

Photo credit: Echourouk

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EUTELSAT 7 West A satellite takes Echourouk News to Algerian viewers in High Definition

Algiers, Dubai, Paris, 30 January 2016 - On the occasion of DISCOP Dubai, that brings together key TV players from across the Middle East and North Africa, Algeria's Echourouk media group announces its selection of the EUTELSAT 7 West A satellite to broadcast the High Definition version of its flagship news channel, Echourouk News.

A young channel in the vanguard of new technologies

Launched in 2014, Echourouk News has seen rapid audience take-up and is today one of the most watched commercial channels in Algeria. From its studios in Algiers, the channel is committed to delivering viewers round-the-clock news from the Arab world in both Arabic and French, and is the first all-news channel to broadcast in High Definition in the Maghreb region.

Ali Fodil, Managing Director and founder of the Echourouk Group, said: *"With the launch last December of our all-news channel in HD via the EUTELSAT 7 West A satellite, we are fully embracing key technological trends and giving viewers the benefit of the superior image quality."*

A reference in broadcasting

Echourouk's selection of Eutelsat's video satellites at 7/8° West also reflects its objective to consolidate its five channels (Echourouk SD, Echourouk HD, Echourouk News SD, Echourouk News HD and Benna TV) at the point of reference for satellite TV in North Africa, that already reaches into 5.7 million homes in Algeria.

Michel Azibert, Commercial and Development Director of Eutelsat, added:
"With this new agreement our EUTELSAT 7 West A satellite is anchored as the key platform for Echourouk, serving its needs for contribution links and broadcasting direct to millions of viewers in digital and in High Definition. We are delighted to support Echourouk's new venture and to be part of the expansion of Algeria's broadcasting landscape."

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 39 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 37 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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