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Eutelsat, Availink and INVIDI Technologies to Demo Live TV Addressable Advertising for Free-to-Air satellite TV at IBC2025

- Collaboration embeds addressable ad decisioning directly into set-top box chipsets, unlocking new revenue for Free-to-Air broadcasters across the MENA region.

Amsterdam, Netherlands, 12 September 2025 – At the IBC Show 2025, INVIDI Technologies, the pioneer in delivering addressable advertising on live TV

and Availink, a leading semiconductor provider for broadcast reception, will showcase a groundbreaking collaboration from the Eutelsat (Euronext Paris: ETL) stand (Hall 1, Stand 1.A57). The demo will showcase an addressable advertising decisioning engine directly in a mass-market set-top box (STB), enabling dynamic ad insertion on live satellite TV.

Eutelsat currently delivers Free-to-Air (FTA) satellite TV channels into over 100 million households across Europe, Africa and the Middle East North Africa (MENA) region. The INVIDI addressable advertising solution will allow Eutelsat to provide FTA content owners with seamless access to addressable advertising. This capability significantly increases the value of their existing advertising inventory by enabling them to deliver targeted, relevant ads to specific viewer households during a single regional broadcast.

The live demonstration at IBC will illustrate how INVIDI Technologies' powerful ad decisioning engine, now embedded within Availink's advanced satellite tuner chip, can select and deliver multiple different addressable advertisements to various target audiences within a single ad break on a live linear satellite channel.

Key Highlights of the Demo:

- **Chipset-Level Integration:** INVIDI Technologies' ad decisioning technology is directly integrated into the Availink chip, the core component that tunes the STB, enabling low-latency and highly reliable ad replacement.
- **Live TV Addressability:** The solution demonstrates true addressable advertising on live, linear satellite TV, not just on-demand or OTT content.
- **Revenue Growth for FTA Broadcasters:** Broadcasters can maximize ad revenue by selling premium targeted slots without changing their existing broadcast infrastructure.

“We are thrilled to partner with INVIDI Technologies and Availink to bring this innovative addressable advertising solution to market,” **said Aymeric Genty, President of the Video Business Unit at Eutelsat.** “This technology is a game-changer for our FTA broadcast partners at our flagship HOTBIRD video neighbourhood, as well as at 7/8W, the leading position for the MENA region. It allows them to monetize their content more effectively by offering advertisers the precision targeting capabilities of digital platforms, all within

their traditional broadcast spectrum.”

“Embedding our intelligence directly into the Availink chipset is a major step for the industry,” **said Bruce Anderson, CEO of INVIDI Technologies.** “It removes complexity for operators and ensures a seamless, scalable, and high-performance solution for delivering addressable ads on any platform, from satellite to terrestrial broadcast.”

“Availink is committed to driving innovation at the silicon level,” **said Feng-Wen Sun, CEO of Availink.** “By integrating INVIDI Technologies’ proven addressable advertising engine into our chip, we are empowering set-top box manufacturers and service providers to offer next-generation advertising features, transforming the viewing experience and creating new economic models for broadcast.”

See the Demo at IBC2025:

Visit the Eutelsat booth in Hall 1, Stand 1.A57 at the RAI Amsterdam from September 12-15 to see the live addressable advertising demonstration.

About Availink

Founded in 2005, Availink is a fabless IC company specializing in advanced demodulators, SoC solutions, and embedded software for the global digital TV and multimedia market. With R&D centers in China, Taiwan, and the United States, Availink has shipped over 300 million chips, enabling broadcast and OTT access for more than a billion people. Known for its quality, innovation, and robust compliance with standards, Availink serves the satellite, terrestrial, cable, IPTV, and OTT markets worldwide.

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About INVIDI Technologies

INVIDI Technologies is the pioneer in delivering addressable advertising on live TV. Its cloud-based platform enables content owners, broadcasters, and pay-tv operators to monetize their inventory by serving targeted, relevant ads to households across linear, VOD, and streaming environments. The company

is headquartered in Princeton, NJ, USA.

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About Eutelsat

Eutelsat is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. Eutelsat 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 34 Geostationary (GEO) satellites and a Low Earth Orbit (LEO) constellation of more than 600 satellites. Eutelsat addresses the needs of customers in four key verticals of Video, where it distributes around 6,400 television channels, and the high-growth connectivity markets of Mobile Connectivity, Fixed Connectivity, and Government Services. Eutelsat'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 Eutelsat employs more than 1,600 people across more than 75 countries. Eutelsat 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

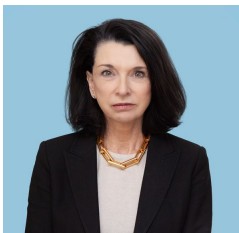
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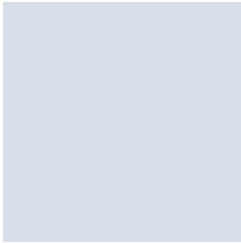


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