

Dec 07, 2015 11:34 CET

## StarTV selects Eutelsat for new pay-TV venture in Mexico

**StarTV picks exceptional coverage of EUTELSAT 117 West A and EUTELSAT 117 West B satellites to launch Direct-to-Home pay-TV services**

**Paris, Mexico City, 7 December 2015** – StarTV, the commercial platform of Stargroup, today announced the launch of its new Direct-to-Home pay-TV service in Mexico. The new platform will start later this month in the Mexican state of Zacatecas and other parts of the country, replacing the TVZac platform that has been available regionally through microwave distribution. To support its new phase of expansion into DTH, StarTV has signed a multi-year agreement with Eutelsat Americas, a subsidiary of Eutelsat Communications (NYSE Euronext Paris: ETL), for capacity on the EUTELSAT 117 West A and EUTELSAT 117 West B satellites.

StarTV plans to bring new pay-TV packages to the Mexican market featuring well-known national and international channels and partnering with local distributors. The new platform will begin to operate with 50 channels.

EUTELSAT 117 West A is located at 116.8° West, a prime video neighbourhood for the Americas. The satellite's exceptional power levels in Ku-band have led it to be selected by anchor customers to provide DTH services across the region. The 116.8°West neighbourhood will be further strengthened in 2016 with the launch of the EUTELSAT 117 West B all-electric satellite that will be co-located with EUTELSAT 117 West A to support growth of Direct-to-Home television services in the Americas.

Julio Di-Bella, CEO of Stargroup, said: *"Thanks to the Telecommunications Reform carried out by the Mexican government and the drive of the Federal Institute of Telecommunications to promote competition, there is an opportunity to provide an alternative satellite TV service. As a socially responsible company we want to continue to contribute to technological development and access to*

*information in our country, offering quality television in the spirit of TVZac, with the support of our subscribers. Eutelsat has been a key ally and has the coverage and capacity that we need to guarantee the best service to our customers both today and in the future. Working hand-in-hand, we are excited by the prospect of consolidating our place in the Mexican pay-TV industry.”*

Patricio Northland, CEO of Eutelsat Americas, added: *“The development of DTH services in the Americas is a strategic objective for Eutelsat. We are delighted to win the trust of StarTV as a new player in Mexico and to leverage our prime video neighbourhood to broaden the pay-TV offer in Mexico and beyond.”*

---

## **About StarTV**

StarTV, the commercial platform of Stargroup, is the new pay TV service that arises from the migration of TVZac from MMDS to DTH as a consequence of the imminent change of use of the 2.5 GHz band, and will provide telecommunications services through the concession granted to Televera Red, S.A.P.I. de C.V. During this initial phase, StarTV operates in the state of Zacatecas. StarTV has a management team with extensive experience in the television industry and the support of well-known national and international programmers to guarantee the best offer of content.

**Contact** Brenda Alcantara

[balcantara@stargroup.com.mx](mailto:balcantara@stargroup.com.mx)

## **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 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](http://www.eutelsat.com)

### **Press**

Vanessa O'Connor Tel: + 33 1 53 98 37 91 [voconnor@eutelsat.com](mailto:voconnor@eutelsat.com)

Marie-Sophie Ecuier Tel: + 33 1 53 98 37 91 [mecuer@eutelsat.com](mailto:mecuer@eutelsat.com)

Violaine du Boucher Tel: + 33 1 53 98 37 91 [vduboucher@eutelsat.com](mailto:vduboucher@eutelsat.com)

### **Investors and analysts**

Joanna Darlington Tel. : +33 1 53 98 35 30 [jdarlington@eutelsat.com](mailto:jdarlington@eutelsat.com)

Cédric Pugni Tel. : +33 1 53 98 35 30 [cpugni@eutelsat.com](mailto:cpugni@eutelsat.com)

**Follow us at:**