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**AL JAZEERA BALKANS CHOOSES EUTELSAT'S W3C SATELLITE AT THE 16° EAST NEIGHBOURHOOD TO LAUNCH ITS NEW TV SERVICE ON NOVEMBER 11**

Paris, 10 November 2011

Eutelsat Communications (Euronext Paris: ETL) announces that its W3C satellite has been selected by Al Jazeera Balkans to broadcast its new network to viewers across Bosnia-Herzegovina, Croatia, Serbia, Slovenia, Macedonia, Kosovo and Montenegro. Al Jazeera Balkans has signed a multi-year contract with Eutelsat for capacity on W3C for its new channel which will go live tomorrow at 6 pm. Al Jazeera Balkans is the 23<sup>rd</sup> to launch in the Al Jazeera network.

Broadcasting free-to-air, Al Jazeera Balkans will use Eutelsat's W3C satellite at 16° East to reach homes in Central Europe connected to cable networks or equipped for Direct-to-Home reception. The channel's focus will be on news, with one-hour and shorter news programmes as well as documentaries and political and economic shows. Its state-of-the-art studios in Sarajevo also host the satellite uplink to W3C. Reporting will be complemented by studios in Zagreb, Belgrade and Skopje and correspondents in Podgorica, Priština, Mostar and Banja Luka, as well as Washington, London, Berlin, Vienna, Moscow, Istanbul and Jerusalem. The channel will also receive support from more than 70 Al Jazeera network bureaux around the globe.

Launched in October and in full commercial service since November 9, Eutelsat's W3C satellite is delivering new resources for dynamic broadcasting markets in Central Europe via a high-power beam optimised for TV reception. Eutelsat's 16° East location is already the leading neighbourhood for Central Europe, broadcasting into 11 million homes. W3C will further consolidate Eutelsat's support for individual channels and pay-TV platforms.

Tarik Dodic, Managing Director of Al Jazeera Balkans, commented: *"We are very pleased to partner with a renowned company such as Eutelsat that offers the most reliable service and provides wide coverage of the entire region. Eutelsat's 16° East neighbourhood and its new W3C satellite are the natural choice for us to optimise reach into TV homes in the Balkans and we are delighted to have their support for our new venture."*

Andrew Wallace, Eutelsat's Chief Commercial Officer, said: "We welcome *Al Jazeera Balkans* on board W3C just two days after our newest satellite went live. The selection of 16° East by a new flagship channel in the Balkan region underscores the strength of this longstanding neighbourhood in Central Europe. We look forward to forging further longstanding partnerships with channels in one of Europe's most dynamic regions for satellite TV."

### **How to receive Al Jazeera Balkans**

Satellite: W3C  
Orbital position: 16° East  
Downlink frequency: 12.677 MHz  
Polarisation: horizontal  
FEC: 3/4

### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 29 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. As of 30 June 2011, Eutelsat's satellites were broadcasting more than 3,800 television channels. More than 1,100 channels are broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East alone 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 professionals from 30 countries.

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

### **For further information**

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