

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
- ▶ EUROBird™ 9A
- ▶ HDTV
- ▶ HOT BIRD™
- ▶ SNG / Occasional use

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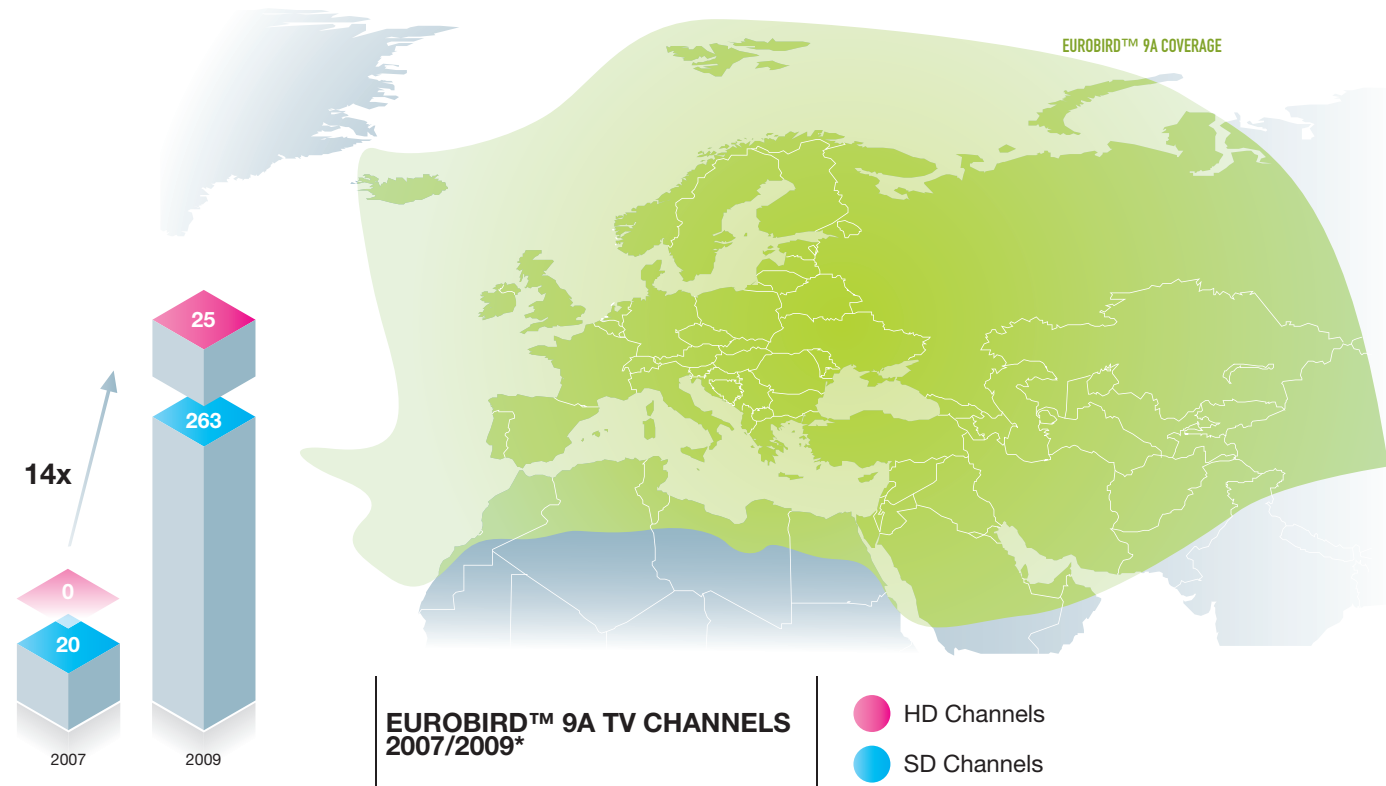
EUROBIRD™ 9A AT 9 DEGREES EAST

A growing hotspot for DTH broadcasting



Photos © Getty Images / art direction & illustrations : Pierre Bergat (piere@210x257.com)

