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EUTELSAT AT CABSAT DUBAI
SATELLITES AT THE HEART OF DYNAMIC DIGITAL MEDIA MARKETS ACROSS MENA

8-10 February 2011, Dubai, Stand (S-D11- Hall ARENA)

- **Continued growth of Eutelsat video positions serving MENA regions: 7.7% average annual growth of satellite TV homes from 2008 to 2010**
- **Successful launch of KA-SAT satellite, ushering in new-generation resources for IP and data services**
- **3D workshop on trends and markets**

Dubai, 7 February 2011

With the Middle East and North Africa representing some of the most vibrant markets for satellite-delivered digital entertainment, enterprise and government services, key players are assembling in Dubai for the annual CABSAT exhibition and conference. Eutelsat Communications (Euronext Paris: ETL), one of the world's leading satellite operators, will be exhibiting once again at this major digital media event to demonstrate new broadcast and Internet resources for users across North Africa and the Middle East.

Satellite, the star performer for multi-channel reception

As the main platform for multi-channel reception in North Africa and the Middle East, satellite is the star performer, delivering bandwidth and coverage that enables channels to optimise their audience, and pay-TV platforms to aggregate a diverse range of content and progressively introduce High-Definition channels. According to Eutelsat's own audience research (Eutelsat's two-yearly survey of cable and satellite homes includes research in 12 countries in North Africa and the Middle East), the number of satellite homes in North Africa and the Middle East continues to climb, growing on average by 7.7% per year since 2008, to 48.7 million. New data from Pyramid Research forecasts that pay-TV platforms in the region are expected to experience the world's highest growth rate over the coming five years.

Within the satellite TV universe, Eutelsat's video neighbourhoods have consolidated their position as the key points of reference in the MENA region, notably:

- **7° West: the premium neighbourhood operated in collaboration with NileSat and serving major service providers that include Noorsat, and the OSN and ADD pay-TV platforms. A total of 685 channels, of which over 70% in Arabic, are broadcast from 7°**

West by Eutelsat's ATLANTIC BIRD™ 4A satellite and the NileSat satellites. There is also a growing HDTV market in the region, with 27 HD channels (of which 14 on ATLANTIC BIRD™ 4A), up in one year from only two channels. The launch in 4th quarter 2011 of Eutelsat's ATLANTIC BIRD™ 7 satellite to 7° West will mark significant new progress in broadcasting resources for North Africa and the Middle East. ATLANTIC BIRD™ 7 will increase Eutelsat Ku-band capacity at 7° West to 50 transponders.

- 13° East: occupied by the high-performance HOT BIRD™ satellites and broadcasting over 1,100 channels, of which 115 in Arabic.

3D - Coming to a cinema and a sitting room near you

Looking ahead already to the new face of television, Eutelsat will be showcasing the capacity of satellites to deliver 3D signals both Direct-to-Home and to out-of-home venues. A 3D workshop on new trends and technologies will be held on **Wednesday 9th February from 11am to 12pm** on the Eutelsat stand (please confirm your attendance in advance at the Eutelsat stand).

The future is Ka: KA-SAT readies to serve Internet, data and video markets

In addition to renewing and expanding resources for video broadcasting in the MENA region, Eutelsat is addressing the market for IP services with a new all Ka-band high-capacity satellite. Launched in December 2010, and on track to enter commercial service in May 2011, KA-SAT's 70 Gbps of throughput makes it the world's most powerful multi-spotbeam Ka-band satellite.

Operating in combination with an advanced network of gateways linked by a fibre ring to four Points of Presence in Europe, this new infrastructure will herald significant economic benefits for point-to-point video, data and IP applications across Europe and North Africa, with a dedicated spotbeam over the Middle East including coverage of Dubai, Qatar, the United Arab Emirates and parts of Oman. Business services able to be carried through KA-SAT include network interconnection, professional Internet access, back-up services and SCADA applications. It is also suited for professional video solutions such as regional and corporate television and Satellite News Gathering, as well as High Definition broadcasts given the bandwidth available.

EUROBIRD™ 2A: a new partnership with ictQatar

The ground is being prepared for the launch in 2013 of the EUROBIRD™ 2A high-capacity satellite which will be jointly owned and operated by Eutelsat and ictQATAR (representing the State of Qatar). This new satellite will provide expanded coverage and performance across the Middle East, North Africa and Central Asia to follow-on from Eutelsat's EUROBIRD™ 2 satellite at 25.5° East. In addition to securing Ku-band continuity for Eutelsat and Ku-band resources for ictQATAR, EUROBIRD™ 2A will initiate a Ka-band capability, opening new business opportunities for both partners.

About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 27 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 2010, Eutelsat's satellites were broadcasting more than 3,700 television channels to a measured audience of over 200 million cable and satellite homes in Europe, the Middle East and 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 access to high speed internet services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 660 commercial, technical and operational experts from 28 countries.

www.eutelsat.com

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