

Mar 10, 2015 10:09 CET

Azam Media scales up capacity with Eutelsat to expand African Pay-TV Offer

President Kikwete of Tanzania (right) being interviewed by AzamTV's Tido Mhando.

Capacity leased on EUTELSAT 7B's powerful African beam

Dar es Salaam, Dubai, Paris, 10 March 2015 – Azam Media, owned by Tanzanian conglomerate Bakhresa Group, is ramping up satellite capacity through a new transponder leased on the powerful EUTELSAT 7B satellite. Complementing capacity used on the copositioned EUTELSAT 7A satellite, it will host new services for the rapidly growing AzamTV pay-TV platform. The contract was announced today at Cabsat Dubai.

Launched just 18 months ago, AzamTV already counts 200,000 subscribers in Tanzania, Uganda and Kenya. The new capacity will enable AzamTV to extend its services to Rwanda, Burundi, Zambia, Malawi, South Sudan and Zimbabwe with additional content. Further expansion is planned using the company's state-of-the-art studio complex and headend facility in Dar es Salaam that was inaugurated on 6 March by Jakaya Kikwete, the President of Tanzania.

AzamTV is boosting its line-up of over 55 channels with a new offer called "Azam Reloaded", launched on 1 March and featuring a full decoder/dish kit for \$55 and three package options:

- "Azam Pure" at a monthly subscription of the local equivalent of \$5, offering three home-grown channels and popular free-to-air channels;
- "Azam Plus" at a monthly subscription of \$8, comprising an

- additional selection of over 35 international channels;
“Azam Play” at a monthly subscription of \$10, including premium content such as telenovelas, reality shows, education and dedicated football club channels including Real Madrid, Liverpool and Manchester United.

Rhys Torrington, CEO of Azam Media, commented on the new contract:

“Eutelsat’s satellite capacity and unrivalled DTH experience enabled us to launch an exceptional entertainment offer at a great price. This new contract equips us with the resources to fast track our development and further enhance the services we offer subscribers across our target markets. It also paves the way for an acceleration of HD content that raises the bar for further quality.”

Michel Azibert, Chief Commercial and Development Officer of Eutelsat, added: *“ AzamTV is one of the most exciting digital broadcasting ventures launched in Africa over the last 18 months. Compelling and attractively priced content, a strong retail network and high-power reach over Africa are the assets Azam has assembled to play its part in the digital broadcasting wave. We are delighted to be their chosen satellite partner and to see our 7° East position, occupied by two copositioned satellites, firmly rooted in Africa’s TV landscape.”*



Meet Eutelsat at Cabsat Dubai, Dubai World Trade Centre, 10-12 March:

Stand: Hall 7, Stand n°A7-10

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About Eutelsat Communications

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 34 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies.

Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location.

Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service.

For more about Eutelsat please visit www.eutelsat.com

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