

## Eutelsat's *Sat.tv* app now available on connected TVs

***Personalised programme selection now directly accessible through HbbTV connected TVs***



**Amsterdam, Paris, 15 September 2017** – Eutelsat Communications (NYSE Euronext Paris: ETL) today announced at the IBC show in Amsterdam that its **Sat.tv** app, the smart programme guide available through tablets and smartphones, is now running on connected TVs using the HbbTV standard. Available for free channels broadcasting from Eutelsat's HOTBIRD and 7/8° West video neighbourhoods, **Sat.tv** helps viewers browse through hundreds of free channels and track their favourite programmes. The extension to connected TVs starts at the HOTBIRD neighbourhood and will be expanded in the coming months to Eutelsat's 7/8° west neighbourhood.

### **More than 1.2 million downloads**

Launched in April 2016, the application which is free to download on the App Store and Google Play Store, is designed for the millions of viewers in Europe, North Africa and the Middle East receiving over 400 free-to-air channels broadcast from Eutelsat's two leading hubs, at 13° East (HOTBIRD) and 7/8° West. It has achieved a record number of downloads, reaching 1.2 million this month.

### **Improved visibility of free-to-air channels**

**Sat.tv** is a new-generation smart programme guide designed to enrich the viewer experience and represents a new way for free-to-air satellite channels to engage with their audiences. A breakdown of programme schedules appears in real time in the application. The user-friendly interface, available in five languages (English, French, Russian, Italian and Arabic), allows viewers to access full details of the programmes of their choice in almost 40 languages.

### **Personalised recommendations directly on HbbTV connected TVs**

The principal features include access to all programmes broadcast by channels included in the app, with the option of refining a search by time, channel or programme type. Viewers can easily record their preferences, enabling the recommendation engine to put forward programmes that match individual interests.

Through the addition of the HbbTV standard, viewers equipped for HOTBIRD can now directly access on their connected TV both personally selected and recommended programmes.

**Sat.tv** and its latest developments will be presented during the IBC show in Amsterdam from 15 to 19 September on Eutelsat's stand - Hall 1, Stand D59.

#### **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 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](http://www.eutelsat.com)

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