



Apr 25, 2017 10:06 CEST

## Eutelsat expands cable reach into over 50 million homes across the Americas

**Paris, Las Vegas, 25 April 2017** – Eutelsat Communications (NYSE Euronext Paris: ETL) is carrying out a far-reaching antenna seeding programme to allow broadcasters across the Americas to enhance their reach and cable operators to enrich their offer via Eutelsat's premium video neighbourhoods at 65° West and 113/117° West.

The programme is boosting opportunities for broadcasters to distribute their content and will further anchor the EUTELSAT 113 West A and EUTELSAT 117 West A satellites in Latin America's cable market with 100% penetration of tier 1 and 2 operators, representing over 32 million homes. Through the same initiative, EUTELSAT 65 West A is poised to achieve 100% penetration

of Brazilian cable operators, allowing Eutelsat's key satellite for Brazil to reach over 18 million homes. Both programmes will be completed by the end of 2017.

These programmes will allow Eutelsat to further position itself in the Americas broadcasting market, where it already has significant reach. Key customers across these neighbourhoods include Televisa, Thema, and SPI.

Meet us at NAB to learn more about Eutelsat, booth SU3421.

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

## Press

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