

PR/17/12

## **EBU seals long-term leases with Eutelsat for Europe-wide programme exchanges**

**Washington, Geneva, Paris, 14 March 2012** – The EBU, the world's largest association of broadcasters, is consolidating its longstanding relationship with Eutelsat Communications (Euronext Paris: ETL) with a multiple-transponder contract on two satellites. The renewal of four transponders on EUTELSAT 7A (ex W3A) up to 2016 and the further renewal of four more transponders on EUTELSAT 10A (ex W2A) will support the association's network that serves 85 national media organisations in 56 countries in and around Europe.

With the stage set for 2012 to be an exceptional news and sports year, including elections in major countries and iconic sports events, the EBU is focused on delivering unique programme material that will give Members a competitive edge in a changing media environment. Satellites remain the bedrock technology used by the EBU for "conveying" content between permanent and temporary locations worldwide.

The EBU is also validating the new-generation satellite newsgathering solution that Eutelsat has launched on its KA-SAT High Throughput Satellite. Called NewsSpotter, this IP service is designed to enable broadcasters to deliver more from the field at low cost, further diversifying live news reporting.

Graham Warren, Director of Network at EBU, noted: "*The EBU and Eutelsat have agreed the renewal of a long-lasting relationship. The EBU was the first customer of Eutelsat in broadcast services in the eighties, developing a relationship which has brought success for both parties over so many years. In the fast and ever-changing broadcast technologies world, this renewal is the premise of further successes for the EBU.*"

Michel de Rosen, Eutelsat CEO, said: "*The EBU represents a hallmark for the highest broadcasting standards. We are delighted to pursue our longstanding*

*cooperation with the association and its Members in public service broadcasting, and are committed to devising new services like NewsSpotter that can contribute to further progress for the industry.”*

#### **The European Broadcasting Union (EBU)**

The EBU serves 85 national media organizations in 56 countries in and around Europe. It represents its Members and promotes the values and distinctiveness of public service media in Europe and around the world. The Eurovision and Euroradio networks deliver news, sports, events and music to EBU Members and other media organizations. Services to Members range from legal advice, technical standardization and development to coproductions and exchange of quality European content.

For more information about the EBU: [www.ebu.ch](http://www.ebu.ch) or follow the EBU on Twitter: [@EBU\\_Eurovision](https://twitter.com/EBU_Eurovision)

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#### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 28 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 31 December 2011, Eutelsat's satellites were broadcasting more than 4,150 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)

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