographic markets to relevant video feeds

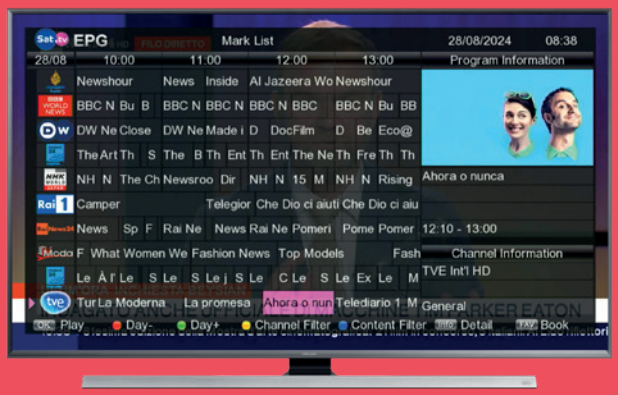
* User Experience
** Personal Video Recorder

AVAILABLE ON MASS MARKET SATELLITE RECEIVERS

HOW DOES IT WORK?

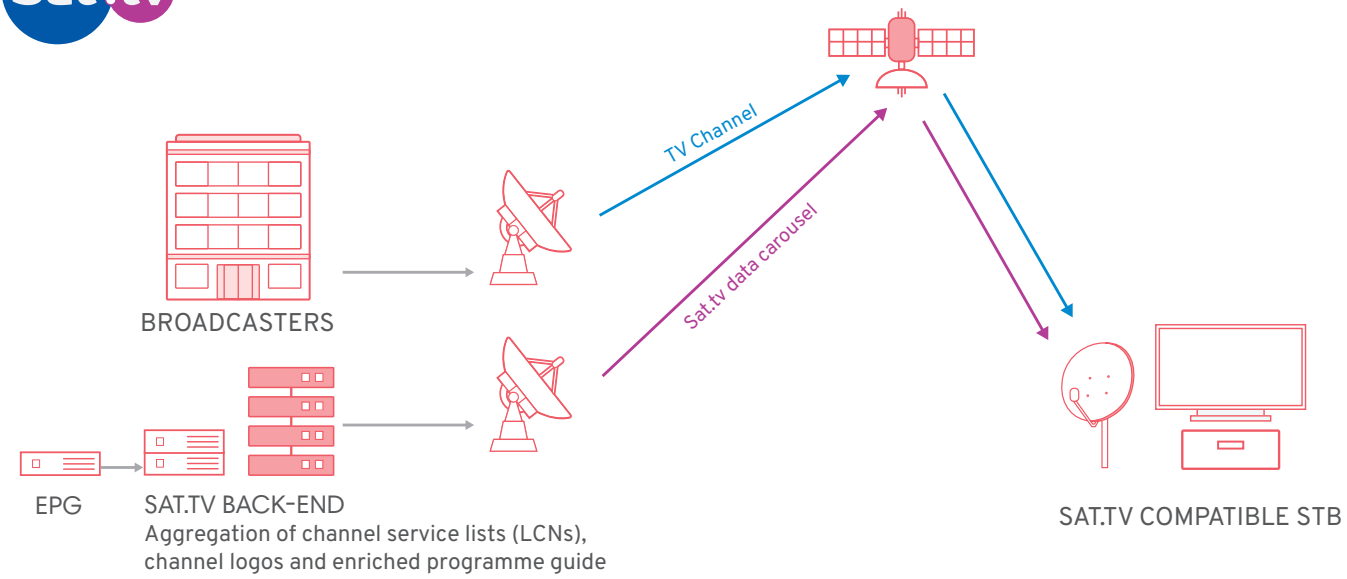
During the first installation of the Sat.tv compatible receiver, the end-user choses their prefered TV channel list by country or langage. The TV channel logos and 7-day EPG are then automatically loaded.

Every night, the receiver automatically loads the updated channel list and EPG schedule for the next 7 days.





Sat.tv Programme Guide



SATELLITE STB CHIPSET PROVIDER, MANUFACTURERS AND BRANDS INTEGRATING SAT.TV.

Chipset

NationalChip

Manufacturers

BestSAT, 发趣 PATTHANA, REAKO, REDLINE, TDX 天地星, trigon, XSQUARE

Brands

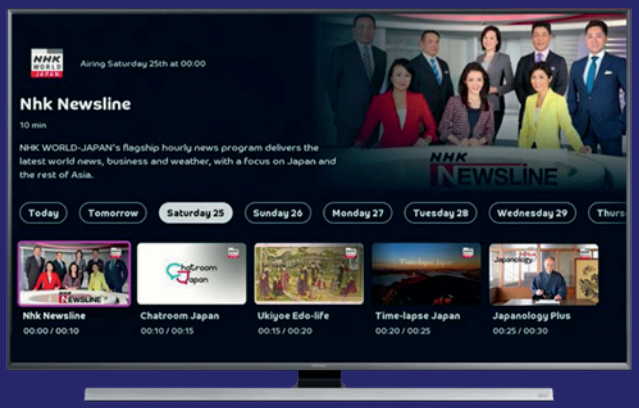
ASTROID Mini Digital Satellite Receiver, DALY EXPORT, DREAMSAT made for you HD, ismart, iSTAR, LION, MATRIX, Oyasat, StarSat®, VISION

AVAILABLE ON CONNECTED TVS WITH INTEGRATED SATELLITE TUNER

HOW DOES IT WORK?

