

# eutelsat CIRRUS

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## Eutelsat takes a further step in the integration of satellite into the IP ecosystem with the launch of Eutelsat CIRRUS

*New service will provide broadcasters with a turnkey content delivery solution via both satellite and OTT*

**London, Paris, 6 September 2018** – Eutelsat Communications (NYSE Euronext Paris: ETL) is launching Eutelsat CIRRUS, a hybrid satellite-OTT delivery solution, enabling broadcasters to offer a flexible, seamless content experience across multiple screens.

Eutelsat CIRRUS will provide a turnkey content delivery solution via satellite and OTT to operators seeking to launch or upgrade their service, offering the benefits of rapidly deployed video services, low operational costs, high image quality and consistent end-user experience. Through its dual offer of turnkey DTH services and OTT multiscreen delivery, this new service represents a further step for Eutelsat in the integration of satellite into the IP ecosystem.

### **Turnkey TV distribution service**

Eutelsat CIRRUS' turnkey DTH service will provide satellite TV broadcasters with end-to-end video distribution combined with cloud-based service management. Bringing together the strengths of traditional DTH with next-generation features, the fully integrated platform will deliver an enriched viewer experience through live channel broadcasting, channel numbering, programme information, content security, subscriber and set-top box management.

### **Seamless and integrated multi-screen user experience**

A multi-screen offer will complement the traditional DTH broadcast service with simultaneous OTT streaming through a native hybrid platform. It will enable end-users to watch video content on devices such as mobile phones and tablets, access multiple programmes, record and rewind, and view a rich array of programme information, while providing business rules management and usage reporting for Eutelsat's broadcast customers.

Eutelsat CIRRUS is built on an innovative roadmap guaranteeing product evolution and ensuring the delivery state-of-the-art features for viewers by enabling operators to integrate new features and maintain a competitive offer without the need for support or technical upgrades.

### **Video at the heart of Eutelsat's strategy**

*"Eutelsat CIRRUS reinforces our value proposition in the video segment, which is at the core of our business. It will offer our customers the best of both worlds, combining the efficiency and reach of satellite with the convenience of OTT. This new hybrid solution is designed to facilitate the building of a content distribution*

*business. It will free up broadcasters to focus on content and subscribers while Eutelsat takes care of the end-to-end logistics, accompanying them in maintaining their competitive edge in an increasingly complex environment”, said Gerry O’Sullivan, Executive Vice President, Global TV and Video of Eutelsat.*

Rodolphe Belmer, CEO of Eutelsat, concluded: *“The launch of Eutelsat CIRRUS sits firmly within our broader strategy to reinforce and develop our core video vertical. By leveraging new technologies to deliver appropriate solutions to the evolving needs of our broadcast partners, we seek to reinforce customer proximity and loyalty and develop new growth opportunities for our group.”*

**To learn more about Eutelsat CIRRUS watch this video:**



[Watch video on YouTube here](#)

**Meet Eutelsat at IBC, 14-18 September, hall 1, stand D.59 where Eutelsat CIRRUS will be on demo.**

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## **About Eutelsat Communications**

Founded in 1977, Eutelsat Communications is one of the world's leading

satellite operators. With a global fleet of satellites and associated ground infrastructure, Eutelsat enables clients across Video, Data, Government, Fixed and Mobile Broadband markets to communicate effectively to their customers, irrespective of their location. Over 6,900 television channels operated by leading media groups are broadcast by Eutelsat to one billion viewers equipped for DTH reception or connected to terrestrial networks. Headquartered in Paris, with offices and teleports around the globe, Eutelsat assembles 1,000 men and women from 46 countries who are dedicated to delivering the highest quality of service.

Eutelsat Communications is listed on the Euronext Paris Stock Exchange (ticker: ETL).

For more about Eutelsat go to [www.eutelsat.com](http://www.eutelsat.com)

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