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## Eutelsat boosts Ultra HD content on “HOT BIRD 4K1” TV platform

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**New Ultra HD content from SPI International and ANIXE now broadcasting on “HOT BIRD 4K1”**

**SPI International previews “4K FunBox UHD” Ultra HD channel in advance of commercial launch at Eutelsat’s HOT BIRD position**

**Cologne, Paris, 8 June, 2015** – Exclusive Ultra HD content broadcast in the “HOT BIRD 4K1” channel operated by Eutelsat Communications (NYSE Euronext Paris: ETL) continues to expand and diversify with new input from SPI International and ANIXE HD Television. SPI International, operator of more than 30 TV channels on four continents, and German broadcaster ANIXE are both displaying original new content at the Anga Com conference and exhibition in Cologne from June 9 to 11. Broadcast free-to-air across Europe, the Middle East and North Africa, Eutelsat’s “HOT BIRD 4K1” channel can be

received Direct-to-Home and by cable and IP network operators using the latest 4K TV panels equipped with suitable demodulators and HEVC decoders.

For SPI International, the demo represents the first preview of native Ultra HD content to be shown by “4K FunBox UHD”, a brand new fully commercial channel scheduled to launch this autumn at Eutelsat’s HOT BIRD position. “4K FunBox UHD” will address cable and IP network operators and DTH communities in Germany and other key TV markets in the HOT BIRD footprint.

ANIXE HD Television has also selected Anga Com to air 15 minutes of exclusive Ultra HD content on “HOT BIRD 4K1”. The footage includes extracts of lifestyle and documentary magazines, a cooking show, a cinema magazine and spectacular outdoor productions filmed with Ultra HD cameras.

“With “4K FunBox UHD” viewers will be able to experience more nuance, faster frame rates, exceptional contrast dynamics and extended colours,” says Berk Uziyel, Executive Director of Filmbox International Ltd.. “In addition to wildlife documentaries, some of the eye-popping content we are showing includes the San Francisco skyline, an amazing study of cloud movements and skylight as well as the Ultra HD footage of Asian cities by night. We are also planning to add sports programming and musical events, all in 4K quality,” he adds.

“We see strong evidence of a vibrant Ultra HD environment taking shape, including an array of Ultra HD TV panel producers, broadcasting expertise by operators such as Eutelsat, a competitive price-performance ratio of 4K scanners and video camera, and potential for TV advertising. With the new measuring method developed by Smart TV Data and accepted by TV consumers we now have a solid base to work on from the first day of our venture into Ultra HD,” said Emanouil Lapidakis, Managing Director of ANIXE HD Television.

Markus Fritz, Director of Commercial Development & Marketing at Eutelsat, added: “Following last year’s successful collaboration with Red Bull we are delighted to welcome more providers of German-speaking content onto “HOT BIRD 4K1”. We are proud that broadcasters appreciate our innovation leadership in Ultra HD and to show how close the market is to commercial-roll out of 4K channels that will further raise the game for broadcasting and propel TV viewing into a new era. Twelve months after launch, our demo

channel is established as a platform of choice and progress for partners in the broadcasting chain and is attracting increasing attention from terrestrial network operators who want to deliver more 4K content to viewers.”

“HOT BIRD 4K1” was launched in May 2014 as Europe’s first channel encoded in HEVC (High Efficiency Video Encoding) and broadcasting at 50 frames per second with 10-bit colour depth. These three parameters are key for creating a favourable economic environment for Ultra HD and delivering consumers the best viewing experience on new-generation displays. As a point of reference for the TV industry and partners along the broadcasting chain “HOT BIRD 4K1” is further evidence of Eutelsat’s commitment to support and drive innovation to economic maturity.

## **Eutelsat at Anga Com: Stand H11, Hall 10.2**

### **HOT BIRD 4K1 (13° East) reception parameters**

Frequency: 11 296 MHz

Polarisation: Horizontal

Symbol rate: 27 500

DVB-S2, 8PSK, FEC  $\frac{3}{4}$

**For more info on SPI International: [www.spiintl.com](http://www.spiintl.com)**

**For more info on ANIXE: [www.anixehd.tv](http://www.anixehd.tv)**

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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](http://www.eutelsat.com)

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