



Photo credit: Globecast

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IBC 2016: Globecast and Eutelsat partner on driving HD and Ultra HD growth at HOTBIRD video neighbourhood



2016

Amsterdam, Paris, 8 September 2016 – Globecast, the global solutions provider for media, and Eutelsat Communications (NYSE Euronext Paris: ETL), one of the world’s leading satellite operators, have signed a framework agreement that equips the two companies to renew and increase transponder use across the HOTBIRD broadcast satellites.

Eutelsat is Globecast’s largest supplier of satellite capacity and, in turn, Globecast is a leading reseller of the HOTBIRD satellites that constitute the key platform for TV broadcasting in Europe, large parts of North Africa and the Middle East. Both companies have partnered over three decades on building a vibrant satellite broadcasting market, and will now focus in particular on accelerating the transition to High Definition and Ultra HD.

Francis Rolland, Executive Vice President Satellites and Networks/Strategy at Globecast, said: *“Satellite distribution is one of Globecast’s core strengths. The*

signing of this framework agreement, which also covers advanced renewal of several transponders gives us high visibility on our satellite resources and reflects the commitment of our companies to drive continued growth of the HOTBIRD neighbourhood.”

Franco Cataldo, Eutelsat Senior VP Sales and Deputy Chief Commercial Officer, added: *“Strong and complementary partnerships are the bedrock of our objectives for the HOTBIRD video neighbourhood and so we are delighted to cement our relationship with Globecast. We look forward to propelling growth through technologically-efficient and cost-effective strategies for our customers as they accelerate to HD and anchor Ultra HD on their roadmap.”*

Meet Eutelsat and Globecast at IBC

Globecast: 1.A29

Eutelsat: 1.D59

About Globecast

Part of the Orange Group, Globecast provides agile and seamless content acquisition, management and distribution services globally. The company constantly innovates in an evolving IP-centric environment to provide reliable and secure customer solutions. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. This network enables multiplatform delivery including TV Everywhere OTT, Satellite, cable, Video on demand, CDN delivery as well as cloud-enabled media services. The company remains the trusted partner for coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience on the ground from 12 interconnected Globecast owned facilities, including Los

Angeles, London, Singapore, Paris, Rome, and Johannesburg.
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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 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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