



Mar 18, 2025 12:55 CET

## **Eutelsat and Vestel announce the commercial launch of the first Smart TV to support Sat.tv Connect with DVB-I and HbbTV at DVB World 2025**

Munich, 18 March 2025 – Eutelsat and Vestel are pleased to announce the commercial launch of the first Smart TV supporting the enhanced UX features of Sat.tv Connect, at DVB World 2025. Leveraging the DVB-I and HbbTV standards, the new range of innovative Smart TVs from Vestel provides an enhanced user experience, with dynamic installation of channel lists and an advanced Electronic Program Guide (EPG) displaying hundreds of Free-to-Air (FTA) TV channels available on the HOTBIRD 13°East and Eutelsat-Nilesat 7/8° West satellite TV hot spots.

Designed for TV markets across Europe, the Middle East and North Africa (MENA), Vestel's new generation of Smart TVs with integrated satellite tuner eliminates the need for an external decoder (Set-Top-Box) and offers instant access to a wide range of FTA satellite channels in the easiest and most viewer-friendly manner.

### **Sat.tv Connect: a revolution in FTA satellite channel discovery**

Developed by Eutelsat, Sat.tv Connect uses the DVB-I standard to deliver a seamless and unified content discovery experience, with an enhanced EPG that significantly improves user engagement. The standards-based solution redefines the presentation of FTA channels on Eutelsat's satellites, offering:

- Over 30 Sat.tv channel lists, presenting channels sorted by country or language.
- Simplified channel installation via "Instant Tuning" and "LCN Range" functions, which allow direct access to TV and radio channels without the time-consuming pre-scanning of frequencies.
- Enhanced EPG with channel logos, thumbnails and detailed programme information, seamlessly integrated with the native TV interface, zapping banner and TV guide.
- Hybrid approach that combines traditional FTA satellite channels with FAST (Free Ad-Supported Streaming TV) services to expand the content offering.

With its standalone HbbTV application, Sat.tv Connect also enhances TV navigation on any HbbTV compliant connected TV. This enables users to explore all the FTA services available on HOTBIRD and 7/8° West.

### **A Strategic Partnership Between Eutelsat and Vestel**

Jean-Luc Deroudilhe, SVP Advanced TV Services at Eutelsat, commented: "This is a fantastic opportunity to bring the Sat.tv service directly into Vestel's Connected TV. With native support for DVB-I and HbbTV, users can enjoy a very large choice of free satellite channels with a truly enhanced experience and without the need for an external set-top box."

Atınç Öğüt, Deputy General Manager of Vestel Consumer Electronics Product

Management representing Vestel, emphasized: “Our strategic partnership with Eutelsat to integrate Sat.tv into Vestel Smart TVs reinforces our commitment to innovation. By pioneering native support for DVB-I, Vestel is not only enhancing the viewing experience, but also shaping the future of television. We are proud to deliver a seamless, future-proof solution that brings greater accessibility, convenience and enriched content to audiences worldwide.”

### **Availability**

Vestel Smart TV with Sat.tv Connect will be available across Europe and MENA markets starting from Q3/2025 onwards on the brands such as Vestel, Telefunken.

Live demonstration in the DVB World 2025 exhibitors' area.

### ***About Eutelsat***

Eutelsat Group is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. The Group was formed through the combination of the Company and OneWeb in 2023, becoming the first fully integrated GEO-LEO satellite operator with a fleet of 35 Geostationary satellites and a Low Earth Orbit (LEO) constellation of more than 600 satellites. The Group addresses the needs of customers in four key verticals of Video, where it distributes more than 6,500 television channels, and the high-growth connectivity markets of Mobile Connectivity, Fixed Connectivity, and Government Services. Eutelsat Group’s unique suite of in-orbit assets and ground infrastructure enables it to deliver integrated solutions to meet the needs of global customers. The Company is headquartered in Paris and the Eutelsat Group employs more than 1,500 people across more than 50 countries. The Group is committed to delivering safe, resilient, and environmentally sustainable connectivity to help bridge the digital divide. The Company is listed on the Euronext Paris Stock Exchange (ticker: ETL) and the London Stock Exchange (ticker: ETL)

Find out more at [www.eutelsat.com](http://www.eutelsat.com)

### ***About Vestel***

Vestel was founded in 1984 and acquired by the Zorlu Group in 1994. As a global group of 25 subsidiaries, 16 of which are overseas, Vestel stands out with its manufacturing, research & development, innovation, design, and brand management competencies in the fields of consumer electronics, white goods, mobility, and healthcare technologies.

With around 20,000 employees, Vestel offers next generation products with state-of-the-art technology to achieve a sustainable future. Vestel carries out its operations at Vestel City, a 1.3 million square meter production facility in Manisa, Türkiye, one of the largest manufacturing complexes in Europe, and exports to more than 163 countries.

In the 2023 results of Brand Finance's 'Türkiye's Most Valuable Brands Survey', Vestel once again ranked among the three most valuable brands in Türkiye with a brand value of USD 917 million, and has been the export leader of its sector for 26 years.

Focusing on sustainable growth and digitalization investments, Vestel aims to drive human-centric transformation across the entire value chain through the power of technology.

For more information, please visit [vestelinternational.com](https://vestelinternational.com).

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