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Eutelsat Group and MuxIP bring FAST channels to satellite broadcast for audiences and advertisers in Europe, the Middle East and North Africa

- *Expanding the reach of FAST channels via satellite*
- *Showcasing the role of satellite in bringing new types of content to audiences that the channels wouldn't be able to reach otherwise*

Paris -04 September 2024 - Eutelsat Group (ISIN: FR0010221234 - Euronext Paris / London Stock Exchange: ETL) and MuxIP, the pioneer in next-generation media SaaS technologies for ad-supported streaming, announce

an innovative strategic initiative, bringing together a selection of global sports channels from FAST (Free Advertising Supported TV) platforms around the world, via satellite to audiences in Europe, the Middle East and North Africa (“EMENA”).

In a first-of-its-kind agreement, MuxIP is distributing an initial selection of FAST channels, free-to-air for audiences and advertisers across EMENA, on Eutelsat’s flagship HOTBIRD satellites at 13° East. The first three channels to be launched under this new agreement are World Poker Tour, covering internationally televised events, with exclusive content, hosted commentary and analysis, Cricket Gold drawing on 40 years of classic cricket action and Outdoor Channel, celebrating life in the great outdoors and the personalities that go with it.

The channels are currently distributed on FAST platforms in the US, Canada, Australia, India and other parts of the world. Under this partnership, versions customised for European audiences, will now be distributed in the UK, continental Europe, the Middle East and North Africa.

Laurence Delpy, President of Eutelsat’s Video Business Unit said *“We are delighted to collaborate with MuxIP on this innovative initiative. Thanks to the extensive reach of satellite, we are able to increase the distribution of these sports TV channels from around the world, bringing them free-to-air to new audiences beyond terrestrial networks, supported by advertising aligned with the FAST Industry”*.

Frank Brown, MD International at MuxIP added *“For these channels, the integration of the exploding FAST industry together with the expansive reach of satellite is an extremely powerful combination. The relevant audiences and advertisers will all benefit enormously from the launch of these unique TV channels in the EMENA regions.”*

About Eutelsat Group

Eutelsat Group is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. The Group 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 35

Geostationary satellites and a Low Earth Orbit (LEO) constellation of more than 600 satellites. The Group addresses the needs of customers in four key verticals of Video, where it distributes more than 6,500 television channels, and the high-growth connectivity markets of Mobile Connectivity, Fixed Connectivity, and Government Services. Eutelsat Group'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 the Eutelsat Group employs more than 1,700 people across more than 50 countries. The Group 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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