

# EUTELSAT ONE NAME ONE FLEET



## ABOUT EUTELSAT

With capacity commercialised on 29 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. At September 30, 2011, Eutelsat's satellites were broadcasting more than 3,800 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 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 700 commercial, technical and operational employees from 30 countries.

Conception : Be Dandy / Crédits Photo: Shutterstock

# EUTELSAT DIGITAL TERRESTRIAL TELEVISION

Your partner  
for a digital  
world



# THE DIGITAL TRANSITION IS HAPPENING

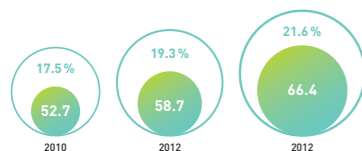
**SATELLITE:**  
THE KEY ENABLER FOR DIGITAL TERRESTRIAL TELEVISION TRANSITION

## TERRESTRIAL TELEVISION

- To respect national deadlines, regulators, broadcasters and network operators are preparing for the transition to an all-digital environment.
- The Analogue Switch-Off will free new spectrum by 2012 for most countries.
- Hundreds of new digital quality channels will be launched to reach more than 230 million households.

## EUTELSAT'S SOLUTION OFFERS THE FOLLOWING BENEFITS:

- Fast deployment
- Cost effectiveness
  - Optimal solution to distribute to terrestrial DTT network
  - Complement to terrestrial coverage through DTH broadcast
  - Best solution for point to multipoint and broadcasting
- End-to-end turnkey solution: satellite and ground segment
- Flexibility / Scalability
- Powerful regional coverage



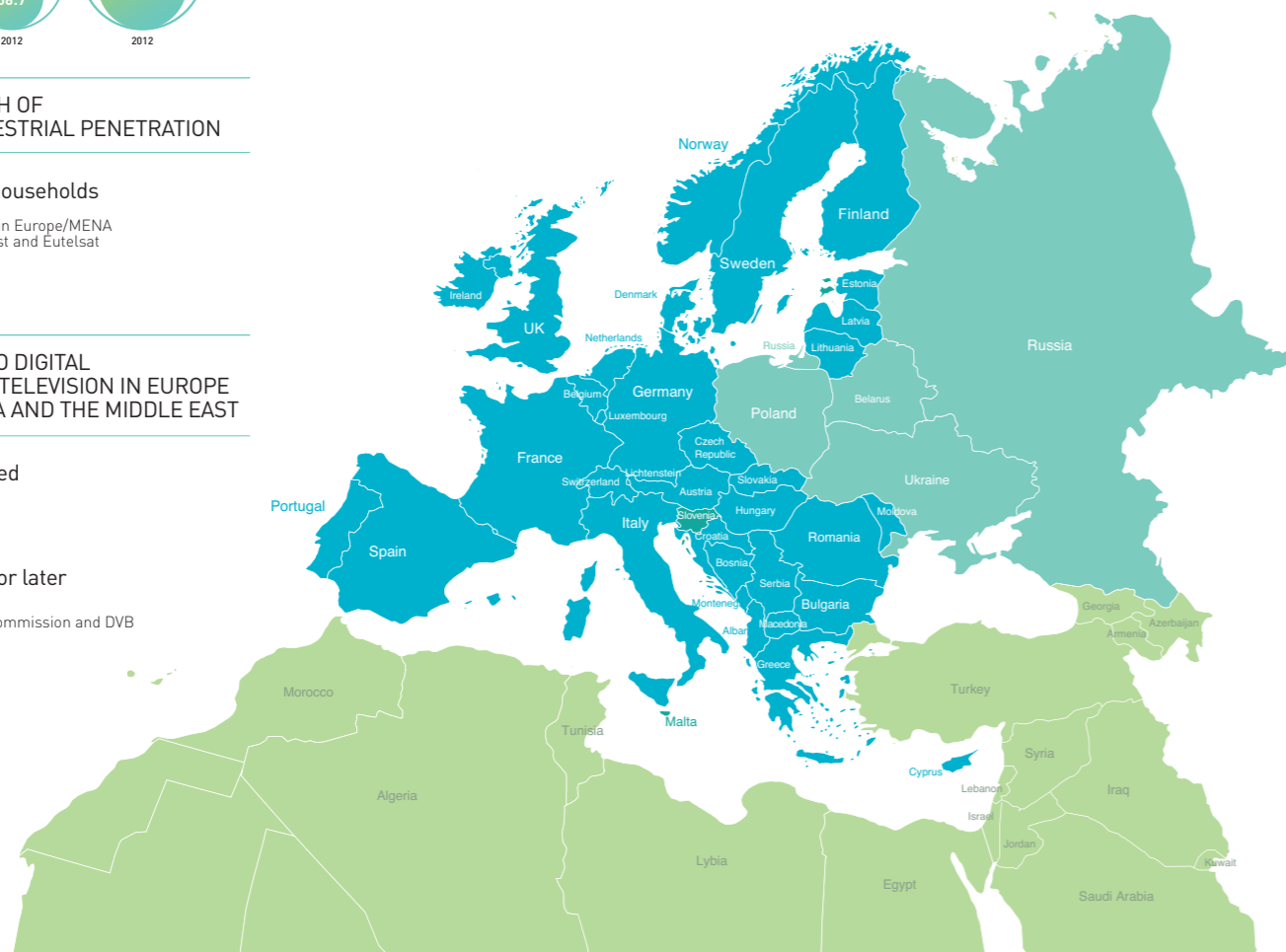
### RAPID GROWTH OF DIGITAL TERRESTRIAL PENETRATION

■ million households  
% of TV Households in Europe/MENA  
Source: Screen Digest and Eutelsat

