

## THE HYBRID NETWORK



## ABOUT EUTELSAT

With capacity commercialised on 27 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.

At 30 June 2009, Eutelsat's satellites were broadcasting almost 3,300 television channels and 1,100 radio stations. More than 1,000 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 123 million cable and satellite homes in Europe, the Middle East and North Africa.

The Group's satellites 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 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 615 commercial, technical and operational employees from 28 countries.

## BROADCAST APPLICATIONS

## Available brochures:

- ▶ 3D TV
- ▶ Broadcast Services
- ▶ Digital TV in Central / Eastern Europe
- ▶ Digital Terrestrial TV
- ▶ EUROBIIRD™ 9A
- ▶ HDTV
- ▶ HOT BIRD™
- ▶ SNG / Occasional use

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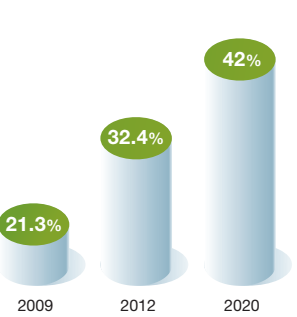
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# THE DIGITAL TRANSITION IS HAPPENING NOW

## TERRESTRIAL TELEVISION

### RAPID GROWTH OF DIGITAL TERRESTRIAL PENETRATION



% of TV Households in Europe/MENA  
Source: Screen Digest and Eutelsat

### TRANSITION TO DIGITAL TERRESTRIAL TELEVISION IN EUROPE NORTH AFRICA AND THE MIDDLE EAST

- completed
- by 2010
- by 2012
- by 2015
- by 2020 or later

Source: European Commission and DVB

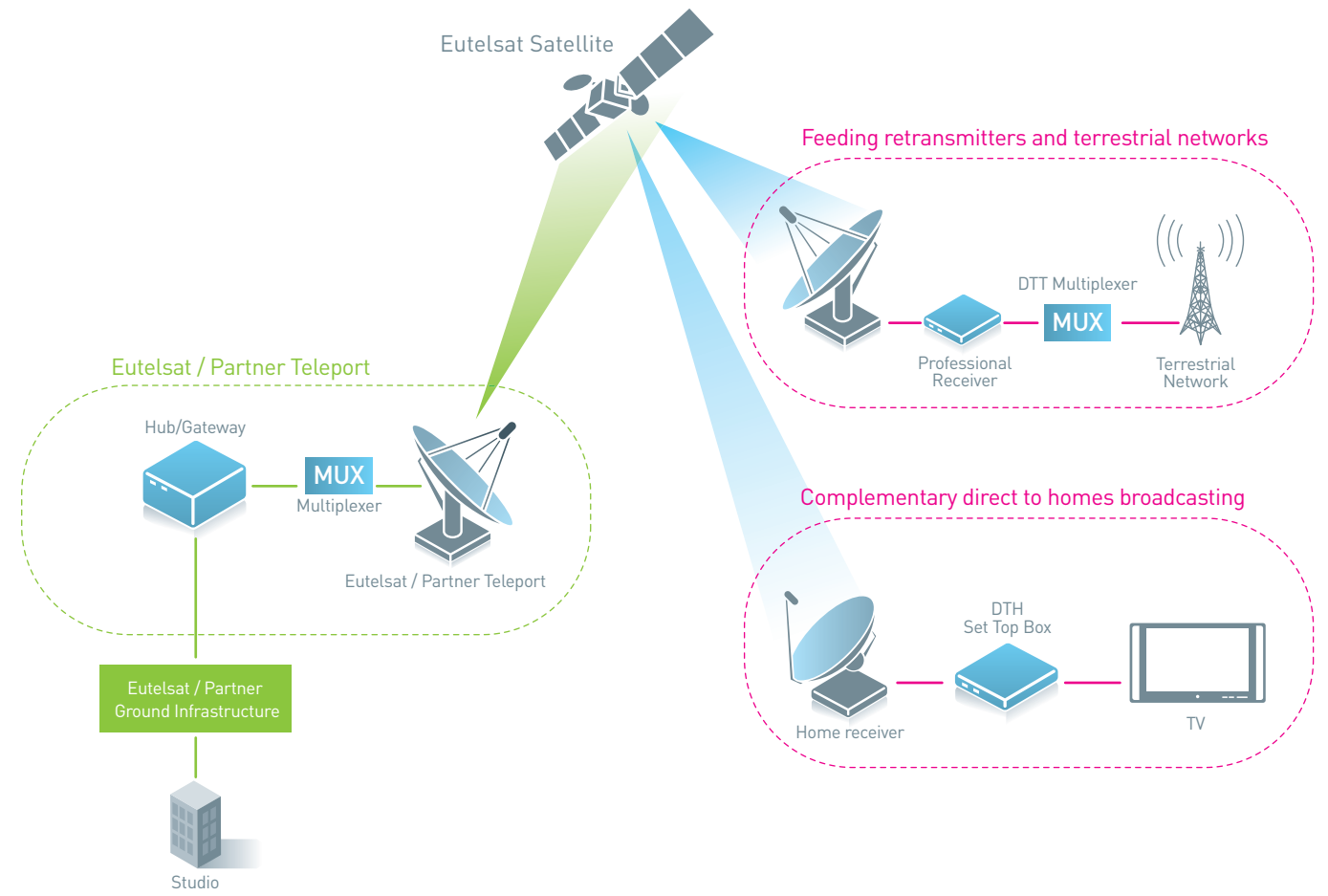


- To respect national deadlines, regulators, broadcasters and network operators are preparing for the transition to an all-digital environment
- The Analogue Switch-Off will free new spectrum by 2012 for most countries.
- Hundreds of new digital quality channels will be launched to reach more than 230 million households.

# EUTELSAT'S DIGITAL TERRESTRIAL EXPERTISE

## TECHNICAL LEADERSHIP, MARKET EXPERIENCE AND BUSINESS SUPPORT

*When quality, timing and expertise are key to your success, Eutelsat is your natural partner in reaching immediately your audience.*



## SATELLITE: THE KEY ENABLER FOR THE DIGITAL TERRESTRIAL TELEVISION TRANSITION

### EUTELSAT'S SOLUTION OFFERS THE FOLLOWING BENEFITS

- **Fast deployment**
- **Cost effectiveness**
  - Optimal solution to distribute to terrestrial DTT network
  - Complement to terrestrial coverage through DTH broadcast
  - Best solution for point to multipoint and broadcasting
- **End-to-end turnkey solution: satellite and ground segment**
- **Flexibility / Scalability**
- **Powerful regional coverage**

## EUTELSAT'S CONTRIBUTION TO YOUR BUSINESS

- **Key references**  
Benefit from Eutelsat's experience in DTT broadcasting in France, Italy, Spain, Algeria...
- **Technical Excellence**  
Rely on our expertise in value added services, a 24/7 quality control and on our customer support
- **Ground Services**  
Choose our turnkey ground services: satellite uplink, terrestrial video transport, encoding, multiplexing, encryption and housing of customer equipment
- **Marketing Support**  
Break into the DTT market with Eutelsat's marketing team and take advantage of extensive TV market knowledge in Europe, North Africa and the Middle East