

## **Eutelsat on the countdown to the London Olympic Games**

- **Capacity mobilised on 4 satellites**
- **More than 2000 hours of satellite transmissions expected**
- **100% HD transmissions by the EBU**

**Paris, 25 July 2012** –Eutelsat Communications (Euronext Paris: ETL) is in the final phase of preparation of satellite transmissions of the London Olympic Games, the world's leading international multi-sport events, expected to generate over 2,000 hours of satellite transmissions.

Capacity on four Eutelsat satellites has been booked by broadcasters from Europe, the Middle East, Asia and South America as well as the EBU to transmit live coverage of 300 events in 36 sports as well as official ceremonies, interviews and breaking news.

### **Carrier ID to assure quality DVB satellite transmissions**

Significant efforts have been made by Eutelsat and the satellite broadcast community to assure the highest signal quality during the Games, notably the introduction of Carrier ID. Carrier ID is a stamp on uplink signals that enables satellite operators to more efficiently identify transmissions to their satellites and accelerate coordination with earth station operators.

### **The EBU prepares for an all-HD event**

More than 70 EBU Members holding rights will be able to access 12 HD multilateral signals via the Eurovision network which includes capacity on two Eutelsat satellites reaching member countries of the world's leading broadcasting association. The London Olympic Games throw a light on a new HD era for the Eurovision network for major sports events.

For Jean-François Leprince-Ringuet, Eutelsat's Commercial Director: *"2012 is a stellar year for satellite delivery of sports and news events, with Eutelsat coordinating a record volume of transmissions, peaking on June 17 to serve broadcasters and news agencies covering elections in France, Greece and Egypt as well as UEFA Euro 2012 games in the Ukraine. Our key objectives are to be fully mobilised to respond to broadcaster needs and to deliver the highest quality of service."*

### **About Eutelsat**

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 Communications (Euronext Paris: ETL, ISIN code: FR0010221234) 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.

[www.eutelsat.com](http://www.eutelsat.com)

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