### TRANSITION TO DIGITAL TERRESTRIAL TELEVISION IN EUROPE NORTH AFRICA AND THE MIDDLE EAST

■ completed  
■ by 2012  
■ by 2015  
■ by 2020 or later

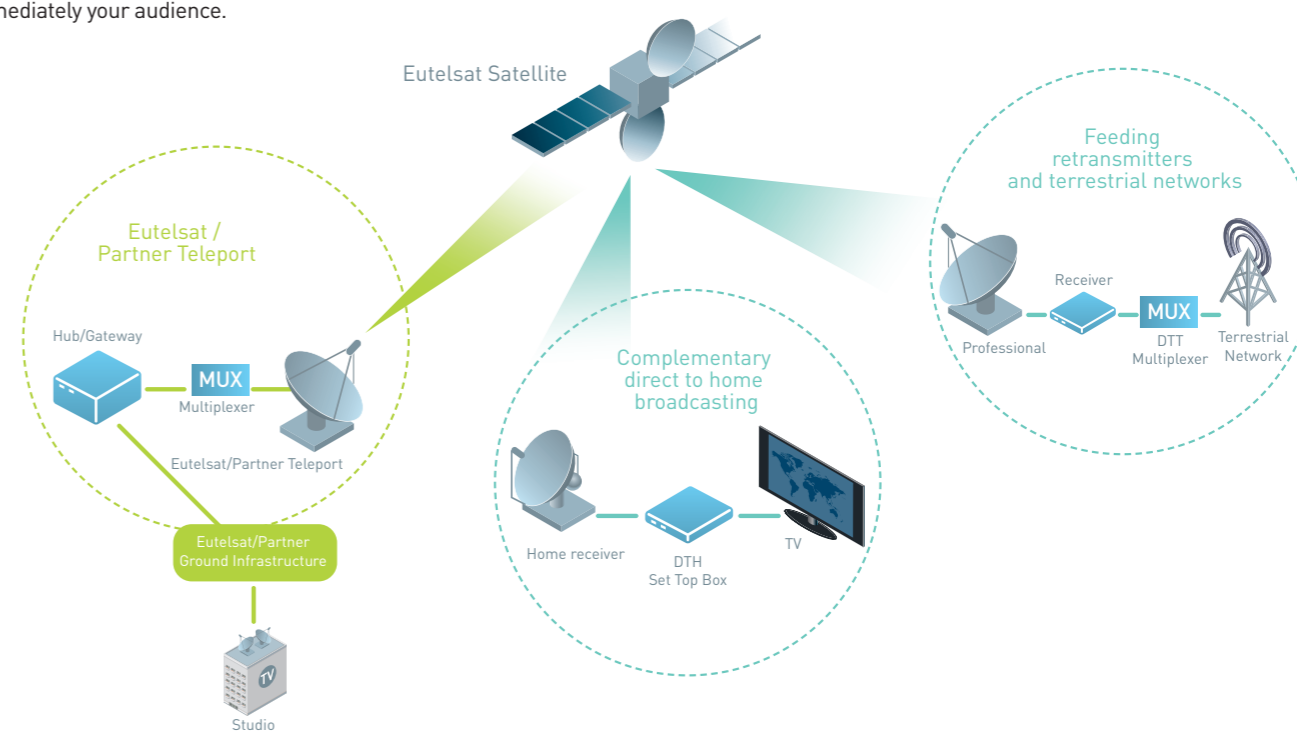
Source: European Commission and DVB



# EUTELSAT'S DIGITAL TERRESTRIAL EXPERTISE

## TECHNICAL LEADERSHIP, MARKET EXPERIENCE AND BUSINESS SUPPORT

When quality, timing and expertise are key to your success, Eutelsat is your natural partner in reaching immediately your audience.



# EUTELSAT'S CONTRIBUTION TO YOUR BUSINESS

### KEY REFERENCES

Benefit from Eutelsat's experience in OTI broadcasting in France, Italy, Spain, Algeria...

### TECHNICAL EXCELLENCE

Rely on our expertise in value added services, a 24/7 quality control and on our customer support

### GROUND SERVICES

Choose our turnkey ground services: satellite uplink, terrestrial video transport, encoding, multiplexing, encryption and housing of customer equipment

### MARKETING SUPPORT

Break into the OTT market with Eutelsat's marketing team and take advantage of extensive TV market knowledge in Europe, North Africa and the Middle East.