VIDEO

DIGITAL PLATFORM EUTELSAT HOTBIRD

WIDEN YOUR CHANNEL REACH TO HOMES ACROSS EUROPE AND MENA

- **Deliver content from Africa to audiences in Europe and MENA**
- **Reach 160 million households**
- **Leading DTH, cable, IP and DTT delivery with almost 100% cable and IPTV penetration**
- **Video neighbourhood with the highest linguistic diversity of channels and audiences**

WHAT IS A EUTELSAT DIGITAL PLATFORM?

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

EDPs offer cost-effective satellite hops, or contribution services, giving broadcasters access to the most economical distribution systems.

WHY CHOOSE AN EDP?

- Facilitates satellite delivery for smaller broadcasters
- Cost-effective access to satellite networks and turnkey services
- No investment required in multiplexing facilities
- Flexible bit-rate options for different content types
- Fibre/satellite contribution from customer premises

KEY SERVICES

- Broadcast to homes
- Turnaround
- Tape play-out
- Subscriber Management
- Digital radio

AVANTAGES TECHNIQUES

- Content sent to the EDP via optical fibre or satellite backhaul
- Encoding and encryption images
- Multiplexing of content
- Transmission to the EUTELSAT HOTBIRD satellite
- Monitoring and control 24/7
- Fully redundant operations (1+1)