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Eutelsat unveils Sat.tv Connect, enhancing the free-to-air satellite reception experience on the latest generation connected televisions

- *Improving the viewer experience and exposure of free-to-air satellite channels through a high-performance user interface accessible on most recent TV sets*
- *Underpinning Eutelsat's drive to enhance the upstream broadcasting service provided to free-to-air channels carried on its satellites*

Paris, 11 September 2024 - At IBC 2024, Eutelsat Group (ISIN: FR0010221234 - Euronext Paris / London Stock Exchange: ETL) is launching Sat.tv Connect,

its new interactive application for connected TV sets (with integrated satellite tuner) dedicated to the hundreds of channels broadcast free-to-air on its satellites. The application is part of Eutelsat's drive to enhance the broadcasting service provided to free-to-air channels carried on its satellites.

Over half of households worldwide are equipped with a smart TV, but many have insufficient bandwidth to receive programmes in good quality via the internet and require satellite TV reception. Sat.tv Connect is part of a hybrid configuration – combining access to live TV channels via satellite, in high resolution, with additional connected services via the Internet. Sat.tv Connect incorporates cutting-edge UX features such as multilingual support, including right-to-left languages and multi-satellite capability.

Sat.tv Connect offers a channel and programme guide enhancing the navigation of the hundreds of channels broadcast free-to-air via its satellites and received by more than 120 million Direct-to-Home TV households in the EMEA region. Its user interface features Now, Tonight & Week views, an enhanced Electronic Programme Guide (EPG) and a full Programme Information Pack (PIP) to enhance the video content discovery experience.

Already deployed on a growing base of consumer satellite set-top boxes, the Sat.tv service is now available on new-generation connected TV sets (with integrated satellite tuner) thanks to 'Sat.tv Connect'. It combines two interactive television technology standards HbbTV (Hybrid Broadcast Broadband Television), which is already present in all leading brand-name TV sets, and DVB-I, the recent standard for logical channel scheduling, which is available in a growing number of new TV ranges on the market, making it compatible with over 3,000 television models.

Laurence Delpy, President of the Video Business Unit at Eutelsat Group

commented: *“As the leading satellite operator for free-to-air TV distribution in EMEA, both in number of channels broadcast and number of households served, we are delighted to launch the new Sat.tv Connect application. Sat.tv Connect enhances both the quality of service provided to our broadcast customers, bringing greater visibility for channels, whilst improving content discoverability and the TV viewing experience for end-users.”*

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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