When zapping on a TV channel, its dedicated, branded, interactive EPG is directly accessible by pressing OK button on the remote control.

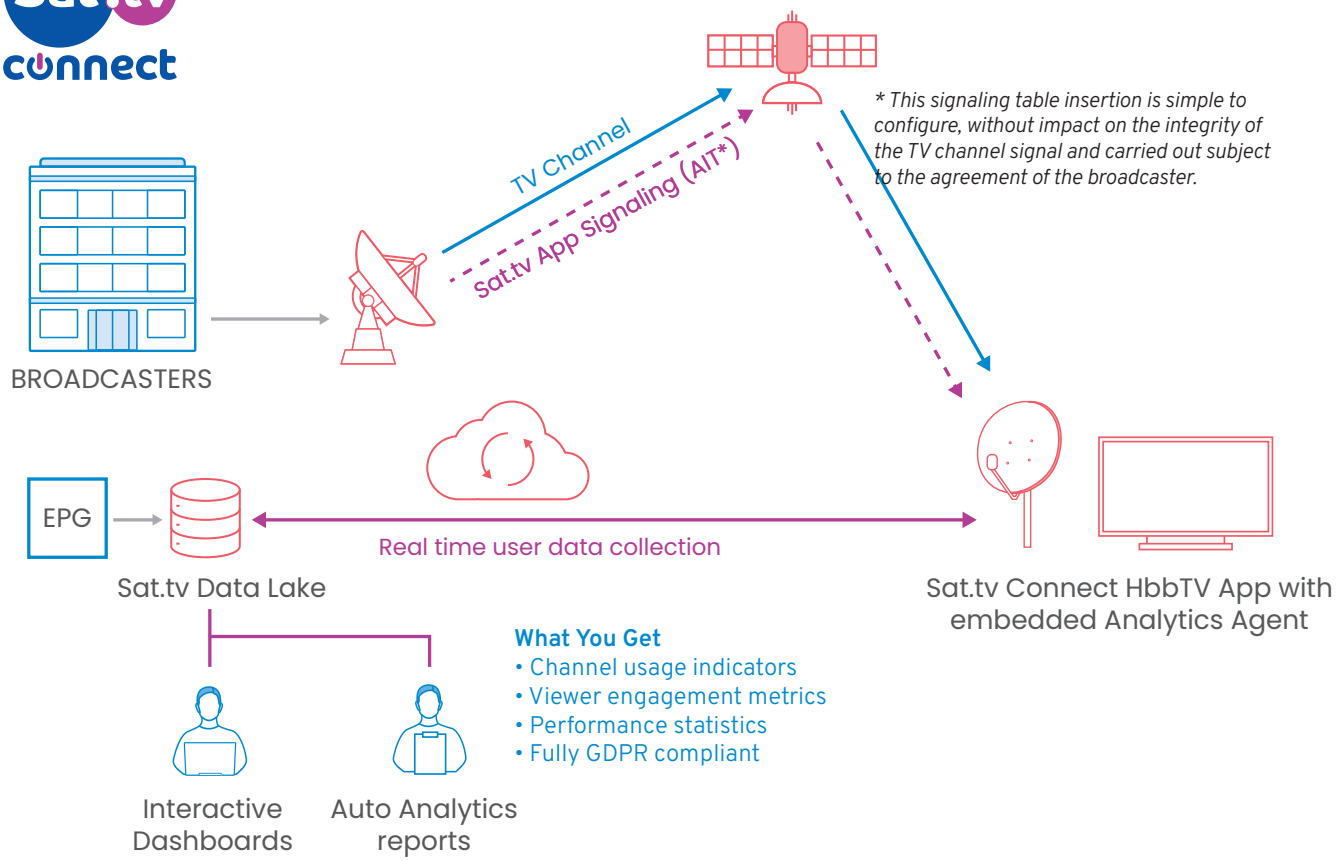
In addition, the Sat.tv full EPG and interactive portal is automatically accessible by zapping on the Sat.tv barker channel.



