

**AIRFIELD MEDIA GROUP SELECTS EUTELSAT'S HOT BIRD™  
NEIGHBOURHOOD TO BROADCAST BELGIAN FRENCH-LANGUAGE CHANNELS IN  
ITS TELESAT PLATFORM**

Paris, 20 November 2008

Eutelsat Communications (Euronext Paris: ETL) announces the signature of a long-term contract with AIRFIELD MEDIA GROUP for satellite capacity at the HOT BIRD™ video neighbourhood and associated ground services. The new capacity will be used to broadcast the five Belgian French-language channels in the new TéléSAT, pay-TV platform, comprising RTBF La Une and La Deux, RTL-TVi, Club RTL and PLUG TV.

In addition to capacity at the HOT BIRD™ neighbourhood, the contract covers provision of contribution links, multiplexing and uplinking of the five TéléSAT channels from Eutelsat's Rambouillet teleport in France. The service is scheduled to launch in December. Direct-to-home satellite reception will be available throughout Belgium with MPEG 4 decoders (MPEG 2 compatible) using Nagravision's Mediaguard 3 encryption system.

On signing the contract Kurt Pauwels, CEO of TéléSAT said: "We are delighted to collaborate with a satellite operator of Eutelsat's stature for the TéléSAT platform. The dynamic and competence of Eutelsat in Europe and beyond are well tested and guarantee us impeccable quality of service and room to grow. Beyond television and radio Eutelsat is constantly developing new technologies and services which will ultimately enable us to propose our subscribers Internet access solutions and multiple interactive services. The French-language market in Belgium is well on course to play its role in a fully digital environment."

Olivier Milliès-Lacroix, Eutelsat Commercial Director, added: "We are particularly pleased with the confidence placed in us by TéléSAT with this contract. The arrival of the new Belgian platform's channels on our satellite fleet confirms the strong pull of the HOT BIRD™ satellites for the French-language TV market. It consolidates their leading position globally with more than 1 100 television channels broadcasting to a viewing audience of over 120 million satellite and cable homes. By choosing our premium HOT BIRD™ neighbourhood TéléSAT can also give subscribers access to more than 500 free-to-air French and international channels of interest to all Belgian homes."

## **TéléSAT press contact**

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### **About TéléSAT**

TéléSAT is part of AIRFIELD MEDIA GROUP that operates TV VLAANDEREN, the leading digital satellite platform for Flemish-speaking Belgium. Launched in June 2006, TV VLAANDEREN has a subscriber base of 70,000 homes.

### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 24 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At 30 September 2008, Eutelsat's satellites were broadcasting more than 3,180 television channels and 1,100 radio stations. Almost 1,100 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 120 million cable and satellite homes in Europe, the Middle East and North Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates services through its teleport in Italy that serves enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 538 commercial, technical and operational experts from 27 countries.

[www.eutelsat.com](http://www.eutelsat.com)

### **For further information**

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