

## **Lybid TV launches on EUTELSAT 36B for Ukrainian satellite TV homes**

**Paris, 26 July 2013** – Lybid TV, a new Ukrainian pay-TV platform, has initiated full commercial operations on the EUTELSAT 36B satellite of Eutelsat Communications (Euronext Paris: ETL). The platform has signed a multi-year lease for two transponders on the powerful EUTELSAT 36B satellite that provides premium Direct-to-Home reach of the Ukraine.

Lybid TV is broadcasting up to 50 digital channels comprising national Ukrainian channels, including the premium sport channels Football, Football +, Sport-1 and Sport-2, in addition to well-known European and Russian brands including Travel Channel, Tiji, Gulli, Universal Channel, Boets and Zagorodnaya zhizn. Until the end of the year, the platform is available for a three-year subscription of \$15 for homes equipped with 60cm antennas.

*“Satellite is one of the fastest routes to multi-channel viewing in the Ukraine which counts over 17 million TV homes. Eutelsat’s most recent audience survey recorded more than three million satellite homes at the end of 2012, up from two million in 24 months,”* commented Nicolay Orlov, Eutelsat’s Regional vice-president for Ukraine and Russia. *“We are delighted to welcome this new platform to 36° East, the neighbourhood of choice for key broadcasters in Eastern Europe’s vibrant broadcasting landscape. The launch of Lybid increases both quality and choice for Ukrainian TV viewers and sets the scene for faster adoption of digital services across the country.”*

### **About Eutelsat Communications**

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

### **For further information**

#### **■ Press**

Vanessa O’Connor	Tel: + 33 1 53 98 37 91	<a href="mailto:voconnor@eutelsat.fr">voconnor@eutelsat.fr</a>
Frédérique Gautier	Tel: + 33 1 53 98 37 91	<a href="mailto:fgautier@eutelsat.fr">fgautier@eutelsat.fr</a>
Marie-Sophie Ecuier	Tel: + 33 1 53 98 37 91	<a href="mailto:mecuer@eutelsat.fr">mecuer@eutelsat.fr</a>

#### **■ Investors and analysts**

Leonard Wapler	Tel. : +33 1 53 98 31 07	<a href="mailto:investors@eutelsat-communications.com">investors@eutelsat-communications.com</a>
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