Example of programme guide dedicated to each channel

NEW !
Measure Free-to-Air Usage

Sat.tv connect



HbbTV

AVAILABLE IN LATEST TV SETS WITH INTEGRATED SATELLITE TUNER SUPPORTING STANDARDISED HBBTV APPLICATION

DVB I

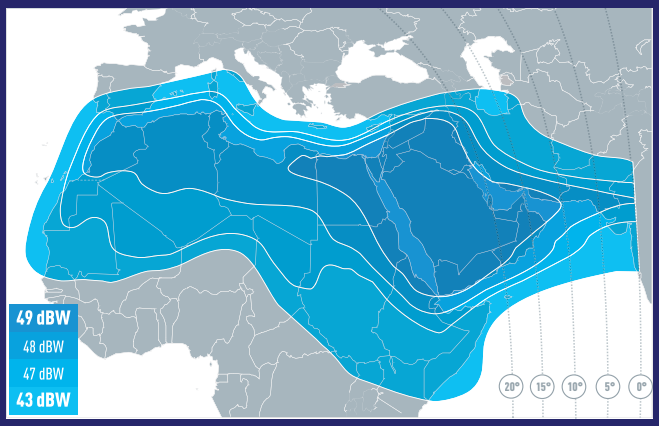
NEW TV MODELS SUPPORTING SERVICE LIST INSTALLATION AND DIRECT EPG INTEGRATION WITHIN THE NATIVE UX, POWERED BY THE DVB-I STANDARD

TARGETING AUDIENCES AT LEADING VIDEO NEIGHBOURHOODS

Sat.tv can be received across Europe, the Middle East and Africa, via the three leading video neighbourhoods, Eutelsat-Nilesat 7/8° West, HOTBIRD at 13° East and Eutelsat 16° East. Together, the satellites deliver around 1000 Free-To-Air TV channels to more than 120M DTH homes.

Content is aggregated in country-specific TV packages per neighbourhood for viewers equipped with a Sat.tv compatible satellite receiver or Connected TV.

MIDDLE EAST & NORTH AFRICA

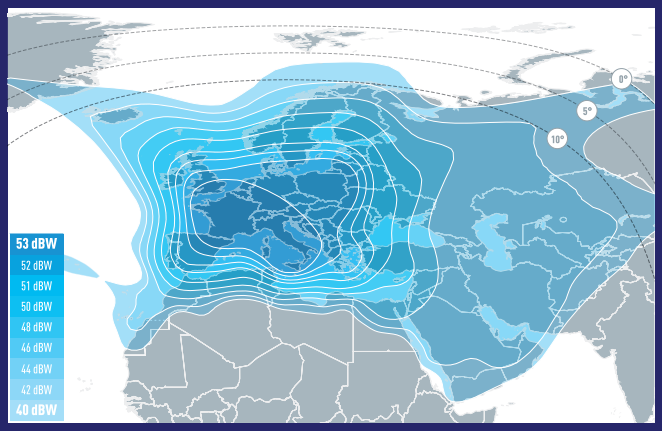


EUTELSAT-NILESAT 7/8° WEST

SAT.TV FTA PACKAGES ON EUTELSAT-NILESAT 7/8° WEST

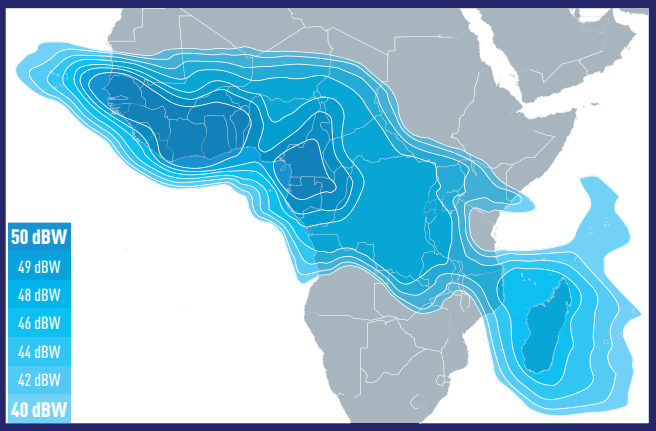
- Algeria
- Bahrain
- Egypt
- Iraq
- Jordan
- KSA
- Kurdistan
- Kuwait
- Libya
- Morocco
- Oman
- Palestine
- Qatar
- Sudan
- Tunisia
- UAE
- Yemen

EUROPE & MENA



EUTELSAT HOTBIRD 13° EAST

AFRICA



EUTELSAT 16° EAST

SAT.TV FTA PACKAGES ON EUTELSAT HOTBIRD 13° EAST

- Arabesque
- Farsi
- International 13° East
- Italy
- Morocco
- Slav

SAT.TV FTA PACKAGES ON EUTELSAT 16° EAST

- Benin
- Cameroon
- Ivory Coast
- Nigeria
- Senegal
- Togo

eutelsat

VIDEO_ETL_DIGITAL_PLATFORMS_4P_EN_0125

32 BOULEVARD GALLIENI,
92130 ISSY-LES-MOULINEAUX. FRANCE
WWW.EUTELSAT.COM
+33 1 53 98 47 47

What can we do for you? Please visit
www.eutelsat.com/enquiries

Sat.tv

Find out more at:
www.sat.tv