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West African media and technology experts assemble in Côte d'Ivoire to discuss the digital transition opportunity

Regional conference on transition to a fully digital broadcasting environment organised by ATU and Eutelsat in cooperation with WAEMU and ECOWAS

Abidjan, Paris, 12 December 2014 – Eutelsat Communications (NYSE Euronext Paris : ETL) and the ATU (African Telecommunications Union) are combining their knowledge and experience to propose a conference in Abidjan on 15-16 December on the transition to digital broadcasting and telecommunications services across West Africa. Devised in cooperation with WAEMU[\[1\]](#) and ECOWAS[\[2\]](#), the conference will bring together ITU and World

Bank experts in addition to ICT ministers, broadcasters, regulators, policy-makers and finance institutions from 15 countries in the region, from Senegal to Nigeria.

The high-level conference is a unique opportunity for experts to share their views on the stakes for building successful digital broadcasting systems, including spectrum allocation, energy, technology and funding solutions, sustainable business models, programme diversity, timing, user equipment costs and distribution and public awareness.

The official opening address will be made by Bruno Nagagné Koné, Minister for ICT of the Côte d'Ivoire. It will be followed by a welcome address by Abdoukarim Soumaila, Secretary general of the ATU and Michel Azibert, Eutelsat's Deputy CEO and Chief Commercial and Development Officer who will present the company's experience in satellite delivery of DTT multiplexes to terrestrial towers and direct-to-home broadcasting to viewers beyond range of terrestrial networks.

The transition from analogue to digital broadcasting in West Africa represents the biggest challenge since television was first launched in the region. The multiple opportunities this transformation brings include:

- Improving signal quality and expanding diversity of content for citizens;
- Extending viewer access to broadcasting services by leveraging satellite and terrestrial platforms;
- Stimulating employment and wealth by supporting locally produced content and content developers in West Africa.

The conference will be a platform where stakeholders can address challenges and exchange ideas for tangible solutions that cost-efficiently and equitably accelerate the switch-off of analogue broadcasting and that build an inclusive digital society.

[\[1\]](#) West African Economic and Monetary Union

[\[2\]](#) *Economic Community Of West African States*

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 35 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 32 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