

Digital TV market in Romania takes new step forward with the launch of the Freesat platform on EUTELSAT 16A

Paris, 30 May 2013 – Romania's digital broadcasting landscape shifted into a new gear this month with the launch of Freesat, a new TV platform available from the EUTELSAT 16A satellite operated by Eutelsat Communications (Euronext Paris: ETL).

Freesat is a Direct-to-Home platform of Standard Digital and High Definition channels available for a yearly subscription of only 99 lei (approximately €23) and a one-off investment in a conditional access smartcard. It assembles Romania's most popular public and private TV channels including TVR 1, TVR 2, Pro TV, AcasaTv, ProCinema, Sport.ro, KanalD, Prima, NationalTV, FavoritTV, TVR HD TVR 3, TVR News, TVR International, Ethno TV, Taraf TV and WEST TV. International free-to-air content can also be received from EUTELSAT 16A and Eutelsat's adjacent HOT BIRD satellites.

The arrival of this accessible, no ties platform will help accelerate the transition to digital for the 3.5 million homes in Romania who are still not reaping the benefits of image quality and choice afforded by digital standards. Freesat also further anchors Eutelsat's 16°East neighbourhood, already the broadcasting slot of choice for many Romanian national and regional public and private channels, in the country's broadcasting landscape.

"Our objective is to give Romanians access to digital television choice at a great price with the highest quality and to reach the maximum number of homes using Eutelsat's established neighbourhood at 16°East," declared Serban Belenes, General Manager of Freesat. *"We believe that Freesat's proposal of no monthly bill and no commitment is a key asset. With 99 lei, you have your favourite channels for a full year - no worries, no subscription."*

Jean-François Leprince-Ringuet, Chief Commercial Officer of Eutelsat, added: *"We welcome the launch of this new platform that will propel digital broadcasting forward in Romania and help prepare the ground for analogue switch-off of the national terrestrial broadcasting network. The performance and coverage of EUTELSAT 16A, combined with the community of Romanian channels already on board, make it a natural choice for Freesat. Broadcasters now have a unique platform for reaching into television homes across Romania and we look forward to sharing with Freesat our experience in other markets to make this new venture a success."*

Freesat can be ordered from local distributors in Romania. More details can be obtained at www.freesat.ro.

About Eutelsat Communications (www.eutelsat.com)

Eutelsat Communications is the holding company of Eutelsat S.A. With capacity commercialised on 31 satellites delivering reach of Europe, the Middle East, Africa, Asia, significant parts of the Americas and the Asia-Pacific, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading satellite operators. As of 31 March 2013, Eutelsat's satellites were broadcasting more than 4,600 television channels to over 200 million cable and satellite homes in Europe, the Middle East and Africa. The Group's satellites also provide a wide range of services for TV contribution, corporate networks and fixed and mobile broadband markets. Headquartered in Paris, Eutelsat and its subsidiaries employ over 780 commercial, technical and operational professionals from 30 countries.

For further information

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