

## **Soccer from space: Eutelsat and Rai broadcast first of seven Euro2016 matches in live Ultra HD**

### **Viewers receiving Tivùsat platform offered first quarter final, between Poland and Portugal, in Ultra HD**

**Paris, Rome, 1 July 2016** – Yesterday's first quarter-final of the Euro2016 marked the kick-off of seven matches that Rai, Italy's national public broadcaster, and Eutelsat (NYSE Euronext Paris: ETL) are offering Italian TV homes. The initiative with Eutelsat marks Rai's most ambitious foray into Ultra HD that represents the next big leap forward in broadcasting.

### **Unprecedented Ultra HD broadcasts delivered to Tivùsat homes by Eutelsat's HOTBIRD satellites**

Images of the match were filmed by 14 Ultra HD cameras located by UEFA at the Vélodrome Stadium in Marseilles and sent to the International Broadcasting Centre (IBC) in Paris where they were forwarded to Eutelsat's Paris-Rambouillet teleport. A temporary studio set up by Rai at the teleport added live commentary, after which the special Rai 4k channel was encrypted and uplinked to Eutelsat's HOTBIRD satellites. Tivùsat homes equipped with an Ultra HD screen and a CAM certified by Tivùsat were able to watch the first quarter-final which will be followed on 1, 2 and 3 July by the three other quarter finals, the semi-finals on 6 and 7 July and the final match on 10 July.

These live broadcasts of European Championship matches constitute Italy's most significant broadcast of live sport in Ultra HD and prefigure the launch of regular channels. With the take-up of Ultra HD screens in Italy expected to hit one million units by end 2016, the market for higher resolution TV is rapidly taking shape.

The special broadcasts also involve the support of industry-leading technology partners, including DBW COMMUNICATION and V-Nova that is providing the P.Link 4K, a software-based contribution encoding and decoding system that can contribute the highest signal quality from the IBC.

#### **About Eutelsat Communications**

Established in 1977, Eutelsat Communications (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 39 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 37 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](http://www.eutelsat.com)

■ **Press**

Vanessa O'Connor

Tel: + 33 1 53 98 37 91

[voconnor@eutelsat.com](mailto:voconnor@eutelsat.com)

Marie-Sophie Ecuier

Tel: + 33 1 53 98 37 91

[mecuer@eutelsat.com](mailto:mecuer@eutelsat.com)

■ **Investors and analysts**

Joanna Darlington

Tel. : +33 1 53 98 35 30

[jdarlington@eutelsat.com](mailto:jdarlington@eutelsat.com)

Cédric Pugni

Tel. : +33 1 53 98 35 30

[cpugni@eutelsat.com](mailto:cpugni@eutelsat.com)