

Photo credit: Eutelsat-Philippe Stroppa

Sep 09, 2016 10:40 CEST

IBC 2016: BHS Media and Eutelsat combine skills to serve fast-growing Farsi TV market

New BHS TV platform on EUTELSAT 7B satellite: a key gateway into millions of Farsi homes across Middle East

Amsterdam, Dubai, Paris, 9 September 2016 – Eutelsat’s HOT BIRD neighbourhood and its EUTELSAT 7B satellite are fast becoming the point of reference for millions of Farsi TV homes across the Middle East, and this trend is set to accelerate following new agreements between BHS Media, the Dubai-based provider of broadcast services, and Eutelsat Communications (NYSE Euronext Paris: ETL).

BHS has concluded a multi-transponder, multi-year contract on EUTELSAT 7B and a co-marketing deal with Eutelsat that gives Farsi channels a cost-effective and highly efficient platform for tapping into a growing audience across the Middle East.

Home & Health, Discovery’s newest local TV venture, is the latest Farsi channel to conclude exclusive broadcast arrangements with BHS Media, adding to the 20 quality Farsi channels BHS Media already transmits on EUTELSAT 7B. In broadcasting from EUTELSAT 7B these channels can benefit from HOTBIRD’s regional reach into more than nine million Farsi-speaking homes through DTH dishes equipped for reception from both locations. Michel Azibert, Eutelsat’s Chief Commercial and Development Officer, said: *“In combining the unmatched audience and satellite options that Eutelsat can propose with the expertise and trust that BHS inspires from the broadcasting community we are confident that the centre of gravity of Farsi television content will be across the HOTBIRD position and the EUTELSAT 7B satellite. It is a*

privilege to collaborate with a partner with a strong local presence and deep market knowledge.”

Where to meet Eutelsat at IBC, from September 9 to 13: Hall 1D.59

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

Press

Vanessa O'Connor Tel: + 33 1 53 98 37 91 voconnor@eutelsat.com

Marie-Sophie Ecuier Tel: + 33 1 53 98 37 91 mecuer@eutelsat.com

Violaine du Boucher Tel: + 33 1 53 98 37 91 vduboucher@eutelsat.com

Investors and analysts

Joanna Darlington Tel. : +33 1 53 98 35 30 jdarlington@eutelsat.com

Cédric Pugni Tel. : +33 1 53 98 35 30 cpugni@eutelsat.com

Follow us at: