

Al-Jazeera Networks selects two Eutelsat satellites to broadcast its new sports channels in France

beIN Sport 1 ready for launch on Eutelsat on June 1, followed by beIN Sport 2 this summer.

Paris, 24 May 2012 – Eutelsat Communications (Euronext Paris: ETL) announced today that its HOT BIRD satellite TV neighbourhood at 13°East and the EUTELSAT 5 West A satellite at 5° West have been selected by beIN SPORT to broadcast its two new channels for the French market, [beIN SPORT 1 et beIN SPORT 2](#).

beIN Sport 1 is on track for launch on June 1 and will show premium coverage of the [UEFA Euro 2012 championship](#) from June 8. Its sister channel, beIN Sport 2, will follow this summer.

The contract with Eutelsat follows beIN Sport's acquisition of [LFP Ligue](#) (France's Professional Football League) and [UEFA Champions League](#) rights and many other premium sports for the French market. Favouring two satellite TV positions already well-anchored in French TV homes will enable beIN Sport 1 and 2 to optimise their reach from day one and ensure the highest broadcast quality for live and exclusive viewing of premium sports.

For Michel de Rosen, CEO of Eutelsat: *"The longstanding presence of two of our leading satellite TV neighbourhoods in France's media landscape will be further consolidated by the arrival of beIN SPORT's first television channels for viewers in France. The launch of these new TV ventures also testifies to the dynamic of the satellite broadcasting market that continues to welcome new players and programming concepts in order to deliver viewers premium content and the finest image quality. Eutelsat is delighted with this agreement to pursue our relationship with Al Jazeera, a vibrant and go-ahead international broadcasting group."*

About beIN SPORT

beIN SPORT is a new global premium brand in the worlds of television and sport. The channel is driven by a mission to forge an emotional bond between sport and fans, by constantly breaking new ground to give viewers an immersive and interactive experience. beIN SPORT offers a new unique experience and another way of watching sport on television.

www.beinsport.fr

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 March 2012, Eutelsat's satellites were broadcasting more than 4,250 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 750 commercial, technical and operational professionals. This culturally diverse staff includes employees from 30 countries. www.eutelsat.com

For further information

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For pictures of satellites from Eutelsat fleet :

http://www.flickr.com/photos/eutelsat_communications/sets/72157629245506323/