

VIDEO

DIGITAL PLATFORMS AFRICA

REACH MORE TV HOMES WITH COST-EFFECTIVE ACCESS TO SATELLITE DISTRIBUTION

Eutelsat's Digital Platforms (EDPs) give broadcasters immediate reach to the wide audiences available via satellite, without the need to invest in expensive multiplexing facilities.

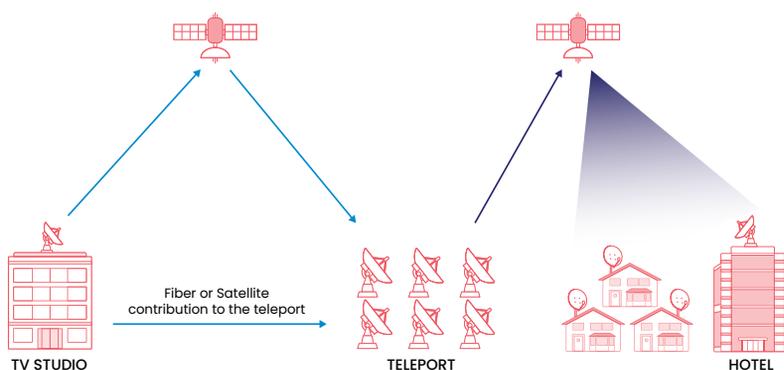
The turnkey service combines ground services (including contribution links, content multiplexing and uplinking) and satellite bandwidth, for cost-effective access to large established audiences.

Broadcasters can leverage the most economical distribution system for their channels, while keeping full control of their content.

WHY CHOOSE A EUTELSAT DIGITAL PLATFORM?

- Immediate access to massive audiences
- No investment required in multiplexing facilities
- Simple and easy satellite delivery
- Flexible bit-rate options for different content types
- 24/7 monitoring and support

HOW DOES IT WORK?



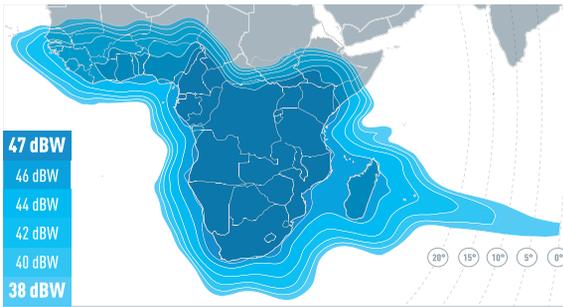
KEY FEATURES

- Channel collection via internet, fibre or satellite
- Multiplexing of content
- Uplink to the satellite
- Satellite bandwidth
- Monitoring and control 24/7

ADDITIONAL SERVICES

- Tape play-out
- Turnarounds
- Encoding of content
- Hosting
- Premium SLA

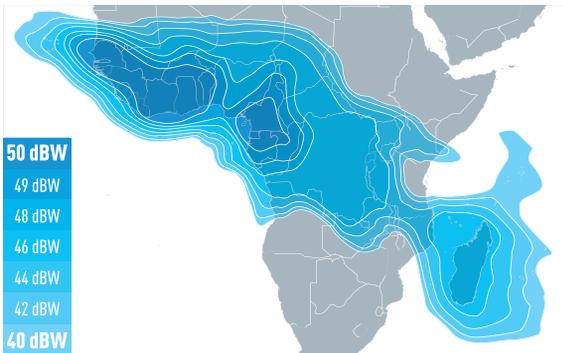
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EUTELSAT 7B AFRICA COVERAGE

SUB-SAHARAN AFRICA EUTELSAT 7B AT 7° EAST

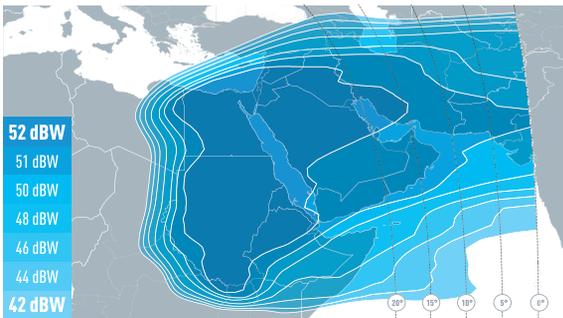
- Fastest growing TV hotspot for Sub-Saharan Africa
- Over 3.5 million homes connected
- More than 250 TV channels, a key orbital position for pay-TV services and growing free-to-air environment



EUTELSAT 16A AFRICA COVERAGE

FRANCOPHONE AFRICA EUTELSAT 16A AT 16° EAST

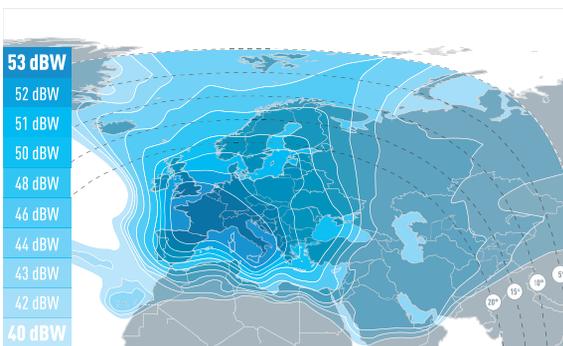
- Leading free-to-air broadcasting in Africa, with two-thirds of free-to-air satellite TV homes in French-speaking areas
- Reaching over 4 million TV homes in Western, Central and Austral Africa
- Growing francophone pay-TV position with platforms including Africa XP, Canal+ International, Orange and Parabole Réunion



EUTELSAT 8 WEST B EASTERN AFRICA COVERAGE

EASTERN AFRICA & MENA EUTELSAT 7WA & 8WB AT 7/8° WEST

- Leading broadcast neighbourhood for MENA delivering 950 TV channels to 66 million homes
- High power coverage of Eastern Africa, up to 52 dBW
- Countries covered include Ethiopia, Djibouti, Eritrea, Southern Sudan, Sudan Egypt and the Middle East



HOTBIRD WIDEBEAM COVERAGE

EUROPE & MENA HOTBIRD AT 13° EAST

- Leading DTH, cable, IP and DTT delivery with almost 100% cable and IPTV penetration
- Reaching 160 million homes, including 100 million cable/IPTV homes across Europe and MENA
- Video neighbourhood with the highest linguistic diversity of channels and audiences