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iKO Media Group leverages Eutelsat satellite capacity to launch eCLUTCH, an innovative new eSports package, bringing new gaming content to wider audiences

Paris (France), Pfaffikon (Switzerland) – 11th March 2024 – iKO Media Group is furthering its relationship with Eutelsat Group (Euronext Paris, London Stock Exchange: ETL), to bring an innovative new eSports TV package, eCLUTCH, to screens across Europe, the Middle East and Africa. Launching at Eutelsat's 16° East orbital position, HOTBIRD at 13° East and 7/8° West, the platform initially includes 10 eSports and gaming channels, with more to join in the near future.

The eSports market is expected to exceed 856 million users worldwide by 2028^[1], and millions of viewers tune in to watch the experts play their favourite games. Traditionally distributed via streaming platforms and social media, iKO Media Group is expanding the reach of this new content to hard-to-reach areas beyond terrestrial networks via satellite, in a new hybrid distribution approach for eSports.

By incorporating satellite broadcasting in its distribution strategy, iKO Media Group is amplifying the channels' reach to the millions of homes available via satellite, enabling broadcasters and TV platforms to target new audience bases, and bringing new content that was previously inaccessible to millions of viewers.

This new multi-year agreement between Eutelsat and iKO Media Group represents a new business model for Eutelsat, showcasing its ability to evolve as a solutions provider, working with partners to develop solutions that provide value to both clients and their end-users.

The service has already been selected by Albania's leading pay-TV platform, DigitAlb, at 16° East, to expand its content offer and attract new subscribers.

Arnaud Verlhac, eCLUTCH CO-Founder, commented, *"Close to 1 billion people around the world watch video game and tournaments. For media, E-sports is a huge opportunity to reach a new target audience in the same way they already do with sports, music, or events. I am really excited to build this bridge with such a strong and trusted partner as Eutelsat. The launch of eCLUTCH on DigitAlb, and across the EMEA region, is the achievement of several months of hard work, but just the start of a fantastic adventure."*

DigitAlb CEO, Eglinor Ramaj, said of the new package, *"Launching this eSport channel package will help us attract new audience demographics. As a well-established TV Platform, DigitAlb is able to provide larger audiences for eSports channels, while these channels will help us attract a younger digital-native demographic, to whom we can offer a high quality, large screen experience for their eSports passion."*

Laurence Delpy, President of Eutelsat Video Business Unit, added, *"We are honoured to be selected by iKO Media to launch this innovative new platform. The deal showcases both the new types of content we are bringing to satellite, as well as satellite's role in enabling broadcasters to extend their reach and target*

new audience bases. We are also delighted to see our anchor client, DigitAlb, already making eCLUTCH available for its subscribers.”

[1]Source : Statista Market Insights

About iKONG

iKO Media Group stands as your premier partner in media services, offering bespoke solutions for broadcasters and content owners worldwide. With a comprehensive suite of services including satellite broadcasting, advanced playout management, cloud solutions, EPG creation, disaster recovery, channel monitoring, OTT platforms, as well as fiber and IP delivery, iKONG caters to both global and local networks with precision and innovation.

iKONG is all about flexibility, innovation, and a friendly, all-in-one approach to service. We're here to craft solutions that fit just right with what you need and what you can invest, all while keeping our quality top-notch. Think of us as your nimble, speedboat-like partner in broadcasting, ready to zoom across the globe with our streamlined operations and our team of experts who are always up for giving you a hand, even beyond our usual services. Plus, we're big on making a positive impact, focusing on being good to people, the planet, and our pockets, because we believe in creating value that lasts for everyone involved.

Read more at

<https://ikomg.com/>

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About Eutelsat Group

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 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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