

Eutelsat steps up Ultra HD activity with first demo channel broadcasting in HEVC at 50 frames per second

Paris, 26 May 2014 – Eutelsat Communications (NYSE Euronext Paris: ETL) is scaling up its Ultra HD activity with the launch of Europe’s first demo channel encoded in HEVC (High Efficiency Video Coding) and broadcasting at 50 frames per second with 10-bit colour depth (one billion colours – HEVC Main 10 profile). These three parameters are key for creating a favourable economic environment for Ultra HD and delivering consumers the most rewarding viewing experience on new-generation home displays.

The new channel has been launched at Eutelsat’s HOT BIRD video neighbourhood which provides exceptional Direct-to-Home reach of Europe, the Middle East and North Africa. The channel is also the first that can be received direct by consumers using the latest 4k TV panels equipped with DVB-S2 demodulators and HEVC decoders.

Ultra HD content, encoded by ATEME that is now broadcasting in Eutelsat’s newest channel includes extracts of a performance in the Royal Chapel at Versailles of Monteverdi’s Vespers conducted by Sir John Eliot Gardiner. The filming was co-produced by Wahoo Production and Château de Versailles Spectacles with the participation of France Télévisions, using eight cameras operating at 50 frames per second.

Michel Chabrol, Director Marketing Innovation and Digital Cinema at Eutelsat, said: *“The launch of this new channel is another milestone taking us closer towards the commercial roll-out of 4k TV channels that will propel broadcasting into a new era. Immense progress has been made with partners in the broadcasting chain since the launch in January 2013 of the first demonstration Ultra HD channel on a Eutelsat satellite. HEVC encoding combined with 50 frames per second are the next step the industry has been waiting for and we are delighted to demonstrate this performance through our HOT BIRD satellites.”*

Reception parameters	
HOT BIRD (13 ° East)	Horizontal polarisation
Downlink frequency: 10930 MHz	Symbol rate: 27500

About Eutelsat Communications

Established in 1977, Eutelsat Communications (NYSE Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 36 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service. For more about Eutelsat please visit www.eutelsat.com

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