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‘Medici: Masters of Florence’ in Ultra HD by RAI to broadcast in Italy through Eutelsat

Eight episodes of landmark series available for Tivùsat satellite homes from 18 October

Paris, 12 October 2016 – Satellite TV homes in Italy are set for a feast of exceptional Ultra HD viewing with ‘Medici: Masters of Florence’, a landmark series from RAI that starts broadcasting on 18 October. The eight-part series starring Dustin Hoffman and chronicling the rise of the Italian Renaissance political dynasty will be available exclusively in the RAI 4K channel on Italy’s Tivùsat platform that broadcasts through Eutelsat’s HOTBIRD satellites.

The Ultra HD broadcasts to Tivùsat homes equipped with an Ultra HD set will be accompanied by HD broadcasts of the series on RAI 1. RAI is collaborating with Eutelsat, MThree and DBW Communication on the Ultra HD transmissions, continuing the partnership earlier this year on live broadcasts of Euro2016 soccer matches.

For Eutelsat, this prestigious production is new evidence of the emergence of the Ultra HD market and the capability of satellites to provide the bandwidth needed to broadcast linear and event-driven content. For Renato Farina, Managing Director of Eutelsat Italy: *“A growing library of native and high-quality Ultra HD content is one of the conditions for Ultra HD to firmly take root in consumer homes. RAI’s commissioning of ‘Medicis: Masters of Florence’ is a strong signal to viewers and we are proud to be part of the delivery chain to Italian TV homes.”*

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 38 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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