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HOT BIRD™ TV AWARDS 2006 WINNERS ANNOUNCED

9th edition of the awards for excellence in thematic broadcasting

Venice, 28 September 2006

The winners were announced today of this year's HOT BIRD™ TV Awards during a gala ceremony on the Island of San Servolo in Venice, Italy.

Organised by Eutelsat; Eurovisioni and SAT Expo, with the support of Variety and for the first time the Venice Casino, the awards are attributed to thematic channels broadcast by Eutelsat satellites in Europe, the Middle East and North Africa. They are assigned by two juries; a Journalist Jury made up of journalists specialised in the media, and a Professional Jury. The public was also invited to express its vote via the web for the *People's Choice Award*.

Earlier this month, the Journalist Jury and the Professional Jury examined over one hundred thematic channels from 15 countries broadcasting through Eutelsat satellites and divided into 11 categories: *Children's*, *National Window*, *Cinema*, *Culture/Education*, *Documentaries*, *Fiction*, *Lifestyle*, *Music*, *News*, *Sport*. A new category to mark the arrival of Europe's first commercial HDTV channels was also introduced this year.

Journalist Jury winners		
CATEGORY	CHANNEL	LANGUAGE
1. Children's <i>Special Mention</i>	Eureka! TPS Jeunesse Al Jazeera children Boomerang Rai Sat Ragazzi	French Arab Italian Italian
2. Cinema <i>Special Mention</i>	Kinowelt TV Ale Kino! Nashe Kino	German Polish Russian
3. Culture/Education <i>Special Mention</i>	TVP Kultura (joint winner) Rai Sat Nettuno 1, 2 (joint winner) Deutsche Welle	Polish Italian German
4. Documentaries <i>Special Mention</i>	History Channel Iz TV	Italian Turkish
5. Fiction <i>Special Mention</i>	Cult (joint winner) Fox Crime (joint winner) Jimmy	Italian Italian Italian
6. High Definition <i>Special Mention</i>	Next HD Venice Channel	Italian Italian
7. Lifestyle	TV8 Mont-Blanc	French
8. Music <i>Special Mention</i>	MTV Brand New (joint winner) Video Italia (joint winner) CMC	Italian Italian Croatian
9. News <i>Special Mention</i>	BBC World Rai News 24	English Italian
10. Sport <i>Special Mentions</i>	Eurosport 1/2 ESPN Classic Sport SKY Sport	French English Italian
11. National Window <i>Special Mention</i>	RTVI Channel Duna Televizio	Russian Hungarian

Professional Jury winners		
	CHANNEL	LANGUAGE
MARKET DYNAMISM	365 days - NTV (joint winner) TVN 24 (joint winner)	Russian Polish
PRODUCT INNOVATION	Direct 8	French
GLOBAL PRODUCT	Trace TV	French
PUBLIC SERVICE INNOVATION	TVRi	Romanian

People's Choice Award winner		
	Duna Televizie	Hungarian

Giuliano Berretta, CEO of Eutelsat Communications said at the conclusion of the ceremony: "By broadening programming choice for millions of viewers, thematic channels form a vital component of today's television panorama. Together with our partners we are very proud to continue to support this truly international event that salutes the creativity and quality of thematic channels. The introduction for the first time this year of the first HOT BIRD™ TV Award for a High-Definition channel also highlights how new broadcast technologies are already benefiting thematic television."

"In a moment in which convergence becomes reality, it will be necessary for the operators of the sector widened by the media to come together to discuss how to create and produce for the new and old platforms of distribution" adds the President of Eurovisioni, Henry Ingberg "Above all on how to adjust the old rules to the panorama that is going through a profound mutation of the European multimedia audiovisual sector. This debate will be held at the Eurovisioni 2006 centre and will have as its subject the quality of the products and not only their quantity, if Europe does not want to lose its soul. The HOT BIRD™ awards that award television quality are one of the main instruments at our disposal to stimulate the sector in this direction".



www.hotbirdtvawards.com



About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A. The Group is a leading satellite operator with capacity commercialised on 23 satellites providing coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas. The Group is one of the world's three leading satellite operators in terms of revenues. Its satellites are used for broadcasting more than 2,100 TV and 970 radio stations to more than 120 million cable and satellite homes. The Group also provides TV contribution services, corporate networks, mobile positioning and communications, Internet backbone connectivity and broadband access for terrestrial, maritime and in-flight applications. Eutelsat Communications is headquartered in Paris, and the Group's workforce comprises over 490 employees from 27 countries.

www.eutelsat.com

What is Eurovisioni?

Eurovisioni is an international film and television festival, established in 1987 and this year in its XX edition. The 2006 edition theme – in Rome, 20-23 October – is “*The future is already here: audiovisual production and creation in the age of convergence*”. Eurovisioni 2006 is supported by the President of the Italian Republic, Giorgio Napolitano, the French President Jacques Chirac, the European Commission (Commissioner for Information Society and Media), the European Council, the Cabinet Office, the Italian and French National Heritage and Culture Ministers; the Ministers for Foreign Affairs, Communications and European Affairs, the Lazio Regional Authority, the Rome District and the Mayor of Rome, etc. The initiative is also supported by ARD, BBC, Canal +, Eutelsat, France Télévision, RAI, RTVE, TVP, ZDF.

The 2006 edition will take place within the framework of the Rome Film Festival.

www.eurovisioni.it

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The international press jury 2006:

Coordinator: **Duilio Giammaria, Tg1 Rai** (Italy)

Victor Amela, La Vanguardia (Spain), **Imad Al Atrach, Al Jazeera** (Qatar), **Jerzy Barski, Tv-Sat Magazine** (Poland), **Sergheij Buntman, Eco di Mosca** (Russia), **Antonio Dipollina, La Repubblica** (Italy), **Tugrul Eryilmaz, Milliyet Art Magazine** (Turkey), **Daniel Psenny, Le Monde** (France), **Patricia Wynn Davies, The Daily Telegraph** (United Kingdom).

Technical consultant: **Alberto Delli Ficorelli, Satellite** (Italy).



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