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## **Eutelsat hybrid TV services using HbbTV standard go live in Germany**

### **‘KabelKiosk choice’ now combining linear TV with web-based content for cable homes**

**Paris, 29 March 2012** – The blending of traditional TV channels with Internet content is now possible for cable homes in Germany using the ‘KabelKiosk choice’ service based on the HbbTV standard developed by the German subsidiary of Eutelsat Communications (Euronext Paris: ETL).

With ‘KabelKiosk choice’, Eutelsat’s KabelKiosk platform is evolving beyond its first phase as a programme delivery solution for independent cable operators. The launch of an interactive portal is fully in step with how viewers are progressively enhancing linear channels with on-demand information. For broadcasters, network operators and content providers it offers new opportunities to extend the reach of linear and non-linear content, and to generate new revenues.

Services available through ‘KabelKiosk choice’ include VOD, catch-up TV, access to news portals and local information. Users access this portfolio of interactive solutions via set-top boxes or a connected TV supporting HbbTV. An extension to tablets and smartphones is being developed to expand services to mobile devices.

Eutelsat is accelerating user access to HbbTV services with ‘KabelKiosk choice’ by removing the requirement for operators to make significant investments in their own service platforms and infrastructure. The service works as a white label to enable operators to provide and market the portal under their own brand. They can also create their own sites with local news, RSS feeds, clips and promotions. Using an integrated Content Management System, operators can also easily update content and applications.

For Marc Welinski, Marketing Director at Eutelsat: *“Europe that sits at the heart of Eutelsat’s footprint is forecast to become the worldwide centre of excellence for long-term development of hybrid TV services. Our ambition, as a longstanding partner of linear TV broadcasters, is to remain ahead of the curve on how to bolt web-based services onto traditional TV. The ‘KabelKiosk choice’ service in Germany is just the beginning of a new generation of hybrid solutions that we plan to develop to support our clients – broadcasters, content providers and network operators - and their relationship with viewers.”*

### At a glance: Hybrid TV by Eutelsat with 'KabelKiosk choice'

- Bundling of satellite and terrestrial connections to offer traditional TV and on-demand services through the TV screen
- VoD
- Application services – news portals, catch-up TV ...
- Local services edited by network operators
- EPGs
- Tip guide
- Red Button link
- Media centres
- White label approach

### Engaged in the future of TV – Eutelsat at the Digital Minds Summit during MipCube

Eutelsat is sponsor of the, Eutelsat at the Digital Minds Summit during MipCube in Cannes on 31 March. The Digital Minds Summit will gather some of the world's most influential figures from digital production companies, broadcasters, online platforms, social media and tech companies to get to the bottom of the future of TV.

#### 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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