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## **Serbia Broadband (SBB) expands collaboration with Eutelsat to launch satellite triple-play services**

### **SBB selects the Tooway™-broadband service on KA-SAT to bundle Total TV platform with Internet access and VOIP**

**Prague, June 27 2012** – Serbia Broadband (SBB) and Eutelsat Communications (Euronext Paris: ETL) today announced they are expanding their collaboration with the signature of an agreement between Serbia's most progressive media company and Eutelsat's Skylogic affiliate to distribute the Tooway™ satellite broadband service in six Balkan countries. The new agreement will notably enable SBB to bundle its Total TV platform on the EUTELSAT 16A satellite with Tooway™ broadband services via the KA-SAT High Throughput Satellite, raising the bar of their service in the markets they address. SBB is already the leading broadband service provider in Serbia and has built a subscriber base of over one million pay-TV homes with Total TV.

SBB plans to offer the highest-quality of satellite broadband solutions to users in Serbia, Bosnia & Herzegovina, Slovenia, FYRO Macedonia, Croatia and Montenegro located in areas with limited or no access to terrestrial broadband. Services will be available in single-play, double-play and triple-play options (TV, Internet and VOIP).

Dragica Pilipovic Chaffey, CEO of SBB commented: *"We are delighted to broaden our relationship with Eutelsat, our longstanding partner for satellite broadcasting, by venturing into satellite broadband. This new agreement enables us to deliver homes and businesses in the Balkan region with immediate access to the highest quality broadband service. Eutelsat's broadband solutions are fully in line with SBB's commitment to leveraging the most innovative technologies that meet the needs of users irrespective of their location."*

Speaking from Prague at the Digital TV CEE conference, Apostolos Triantafyllou, Regional sales Director CEE at Eutelsat said: *"SBB's selection of the Tooway™ service underscores our confidence in the intrinsic benefit of satellites for bridging the digital divide. As a reference in the region for broadcast and broadband services, SBB is astutely selecting qualified technologies that enable it to ensure it has a complete digital service offer for consumers, with no exception."*

### **About Serbia Broadband**

SBB is the leading regional Pay TV platform in Serbia, offering cable television and Internet. SBB is also a leading DTH operator in the region with its Total TV platform, present in six countries of former Yugoslavia. With unmatched reach via cable and DTH, SBB has established the reputation for the most attractive content available across all devices and formats. Good deals and bundles are supported with an innovative and reliable technology. SBB also offers data and voice services for small, medium and large companies.

### **About Eutelsat** [www.eutelsat.com](http://www.eutelsat.com) [www.tooway.com](http://www.tooway.com)

With capacity commercialised on 28 satellites that provide coverage across Europe, as well as the Middle East, Africa and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators. As of 31 March 2012 Eutelsat's satellites were broadcasting more than 4,250 television channels to over 200 million cable and satellite homes in Europe, the Middle East and 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 high speed Internet services through teleports in France and Italy that serve consumers, 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 comprises employees from 30 countries.

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