

Photo credit: Media Broadcast

Sep 09, 2016 11:04 CEST

IBC 2016: Media Broadcast Satellite and Eutelsat enter new phase of longstanding strategic partnership

Media Broadcast Satellite and Eutelsat build on collaboration at HOTBIRD neighbourhood and gear up to drive further growth of Farsi TV market on EUTELSAT 7B satellite

Amsterdam, Frankfurt, Paris, 9 September 2016 – Media Broadcast Satellite GmbH, one of the leading providers of broadcast services, and Eutelsat Communications (NYSE Euronext Paris: ETL) today announced at IBC the development and expansion of their longstanding strategic partnership.

Media Broadcast Satellite confirms its status as a premium HOTBIRD sales partner for TV customers in German-speaking markets. Leveraging its portfolio of general entertainment Farsi channels, it will also co-market Eutelsat's digital platform on the EUTELSAT 7B satellite. The new platform complements the HOT BIRD position to give Farsi channels the benefit of cost-efficient access and a powerful Middle East footprint to reach a growing audience.

Michel Azibert, Chief Commercial and Development Officer at Eutelsat, said: *"We are delighted to extend an agreement with a longstanding partner and a reliable, experienced and highly-networked service provider. Together, we will collaborate on driving video growth at our premium HOTBIRD neighbourhood and in fast-growing Farsi markets where Eutelsat has a unique proposal and unmatched audience with the HOTBIRD satellites and EUTELSAT 7B."*

Christian Fleischhauer, Managing Director Media Broadcast Satellite GmbH, added: *“Eutelsat and the HOTBIRD satellites have been strong pillars in our strategic product portfolio for more than 20 years. Our new collaboration on EUTELSAT 7B enables us to leverage our sales and service experience to add an emerging region into our portfolio that offers customers new avenues into homes across the Middle East.”*

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: