



Sep 14, 2017 14:07 CEST

Eutelsat and Globecast renew partnership to further drive HDTV growth at the HOTBIRD video neighbourhood

First impact: TRT World launches in High Definition from the popular HOTBIRD position

Paris, 14 September 2017 – Eutelsat Communications (NYSE Euronext Paris: ETL) and [Globecast](#), the global solutions provider for media, have renewed capacity on a multi-year basis at the HOTBIRD video position.

Building on the longstanding relationship between the two companies, the agreement will stimulate growth at the leading pole for satellite TV in

Europe, Western Russia and the Middle East. Furthermore, it will accelerate the transition to High Definition for channels broadcasting within the extensive footprint of Eutelsat's unique video hub.

TRT World now in HD

Within the framework of the agreement, Globecast has signed a first contract for HD delivery of Turkish TRT World from the HOTBIRD neighbourhood. TRT World belongs to TRT Group, Turkey's national public broadcaster. Launched in November 2016 and featuring an exclusively English-speaking line-up, the international news channel is leveraging HOTBIRD's distribution capabilities to reach millions of satellite homes in Europe, Western Russia and the Middle East. Its launch underlines the HD dynamic, particularly at the HOTBIRD neighbourhood where one channel in four (275 channels) is now in High Definition and where HD has grown by 30% over 12 months.

Philippe Bernard, CEO at Globecast commented: *"It's rewarding for us to continue our relationship with Eutelsat, given our long history as a trusted technology partner. Satellite distribution is one of our core strengths, and we're excited to be able to grow sales and usage of HOTBIRD's capacity through this deal whilst delivering high quality HD content for TRT World."*

Michel Azibert, Eutelsat's Chief Commercial and Development Officer, added: *"Building on our longstanding collaboration with Globecast, this agreement underpins our ambition to focus efforts on key technological and commercial partners. The agreement between Globecast and TRT World further anchors HOTBIRD as a benchmark video hub featuring extensive reach and delivering 1,000 channels in more than 30 languages."*

Meet Eutelsat at IBC show in Amsterdam from 15 to 19 September: Hall 1, Stand D59.

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 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

Press

Vanessa O'Connor Tel: + 33 1 53 98 37 91 voconnor@eutelsat.com

Marie-Sophie Ecuier Tel: + 33 1 53 98 37 91 mecuer@eutelsat.com

Investors and analysts

Joanna Darlington Tel. : +33 1 53 98 35 30 jdarlington@eutelsat.com

Cédric Pugni Tel. : +33 1 53 98 35 30 cpugni@eutelsat.com

Follow us at: