

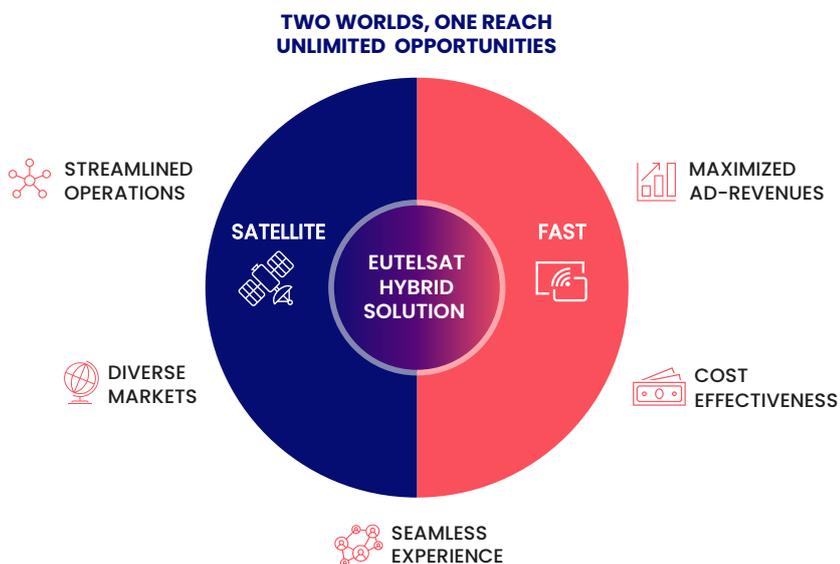
VIDEO

# FAST CHANNELS VIA SATELLITE

## UNLOCK NEW HORIZONS WITH THE BEST OF FAST & SATELLITE IN A SINGLE, COST-EFFECTIVE SOLUTION

In an era where content is king, expanding your reach and ensuring your content is accessible to a global audience is paramount. We are thrilled to introduce an opportunity that can elevate your FAST channel's visibility and revenue through satellite distribution.

### WHY CONSIDER OUR HYBRID SOLUTION?



## KEY BENEFITS

**Streamlined Operations:** One solution for both satellite and streaming integration.

**Cost-Effective Model:** reduced entry barrier, with our innovative business model for channels that are new to satellite.

**Maximized Ad Revenues:** CPM-based monetization on streaming and satellite coupled with traditional satellite ad models.

**Diverse Market Reach:** Regional strength and reach via satellite, global expansion via streaming.

**Seamless Experience:** Unified distribution across platforms, with the viewer journey enhanced whenever HbbTV is implemented.

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## HOW IT WORKS?

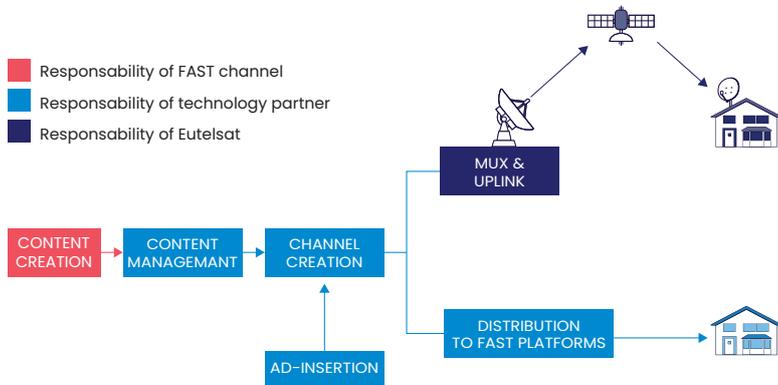
We make it simple: just deliver your content in a suitable format and we handle the rest, allowing you to focus on creating and monetizing your captivating content.

Through **seamless integration**, your channel will be distributed over our HOTBIRD satellites covering Europe from 13° East and EUTELSAT 7 WEST A /EUTELSAT 8 WEST B covering MENA from 7/8° West.

For **maximum visibility** your channel will be included in our SAT.TV, SAT.TV Connect and other EPGs, supported by our tailored distribution solutions to match your audience and goals.

Through our **partners**, we can also help with your channel's distribution over FAST platforms, allowing your channel to reach its full potential.

**The result:** a Unified, Cost-effective and flexible experience that will maximize your channel's advertising revenue



## LET'S CONNECT

Join a roster of successful FAST channels that have expanded their reach and revenue through our satellite distribution services.

We are eager to explore how satellite can propel your FAST channel to new heights.

Let's arrange a meeting to discuss this exciting opportunity further.

Embrace the future of content distribution with satellite technology. We look forward to the possibility of partnering with you to unlock new horizons for your channel.

## SUCCESS STORIES:

“Until recently, you wouldn't have heard 'streaming' and 'satellite' mentioned in the same conversation about channel distribution strategies, but we have proven that the two can not only co-exist, but work together very successfully for real mutual value. Our agreement with Tivùsat is a clear and compelling example of that synergy. Tivùsat is thriving by including local and international channels – both broadcast and streaming – via Eutelsat's powerful HOTBIRD satellite. We're proud to be included on their expanding and forward-thinking digital TV platform.”

Philipp Rotermund,  
wedotv co-CEO

For further information, please contact us  
[www.eutelsat.com/enquiries](http://www.eutelsat.com/enquiries)

