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## UBM EG selects Eutelsat for new EG SAT digital TV platform for Equatorial Guinea

*Credit photo UBM*

**Strong draw of EUTELSAT 16A satellite across West Africa reaches new heights: now broadcasting over 150 channels**

**Malabo, Paris, 14 September 2015** - Eutelsat Communications (NYSE Euronext Paris: ETL) announces a multiyear contract with United Business Machines EG (UBM), a leading distributor of IT products, services and solutions in Equatorial Guinea. The contract covers lease of capacity connected to the African beam of the EUTELSAT 16A satellite to broadcast the new EG SAT pay-TV platform.

Due for launch at the end of the month, EG SAT will broadcast over 60 channels across Equatorial Guinea, with a strong accent on Spanish content. The platform will also include French, English and Portuguese content to support the ongoing effort to integrate this Spanish-speaking West African nation into predominantly French-speaking and Portuguese-speaking regions. With three package options to choose from, EG SAT will be available from the equivalent of €15.25 per month to homes equipped with a 70cm dish and an access card linked to a set-up box called the “Emerging Equatorial Guinean”.

### ***Accelerating digital switchover***

EG SAT will also broadcast Equatorial Guinea’s three national channels. The channels, produced by *Radio Nacional de Guinea Equatorial*, will be available to homes equipped for Direct-to-Home reception on a free-to-air basis and will also be delivered to terrestrial retransmitters and headends as part of the drive to accelerate analogue switch-off in Equatorial Guinea.

## ***EUTELSAT 16A, a leading digital broadcasting hub for Africa***

UBM selected Eutelsat's vibrant broadcasting hub at 16° East, occupied by the EUTELSAT 16A satellite, for its premium footprint of Equatorial Guinea, its fast-growing audience and the strength of its line-up that now numbers over 150 channels. Broadcasters and platforms already favouring this neighbourhood include *Crystal TV* in Ghana, *Free Africa* in Cameroon, *Ma TELE*, *My TV Smart*, and *Shashatee* in the Ivory Coast and the Democratic Republic of Congo, and *TV Sat Afrika* in Benin.

Enrique Ngua Obiang Shaw, Deputy Managing Director, announced: *"To move into digital broadcasting, we wanted to rely on industry-leading competence in the West African audiovisual landscape. For us, the EUTELSAT 16A satellite emerged as by far the most advantageous option in terms of its reach and exceptional range of channels."*

In welcoming UBM onto EUTELSAT 16A, Michel Azibert, Chief Commercial and Development Officer of Eutelsat, said: *"EG SAT is poised to propel Equatorial Guinea into a new digital era by delivering the benefits of signal quality and choice and by ensuring that the country's landmass is fully covered through satellite delivery. We are proud to have won their confidence and to see satellite increasingly woven into the infrastructure progressively taking Africa closer to a fully digital broadcasting environment."*

**Where to meet Eutelsat at IBC:** Hall 1.D59

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For more information please visit [www.ubm.2wteg.com](http://www.ubm.2wteg.com)

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## **About United Business Machines EG**

Established in August 13, 2009, United Business Machines EG (UBM EG) is a

100 percent Equatorial-Guinean owned company that has become a leading distributor of IT products, services and solutions in Equatorial Guinea. UBM EG's offered services include the following:

- Creation, design and maintenance of IT networks
- Installation and maintenance of fiber optic network infrastructures
- Supervision and technical advice in networking, computers and photocopiers
- Sale, distribution and maintenance of computers and photocopiers brands Canon and HP
- Sale and maintenance of photocopiers of personal and industrial usage
- Supply of material and IT equipment
- DTH Satellite Services
- TV programs and channels management

UBM EG is headquartered in the capital city of Malabo, and has operation bases in Bata, Mongomo, Ebibeyin and Douala (Cameroun) through its partner UBM SARL, respectively.

### **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)

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