

Oct 05, 2015 08:25 CEST

# Eutelsat presents key UHD trends at MIPCOM

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### *Stage set for thrilling new TV experience*

**Cannes, Paris, 5 October 2015** – The television business is dramatically transforming as broadcasters scale up production of premium content and delivery of an enhanced viewing experience. As the industry lines up to adopt Ultra HD (UHD TV), the new quality benchmark in broadcasting, Eutelsat Communications (NYSE Euronext Paris: ETL) will share research at MIPCOM on consumer appetite in key European TV markets for this latest evolution.

The pulse of UHD will be presented by Eutelsat today at the MIPCOM show in a '4k focus welcome address' (*Sony 4K Ultra HD Theatre*, Palais 4). It will include key findings of new qualitative consumer research conducted for Eutelsat by market research firm TNS, and fresh data from GfK on Ultra HD screen sales. Eutelsat's Claudia Vaccarone, Head of Market Research and Customer Experience, Michel Chabrol, Director of Marketing Innovation and Digital Cinema will share insight on how to anticipate UHD mass-market deployment. They will be joined by Joe Nakata, Senior Producer, Visual Entertainment, at Sony Corporation and Chris Forrester, well-known journalist and broadcast industry expert.

Since its first broadcasts of Ultra HD in January 2013, Eutelsat has amassed industry-leading expertise on the conditions for successful transition to this new format. Two Eutelsat satellites are broadcasting permanent channels in Ultra HD, showing Eutelsat co-productions and content produced by independent programme-makers who have sought out Eutelsat's satellite platforms to promote their work.

More information on Eutelsat's welcome address at MIPCOM's 4K focus is available [here](#).

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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**

Vanessa O'Connor Tel: + 33 1 53 98 37 91 [voconnor@eutelsat.com](mailto:voconnor@eutelsat.com)

Marie-Sophie Ecuier Tel: + 33 1 53 98 37 91 [mecuer@eutelsat.com](mailto:mecuer@eutelsat.com)

### **Investors and analysts**

Joanna Darlington Tel. : +33 1 53 98 35 30 [jdarlington@eutelsat.com](mailto:jdarlington@eutelsat.com)

Cédric Pugni Tel. : +33 1 53 98 35 30 [cpugni@eutelsat.com](mailto:cpugni@eutelsat.com)

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