

SOCIETE BURKINABE DE TELEDIFFUSION

Burkina Faso selects Eutelsat to accelerate nationwide roll-out of digital television

Société burkinabè de télédiffusion (SBT) leverages EUTELSAT 3B satellite to transition to Digital Terrestrial Television

Abidjan, Ouagadougou, Paris, 30 May 2017 — Eutelsat Communications (NYSE Euronext Paris: ETL) today announced a multi-year agreement for satellite capacity with Société burkinabè de télédiffusion (SBT), the public agency deploying DTT channels across Burkina Faso.

Announced at Discop Abidjan, the new contract is a major step in the drive to accelerate analogue switch-off in Burkina Faso.

Capacity leased on EUTELSAT 3B is already delivering approximately 20 channels¹ to 35 digital terrestrial transmitting towers deployed throughout Burkina Faso, enabling homes equipped with a digital decoder and a compatible TV set to benefit from digital quality content.

In addition to favouring EUTELSAT 3B for nationwide free-to-air broadcasting, SBT has partnered with public broadcaster RTB to expand availability of public service content to Burkinabe residents and embassies in a broader footprint. Capacity on EUTELSAT 16A is extending access to RTB in Africa and EUTELSAT 9B in Europe.

SBT General Manager, Kadidia Savadogo, declared: *“We are leveraging the unique footprint of the EUTELSAT 3B satellite over our country to launch a broadcasting platform that will deliver as many TV channels as possible to Burkinabe households with enhanced audio and image quality. Our objective is to ensure DTT delivery to 98% of our territory by the end of 2017.”*

Michel Azibert, Eutelsat’s Deputy CEO and Chief Commercial & Development Officer, added: *“With this agreement, Eutelsat is leveraging capacity on three of our satellites to contribute to Burkina Faso’s transition to a fully digital broadcasting environment. We are proud to support SBT in its drive to accelerating access to DTT channels for all Burkinabe homes.”*

¹ SMTV, Canal 3, TVZ Africa, Impact TV, BF1, TV Maria, Alhouda, CVK, El-Bethel, Burkina Info TV, RTB Télévision, RTB Zénith, Edifice McCann, Savane FM, TAM-TAM Production (3TV), Omega TV and Assemblée TV.

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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

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