

## **EUTELSAT LAUNCHES QUALITY ASSURANCE INITIATIVE FOR DVB SATELLITE TRANSMISSIONS**

**New development spearheaded with broadcasters and satellite industry groups to safeguard the quality of satellite services**

Amsterdam, 12 September 2011

Quality assurance of DVB satellite transmissions is to be advanced by Eutelsat Communications (Euronext Paris: ETL), one of the world's leading satellite operators, in time for the 2012 Olympics, which are anticipated to be the planet's most-watched sporting event. The breakthrough, which was announced at IBC 2011, is part of a global industry-supported initiative that aims to safeguard satellite signal services.

Eutelsat's continued commitment to quality assurance reflects the growing demand for satellites to distribute TV images to viewers around the world, and the consequent increase of transmission equipment accessing satellite resources on a daily basis. The effort is supported by the global broadcast community, the satellite industry and through three international associations: the World Broadcasting Unions-International Satellite Operations Group (WBU-ISOG), the GVF (Global VSAT Forum) and sIRG (satellite Interference Reduction Group).

Through this new initiative, Carrier Identification will be integrated into transmission parameters for all SNG transmissions and new DVB broadcasts from 30 June 2012. Simple firmware enhancements to existing operational uplink equipment have already been developed by key manufacturers. Carrier Identification will enable Eutelsat to more efficiently identify transmissions to its satellites and accelerate coordination with earth station operators.

*"This first critical step enables us to give an even higher level of assurance of quality to our broadcast customers", said Andrew Wallace, Eutelsat's Chief Commercial Officer. "It is a reflection of how our industry continues to grow and how, through collaboration, new technologies can be leveraged to maintain the high standards of service that the broadcast community expects."*

In a statement, David Hartshorn, Secretary General of the GVF, Dick Tauber, Chairman of WBU-ISOG and VP Transmission Systems and New Technology at the CNN News Group, and Martin Coleman, Chairman of the sIRG, jointly declared: *“Carrier Identification is an important example of what is achievable through the active cooperation of broadcasters, service providers and satellite operators. It is part of a broader vision to further elevate standards of quality for all satellite-delivered programming.”*

Eutelsat’s announcement was made during a quality assurance summit held at IBC, jointly by WBU-ISOG, the GVF, sIRG and the RFI-EUI (Radio Frequency Interference End-User Initiative).

#### **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 June 2011, Eutelsat’s satellites were broadcasting more than 3,800 television channels. More than 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 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 just over 700 commercial, technical and operational employees from 30 countries.

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

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