



Free to choose



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Eutelsat's Sat.tv app expands to vibrant 7/8° West video neighbourhood

Eutelsat's *Sat.tv* app expands to vibrant 7/8° West video neighbourhood

- Innovative programme guide app available for over 52 million TV homes in Middle East and North Africa

Paris: ETL) announced today at Cabsat Dubai that **Sat.tv**, its mobile programme guide, is expanding to include free-to-air channels broadcasting from its popular 7/8° West neighbourhood. **Sat.tv** was launched in April 2016, targeting the 65 million homes equipped for DTH reception from Eutelsat's HOTBIRD neighbourhood. The app has already registered almost one million downloads and is now available to the more than 52 million DTH-equipped homes in the Middle East and North Africa that receive free-to-air channels from 7/8° West.

Enhancing the free-to-air viewing experience

Sat.tv now gives viewers in the Middle East and North Africa the opportunity to browse through the detailed programme schedules of around 400 free-to-air channels*, with options to search by time, channel or type of content. Viewers benefit from a user-friendly programme guide interface available in five languages (Arabic, English, French, Italian, Russian) and can access programme details in up to 40 languages.

** total number of channels cumulating HOTBIRD and 7/8° West line-up*

Sat.tv has already seen strong take-up in Morocco, Tunisia, Algeria, Egypt, Saudi Arabia and Iran, with users particularly drawn by the option to select preferred content in one click and to receive personalised recommendations.

Increasing broadcaster engagement with their audience

Easy navigation and extensive information for viewers are derived from the ergonomic app eco-system that enables broadcasters to enter programme schedules that are displayed real-time through the app. They are able to directly edit their data from a dedicated back-end.

Nicolas Moulin-Fournier, SVP New Video Services, commented on the app extension: *"Sat.tv has been welcomed by broadcasters for its capacity to create value and by viewers for living up to its promise: "Free to choose". We are confident that the vast audience at the fast-evolving 7/8° West neighbourhood will adopt Sat.tv's intuitive app features as quickly as HOTBIRD viewers and broadcasters."*

For more on the Sat.tv app visit Eutelsat's stand at Cabsat 2017, Dubai World

Trade Centre, 21-23 March:

Zabeel Hall Stand: **Hall 7 Stand: C7-10.**

Sat.tv is also available for download on the App Store and on Google Play

For more informationwww.sat.tv

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

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