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## Eutelsat puts Ultra HD centre stage at MIPTV

**Cannes, Paris, 9 April 2015** – The vision of the future will soon become a reality for millions as the broadcast industry lines up to adapt to Ultra HD TV, the new benchmark in commercial broadcasting. With a wealth of benefits including a broader range of colours, higher frame rates, a smoother viewing experience and greater luminosity, Ultra HD will surpass consumer expectations today and in the decades to come.

Players in content production are preparing for the development and implementation of this new technology. Some of the leading actors will assemble in Cannes from April 13 to 14 for MIPTV's 4K focus, supported by Eutelsat. They include executives from the BBC, NHK and RTVE as well as Eutelsat's Michel Chabrol, Director of Marketing Innovation and Digital Cinema.

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 4K, showing co-productions with Eutelsat and content produced by programme-makers who have sought out Eutelsat to showcase and promote their work via satellite, including The Explorer's Network, Travelxp India and K2 Communications.

*"MIPTV's 4K Focus is concentrating on getting programme makers to discuss the practical issues to be addressed for Ultra HD to be mass market in viewer homes. It will look at the pace of Ultra HD production as well as storage and delivery, live events, audience feedback and expectations," said Michel Chabrol. "Industry forecasts are that there will be 1 000 Ultra HD channels broadcasting over the coming 10 years, principally by satellite. We are on the cusp of a new age and there is no better place than MIPTV for programme makers to discuss the opportunities."*

If you want to speak to Michel Chabrol about Ultra HD during MIP TV please contact:

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More information on Michel Chabrol's welcome address at MIPTV'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 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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