

## **Eutelsat partners with Ethiopian Broadcasting Corporation and the Association of Ethiopian Broadcasters for video capacity on EUTELSAT 8 West B**

**Paris, 12 February 2019** - Eutelsat Communications (Euronext Paris: ETL) has signed simultaneous multi-year contracts with the Ethiopian Broadcasting Corporation and the Association of Ethiopian Broadcasters for video capacity on its EUTELSAT 8 West B satellite. The aggregate of these contracts represents multi-transponder capacity, including incremental resources.

Leveraging EUTELSAT 8 West B satellite's dedicated coverage of Ethiopia, both media groups will enjoy nationwide coverage for their free-to-air DTH platforms, representing a total of 30 channels. Introduced to the local market back in 2012, Eutelsat's 7/8° West orbital position will now broadcast the vast majority of Ethiopia's channels thanks to these new agreements.

A longstanding client of Eutelsat on the HOTBIRD position, the Ethiopian Broadcasting Corporation (EBC) is the country's oldest and largest free-to-air broadcaster. Programming features news, sport, music and other entertainment, broadcast predominantly in Amharic, the official working language of the federal government. The Association of Ethiopian Broadcasters (AEB), established in September 2018, is a group of privately owned, licensed broadcasters operating in Ethiopia. Members include Ethiopian Broadcasting Service (EBS), Fana TV, Walta, Kana TV, Arts, Nahoo TV, Afrihealth, OBS, LTV, Ahadu, DWTV, Asham TV and Balageru.

Michel Azibert, Eutelsat's Chief Commercial and Development Director, said: *"We are proud to be working with leading broadcasters Ethiopian Broadcasting Corporation and the Association of Ethiopian Broadcasters in enriching the FTA experience for viewers across Ethiopia. These agreements also highlight the strength of Eutelsat's 7/8° West orbital position."*

Messay Hurissa, EBC's Chief Technology Officer, noted: *"We are delighted to be working with an industry leader such as Eutelsat as part of our expansion into the untapped broadcasting public sphere within our territory and beyond. This partnership will allow EBC's customers to benefit from a much better performance with high quality broadcasting and customer support."*

Anman Fissehazion, CEO of AEB, added: *"Satellite technology plays a key role in reaching TV households across Ethiopia. One of AEB's goals is to increase and strengthen the number of TV households in our country. This goal can be reached if all broadcasters operate from a common orbital position to reach their audiences, such as 7/8° West. Today's signing is a major step in this*

*venture and I am sure that our contract with Eutelsat will lead us to many more successes to better serve our viewers.”*

#### **About Eutelsat Communications**

Founded in 1977, Eutelsat Communications is one of the world's leading satellite operators. With a global fleet of satellites and associated ground infrastructure, Eutelsat enables clients across Video, Data, Government, Fixed and Mobile Broadband markets to communicate effectively to their customers, irrespective of their location. Over 7,000 television channels operated by leading media groups are broadcast by Eutelsat to one billion viewers equipped for DTH reception or connected to terrestrial networks. Headquartered in Paris, with offices and teleports around the globe, Eutelsat assembles 1,000 men and women from 46 countries who are dedicated to delivering the highest quality of service.

Eutelsat Communications is listed on the Euronext Paris Stock Exchange (ticker: ETL).

For more about Eutelsat go to [www.eutelsat.com](http://www.eutelsat.com)

#### ■ **Press**

Marie-Sophie Ecuier

Tel: + 33 1 53 98 37 91

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

Jessica Whyte

Tel: + 33 1 53 98 46 21

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

#### ■ **Investors**

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)

Alexandre Enjalbert

Tel: +33 1 53 98 35 30

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