

## **Eutelsat's satellites break the barrier of 4,000 TV channels!**

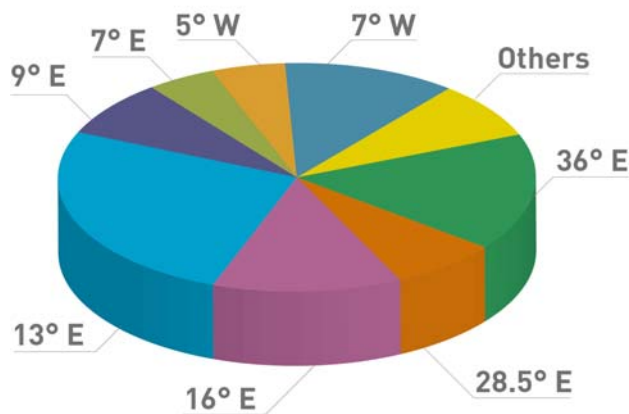
**Paris, 30 January 2012** - Eutelsat Communications (Euronext Paris: ETL) today announced that the number of channels broadcasting through its satellites hit the milestone of 4,000 at the end of 2011. This new landmark reflects almost 30 years of uninterrupted channel growth since the first TV signals broadcast in Europe from Eutelsat's pioneering communications satellites. The threshold was crossed with the launch at Eutelsat's 7° West video neighbourhood of Rotana Cinema, devoted to classic and contemporary films in Arabic and part of the Rotana entertainment group.

The figures show the continuing attraction of Eutelsat's video neighbourhoods that have absorbed 2000 additional channels over the last five years. The fastest impetus is at positions serving TV markets in the Middle East, Africa, Russia and Central Europe where Eutelsat continues to expand resources, most recently with the launches in 2011 of ATLANTIC BIRD 7 (7° West) to serve viewers in North Africa and the Middle East, and W3C (16° East) for viewers in Central Europe and French-speaking Indian Ocean islands. Channel expansion in Russia and Africa saw a significant boost with the arrival of Eutelsat's high-capacity W7 satellite which more than doubled resources at 36° East.

### **A 100% digital universe, HDTV on the uptake**

With switch-off at the end of 2011 of the last satellite channels broadcasting in analogue, Eutelsat is the first leading satellite company to be operating in a fully digital universe. The transition to digital has driven rapid expansion and diversification of thematic television and is now driving the emergence of HD. HDTV, which broke through by satellite into western Europe in 2005, has progressed to all TV markets served by Eutelsat's satellites and today accounts for 7% of all channels.

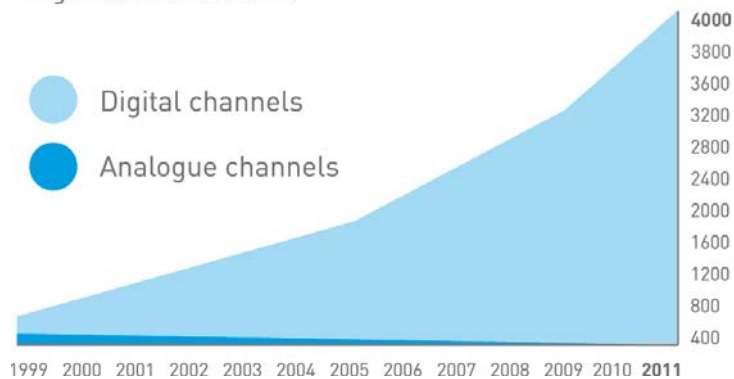
## Channel breakdown by neighbourhood



### Solid mix of pay and free-to-air TV

Pay-TV and Free-to-Air broadcasting continue to expand in parallel. Sixty per cent of channels on Eutelsat are pay-TV, available through over 40 platforms serving markets in Europe, Russia, the Middle East and Africa. Forty percent are free-to-air (FTA), with the highest concentration of FTA at Eutelsat's flagship HOT BIRD neighbourhood and at 7° West.

Growth of TV channels broadcast by Eutelsat satellites



### Key Eutelsat milestones in broadcasting

- 1983 - Eutelsat transmits first satellite TV channel in Europe
- 1995 - Launch of first commercial digital (DVB) channels
- 2001 - 1,000 channel milestone reached
- 2005 - Launch of first HDTV channels
- 2006 - 2,000 channel milestone reached
- 2008 - 3,000 channel milestone reached
- 2011 - Switch-off of analogue satellite broadcasting

## **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 September 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)

### **Press**

Vanessa O'Connor	Tel. : + 33 1 53 98 37 91	<a href="mailto:voconnor@eutelsat.fr">voconnor@eutelsat.fr</a>
Frédérique Gautier	Tel. : + 33 1 53 98 37 91	<a href="mailto:fgautier@eutelsat.fr">fgautier@eutelsat.fr</a>

### **Analysts and Investors**

Lisa Finas	Tel. : +33 1 53 98 35 30	<a href="mailto:investors@eutelsat-communications.com">investors@eutelsat-communications.com</a>
Léonard Wapler	Tel. : +33 1 53 98 31 07	<a href="mailto:investors@eutelsat-communications.com">investors@eutelsat-communications.com</a>