THE NEW EUTELSAT SUCCESS STORY



Break into the European DTH market

- The place to be for new platforms, thematic, ethnic and new HDTV channels
- Prime neighbourhood due to adjacent premium HOT BIRD™ position at 13° East
- Large coverage reaching approximately 3 million homes in Europe and MENA

The most cost-effective alternative

- Attractive rates with respect to other broadcasting positions
- Available capacity with 38 transponders in the BSS band

End-to-end solutions

- Full range of broadcasting services, including contribution, turnaround, encoding, encrypting, multiplexing and uplinking, via our teleports in France and Italy
- Partnerships with a wide network of teleports throughout the coverage zone

An audience awaits you at 9 degrees East!

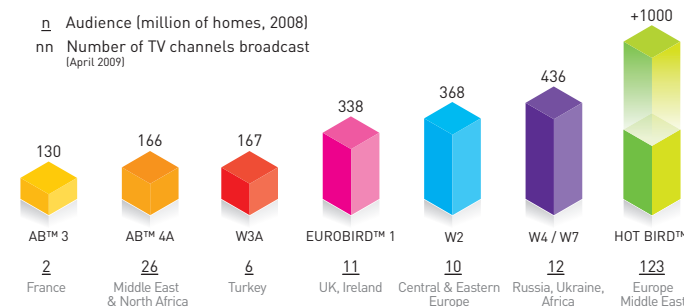
- 5 platforms have already chosen EUROBIRD™ 9A
- 20+ languages currently broadcast on EUROBIRD™ 9A
- Many minority channels already broadcasting
- Over 100 free-to-air channels

Gain access with ClipSat™

Reach 13° East, the premium European broadcast neighbourhood, with a simple ClipSat™ installation (see opposite page)

3D demonstration channel

- Europe's first permanent 3D TV demonstration channel is broadcast from EUROBIRD™ 9A



* Note: Data as of June 2007 and December 2009
Source: Lyngsat, Eutelsat Analysis

EUROBIRD™ 9A LINE UP: A GREAT START!

FROM 20 TO 288 CHANNELS IN JUST OVER TWO YEARS

25 HDTV CHANNELS



EUROPEAN CHANNELS



PLATFORMS

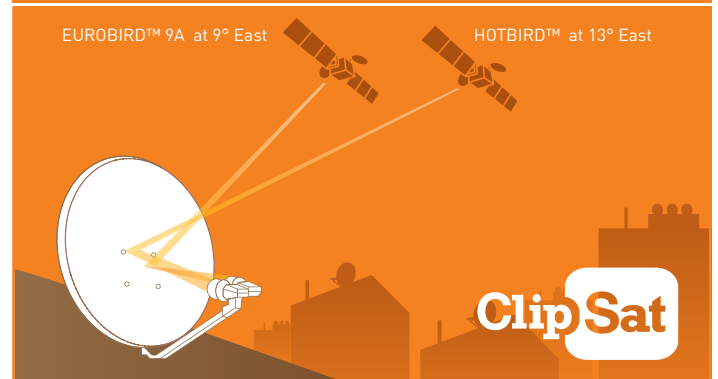


The HOT BIRD™ neighbourhood

With ClipSat™, access HOT BIRD™: the premium European broadcast neighbourhood, with an audience of 123 million households

- Over 1000 TV channels with more than 550 encrypted channels and more than 450 free-to-air TV channels
- Almost 40 HDTV channels
- 47 different languages
- 14 anchor digital TV platforms: ART and SNRT for Arabic-speaking markets; Bis TV and Orange from France; Cyfra +, Cyfrowy Polsat, Telewizja na karte and 'n' from Poland; Nova from Greece; Sky Italia, RAI and Mediaset from Italy; SRG-SSR from Switzerland and TéléSAT from Belgium

ClipSat™: Dual reception 9°E / 13°E



- Simply clips onto the existing LNB pointing to 13°
- Suitable for a wide range of antennas from 70 to 100 cm
- Reception quality at 13° is not affected