



PARTNERING ON UNIQUE HD STUDIO-QUALITY VIDEO CONTRIBUTION SOLUTION

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Eutelsat and V-Nova partner on unique HD studio-quality video contribution solution

High-end satellite delivery of HD content offers broadcast community long-awaited alternative to fibre

London, Paris, 11 September 2017– Eutelsat Communications (NYSE Euronext Paris: ETL) and [V-Nova Ltd.](#) are unveiling at this year's IBC a new satellite-delivered studio-quality HD contribution solution that for the first time offers broadcasters and video service providers a true alternative or back-up to fibre in terms of quality and bandwidth-efficiency.

The new solution leverages V-Nova's PERSEUS™ Pro technology in order to replicate typical fibre-based video contribution links, including full colour resolution and individual frame compression, and combines them with satellite delivery that adds the benefits of ubiquity and flexibility. This allows broadcasters to contribute studio-quality feeds, essential to maintain pristine quality, and also to benefit from editing capabilities from any location. These features are combined with compression that enables 80 Mbps of HD 4:2:2 10 bit video feeds to be uplinked by off-the-shelf flyaway antennas and routed through a standard 36 MHz transponder on Eutelsat's global satellite fleet.

Photo credit: Shutterstock

Using recognised broadcast industry metrics and with independent third-party support, Eutelsat and V-Nova have completed an exhaustive quality assessment of PERSEUS Pro via Eutelsat satellite capacity versus reference compression standards normally used via fibre. The assessment validated the superior quality of PERSEUS versus legacy contribution codecs at rates typical of satellite delivery, completing previous assessments which had demonstrated an average 30% bandwidth gain of PERSEUS Pro versus JPEG2000.

Michel Azibert, Eutelsat Chief Commercial and Development Officer, said: "The innovation we are presenting at IBC this week with V-Nova gives broadcasters and video service providers a true alternative to fibre and ensures that no compromises need be taken for studio-quality HD contribution of premium sports, cultural and news events. In working with V-Nova we can offer players in the broadcast industry a cost-effective and easy-to-deploy solution that makes no concessions on quality."

Guido Meardi, CEO and Co-Founder of V-Nova, said: "I am delighted to see the results of the hard work of our combined teams, following the coverage of UEFA Euro 2016 and the extensive tests of the past year. This solution proves that our compression technology, PERSEUS, is a truly cross-media codec, bringing tangible benefits across multiple markets including satellite contribution. We are proud of our relationship with Eutelsat, and look forward to working together to help broadcasters and operators bring higher quality services to consumers".

IBC, 15-19 September, RAI Amsterdam

Meet Eutelsat at IBC, Hall 1 Stand D.59

Meet V-Nova at IBC, Stand 11.B30u

About V-Nova

V-Nova Ltd. is a London-headquartered technology company providing next generation compression solutions to address the ever-growing media processing and delivery challenges. V-Nova provides solutions spanning the entire media delivery chain, including content production, contribution, storage and distribution to end users. V-Nova's award-winning PERSEUS™ is the only cross-media codec format and delivers on the promises of next-generation image and video compression, today. Using PERSEUS technology, media and entertainment companies can now monetise unmet consumer demand for higher definition video everywhere, on existing devices and infrastructure, by a simple software upgrade.

PERSEUS is available in multiple formats. PERSEUS Pro, for mathematically lossless and visually lossless professional production and contribution applications. PERSEUS Plus, for high compression efficiency in content distribution to end users, web publishing and cloud applications.

For more information please visit www.v-nova.com

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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 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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