



Photo credit: HRT

Apr 05, 2018 10:55 CEST

## The new Croatian public channel HRT-HTV 5 displays its international ambitions by selecting HOTBIRD for satellite broadcasting

**Paris, Zagreb, 5 April 2018** –The Croatian national broadcasting Group Hrvatska radiotelevizija (HRT) has signed a multi-year agreement with Eutelsat (Euronext Paris: ETL) for capacity on HOTBIRD, the flagship video neighbourhood for Europe and the Middle East, in order to broadcast its latest entertainment and news channel HRT-HTV 5 to an international viewer base.

The free-to-air channel HRT-HTV 5 offers 24-hour news, educational and entertainment programmes in Croatian, as well as content in English, Spanish and German. It joins the hub of 1,000 channels available via HOTBIRD to more than 135 million households in Europe, North Africa and the Middle East. By selecting Eutelsat's premium neighbourhood, the Croatian Group HRT will be able to raise the profile of its latest channel HRT-HTV 5 beyond its borders, thereby reaching a widespread global audience.

Up to now, the HRT broadcasting Group operated four terrestrial TV channels (HRT-HTV 1, HRT-HTV 2, HRT-HTV 3, HRT-HTV 4), aired via the EUTELSAT 16A satellite in Croatia. HRT is also member of EBU, an organisation of which Eutelsat has been a partner for many years.

Kazimir Basic, CEO of HRT, commented this agreement: *"The launch of HRT-HTV 5 reflects the vibrancy of Croatian broadcasting, in particular for news and other services. Our drive to share this with a wide national and international audience has been made possible thanks to satellite broadcasting via HOTBIRD, which was the obvious step in achieving this goal."*

Michel Azibert, Chief Commercial and Development Officer at Eutelsat, said: *"We are delighted with HRT-HTV 5's arrival on HOTBIRD, and through this with the new momentum given to our partnership with a renowned public broadcasting group such as HRT. This agreement once again shows the legitimacy of this leading position for broadcasters who wish to reach key audiences spread over a very large geographical area."*

## **About Eutelsat Communications**

Founded in 1977, Eutelsat Communications is one of the world's leading satellite operators. With a global fleet of satellites and associated ground infrastructure, Eutelsat enables clients across Video, Data, Government, Fixed and Mobile Broadband markets to communicate effectively to their customers, irrespective of their location. Over 6,700 television channels operated by leading media groups are broadcast by Eutelsat to one billion viewers equipped for DTH reception or connected to terrestrial networks. Headquartered in Paris, with offices and teleports around the globe, Eutelsat assembles 1,000 men and women from 44 countries who are dedicated to delivering the highest quality of service.

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## **About Hrvatska radiotelevizija – HRT**

Croatian Radio-Television (croat. Hrvatska radiotelevizija – HRT) is an independent media service marking two important anniversaries this year – 92 years of Croatian Radio (HRT – HR) and 62 years of Croatian Television (HRT – HTV). Croatian Radio-Television broadcasts programs on four national television channels and on international satellite channel, three national radio channels, eight regional radio channels and the Voice of Croatia international radio channel, as well on its teletext and web pages and through the HRTi multimedia service.

Through its work and program content Croatian Radio-Television is obliged to inform the public about the work of government and public institutions and all topics of importance for the Republic of Croatia and society as a whole and to preserve national identity, language and culture, foster the development of civil society and democracy, promote tolerance and respect for diversity, support entrepreneurship and foster solidarity and humanity. It fulfils these socially important tasks on a daily basis through numerous public media contents which educate, inform and entertain its users.

It comprises a Symphony Orchestra, Jazz Orchestra, Tamburitza Orchestra and HRT Choir, as important worldwide promoters of Croatian music and culture. In 2012 Croatian Radio-Television's television program archives, radio program archives and sheet music collection were awarded the status of cultural property. Croatian Radio-Television is a full member of the European Broadcasting Union.

**For more about HRT visit [hrt.hr](http://hrt.hr)**

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Eutelsat Communications is listed on the Euronext Paris Stock Exchange (ticker: ETL).

**For more about Eutelsat go to [www.eutelsat.com](http://www.eutelsat.com)**

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