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Eutelsat teams up with Rotana Media Services and Vestel to boost satellite ad revenues with targeted advertising

Leading satellite operator Eutelsat is working with key industry leaders Rotana Media Services and Vestel to develop geographic-based targeted advertising for satellite TV channels. Building on the success of its Sat.tv service, which has delivered major enhancements to the end-user's content discovery and viewing experience of Free-to-Air (FTA) television, Eutelsat is now focusing on innovative solutions to boost the advertising revenues that underpin the FTA business.

Re-engineering delivery, playout and reporting mechanisms of mass market

satellite receivers, Eutelsat and partners are driving the rapid rollout of satellite targeted advertising to tens of millions of satellite households within a five-year timeframe. A multi-solution architecture will give broadcasters complete control to schedule and trigger advertising, or a managed approach for those who prefer to minimize the technical and administrative details.

Aymeric Genty, President of the Eutelsat Video Business Unit, commented, *"Targeted advertising multiplies the revenue potential of each ad minute. Most advertisers are interested in the specific market segments that they are targeting. This enables broadcasters to expand their number of advertisers. It's a win-win solution that generates more revenue through satellite television. The advertising opportunities on satellite are huge. There are 66 million households in MENA watching TV at the Eutelsat-Nilesat 7/8°West video neighbourhood. Our goal is to activate targeted ads for 35 million of them within five years."*

Nezar Nagro, President of Rotana Media Services said, *"RMS operates at the intersection of premium content, advanced ad technology, and deep regional market expertise. With established offices in Saudi Arabia, the UAE, and Egypt, we are uniquely positioned to unlock advertiser demand within local markets, enabling brands to target audiences with precision and scale."*

As advertisers increasingly demand proof of performance, our focus is also on enabling reliable return channel data from connected devices to validate ad delivery and audience engagement. This data layer is critical to building trust and accountability in a satellite-based targeting ecosystem. Coupled with geographic ad insertion, it opens the door to scalable, market-specific monetization on linear TV, a transformation that brings the efficiencies and precision of digital into the satellite environment. We're excited to partner with Eutelsat and Vestel to help realize this evolution."

Atınç Ögüt, Deputy General Manager of Vestel Consumer Electronics Product Management added, *"As a leading TV manufacturer, we are committed to enhancing the user experience by providing smarter and more intuitive access to content. Our collaboration with Eutelsat to integrate Sat.tv functionality directly into our TVs is a significant step forward - offering consumers easier channel navigation and an enriched, dynamic programme guide. In addition, while most of our Smart TVs already support targeted advertising through internet-based IPTV environments, bringing this capability to satellite broadcasting has remained a challenge - until now. This advancement opens up new and exciting opportunities"*

for personalised advertising on satellite TV, a breakthrough that will transform advertising monetisation in this space. We are delighted to be working with Eutelsat to lead this innovation.”

The innovative solution will be demonstrated at CABSAT 2025, the leading event for the media and entertainment industry in the MENA region. Visit the Eutelsat booth, Hall 3, S3-A10, from May 13-15, to find out more.

About Eutelsat Group

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

Media enquiries

Joanna Darlington
Tel. +33 674 521 531
jdarlington@eutelsat.com

Anita Baltagi
Tel. +33 +33 643 930 178
abaltagi@eutelsat.com

Katie Dowd
Tel. +1 202 271 2209
kdowd@oneweb.net

Investors

Joanna Darlington
Tel. +33 674 521 531
jdarlington@eutelsat.com

Hugo Laurens Berge
Tel. +33 670 80 95 58
hlaurensberge@eutelsat.com

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Contacts



Joanna Darlington

Chief Communications and Investor Relations Officer

jdarlington@eutelsat.com

+33 674 521 531

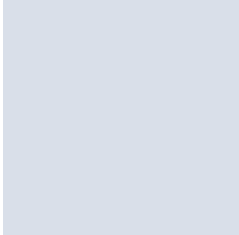


Anita Baltagi

External Communications Director

abaltagi@eutelsat.com

+33 643 930 178



Katie Dowd

Director Government & Corporate Affairs Communication

kdowd@oneweb.net

+1 202 2712 209