

PR/11/12

Eutelsat at CabSat Dubai: boosting resources and innovation for broadcast and broadband markets

**28 February – 1 March, Dubai International Convention and Exhibition Centre,
Stand S –D11, Hall Arena**

Highlights:

- > Unmatched opportunity for broadcasters to expand audience in Middle East, Europe, Africa**
 - New ATLANTIC BIRD 7 satellite at 7° West: fuelling growth of digital and HDTV channels across Middle East and North Africa**
- > Affordable IP access in Africa: new platform on the W3C satellite at 16° East**
- > KA-SAT High Throughput Satellite: unlocking potential for cost-efficient broadband and video services, including newsgathering**
- > New satellite resources in 2012: W6A and W5A for unrivalled connectivity between Middle East, Europe, Asia, Africa**

Paris, February 22, 2012

With the Middle East and Africa representing some of the most world's most go-ahead satellite markets, key players are assembling in Dubai next week for the annual CabSat exhibition and conference. Eutelsat Communications (Euronext Paris: ETL) is exhibiting at this unique platform for media and satellite sectors. New services, technologies and satellites will be on display to show how broadcasters, service providers and telecom operators can enhance the delivery and performance of digital services.

Eutelsat's satellites serving over 4,000 channels: a proven partner for satellite broadcasting across Europe, the Middle East, Africa

With over 4,000 channels broadcasting from eight video neighbourhoods, Eutelsat is an established and preferred partner for broadcasting groups from around the world. The milestone of 4,000 channels was reached late 2011 with the launch at Eutelsat's 7° West neighbourhood of Rotana Cinema, devoted to classic and contemporary films in Arabic, and part of the Rotana entertainment group. Steady channel growth continues to be driven by the expansion of thematic

television and the take-up of HDTV which is progressing in all markets served by Eutelsat's satellites. HD today accounts for 7% of channels broadcast by Eutelsat.

7° West, the fastest-growing video neighbourhood: TV channels up by 35% in 2011

The 7° West neighbourhood assembles the largest community of satellite TV channels in the Middle East and North Africa. Channels grew by 35% in 2011, reflecting the dynamic of free-to-air and pay-TV, which represent 80% and 20% of the 822 Arab and international channels broadcast on five satellites operated at 7° West by Eutelsat and Nilesat.

Growth was spurred by the entry into service in October 2011 of ATLANTIC BIRD 7 which delivers unmatched performance and coverage for Arab countries. Eutelsat's new satellite also extends reach to all of North Africa as far as Mauritania, and east to the edges of Yemen, Sudan and Oman. Its 50 Ku-band transponders expand resources for HDTV which marks another transformation in the broadcast sector. Forty channels produced by leading broadcasters that include MBC, Al-Jazeera and Orbit Showtime Network (OSN), already broadcast in HD from 7° West.

Affordable IP access across Africa: launch of a new platform at 16° East

Eutelsat will announce at CabSat Dubai the entry into service next month of a new platform to address high demand for broadband connectivity from SOHOs and SMEs from Senegal to Madagascar.

The platform will be launched from 16° East using Ku-band capacity on the W3C satellite. It will use qualified Sat3Play® hub technology provided by Newtec and housed at Eutelsat's teleport in Sardinia (Italy). Sat3Play® is a two-way satellite broadband system delivering IP-based services for ISPs wanting to offer competitive data and voice services in areas unserved by terrestrial broadband connectivity. For easy and quick self-installation, user equipment uses Newtec's innovative Point&Play® tool, which will be displayed on the stand.

KA-SAT for cost-efficient broadband and video services, including newsgathering

The KA-SAT High Throughput Satellite has changed the paradigm for satellite broadband by driving down the per megabit cost of connectivity. Eutelsat continues to unlock the potential of this powerful all Ka-band platform with new products joining the new-generation Tooway™ broadband service.

NewsSpotter, designed for outside broadcasters, is one of the new KA-SAT services shown at CabSat. Delivering up to 20 Mbps on the uplink, ample for SNG, and up to 50 Mbps on the downlink, NewsSpotter enables a number of SD or HD feeds to be routed in parallel to multiple IP

addresses. Users can reserve bandwidth online with immediate booking applications or on a pre-planned basis for a guaranteed reservation.

NewsSpotter will be shown with an ultra compact vehicle system designed for KA-SAT by Dawson, the mobile broadcast specialists. The Dawson GC-Zero 70 product uses a low-profile 70cm antenna and enables vehicles to connect and transmit at 10Mbps.

New satellite resources in 2012: W6A and W5A for enhanced connectivity between Middle East, Europe, Asia, Africa

Two new innovative and highly flexible satellite programmes will be highlighted at CabSat Dubai: W6A and W5A. Both are due for launch by the end of 2012 and are designed to provide telecom operators, video and government service providers with regional coverage and connectivity between Europe, the Middle East, Africa, Asia and as far as Australia.

- W6A will offer high flexibility via an enhanced footprint sweeping across Europe into North Africa and Central Asia and two high-power beams with regional coverage of North Africa and the Middle East. Designed for data and government communications, video file exchanges, GSM and Internet backhauling, the satellite's 40 Ku-band transponders will increase capacity at 21.5° East by 50%.
- Unique of its kind, W5A is designed to optimise resources from a single orbital slot at the crossroads between Europe, Africa, Asia and Australia. With high frequency reuse, four powerful regional beams connected to 48 Ku-band transponders will be located on a single platform. W5A will more than double current capacity at 70.5° East for data and government services, broadband access, GSM backhauling and professional video exchanges.

Where to meet us at CabSat Dubai

Eutelsat Stand: S – D11

GVF Satellite MENA Summit

Al Ain Meeting Room B (opposite Sheikh Saeed Halls above entrance to Hall 3)

- February, 29 – 3pm to 3.30pm: The Satellite Operators' Game Plan, with Pasquale Falconio, Operational care and customer support manager, Eutelsat.
- March, 1 – 12:10-12.50: Understanding Today's & Forecasting Tomorrow's MENA Growth Drivers in Communications, with Ghassan Murat, Head of Strategic Marketing, Eutelsat.
- March, 1 – 13:45-14:35: Satellite Transponder Supply & Demand, and the Dynamics of Ka-band in the MENA Region: Global & Regional Satellite Operators - Local Knowledge &

www.eutelsat.fr



Suivez-nous sur twitter [@Eutelsat_SA](https://twitter.com/Eutelsat_SA)

Universal Markets, with Jean-François Fremaux, Business Development Director,
Eutelsat.

About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 29 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. As of 31 December 2011, Eutelsat's satellites were broadcasting more than 4,000 television channels. They also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates access to high speed internet services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ just over 700 commercial, technical and operational professionals from 30 countries.

www.eutelsat.com

For further information

Press

Vanessa O'Connor Tel. : + 33 1 53 98 37 91 voconnor@eutelsat.fr
Frédérique Gautier Tel. : + 33 1 53 98 37 91 fgautier@eutelsat.fr

Investors and analysts

Lisa Finas Tel. : +33 1 53 98 35 30 investors@eutelsat-communications.com
Léonard Wapler Tel. : +33 1 53 98 31 07 investors@eutelsat-communications.com

