

## **Russia's Tricolor TV first to launch Eutelsat's new 'SmartBeam' Multiscreen Video Delivery Service**

### **New offer from Tricolor TV will enable viewers in public venues to watch Tricolor TV channels on mobile devices**

**Moscow, Paris, 27 July 2016** – Tricolor TV, operator of one of the world's fastest-growing TV platforms, and Eutelsat Communications (NYSE Euronext Paris: ETL) announce they are collaborating on deploying the first network in Russia to use SmartBeam, Eutelsat's new multi-screen video delivery solution.

SmartBeam opens the door to the deployment of the first satellite network in Russia to deliver video content to mobile devices. Consumers will be able to receive Tricolor TV's new service in public venues by downloading a user-friendly app on their mobile devices (smartphones, tablets using Android or iOS). They will pick up the channels in high-quality via a local Wi-Fi network connected to a compact low-cost satellite box that will receive the content direct from a Eutelsat satellite at 36° East, Russia's leading position for video content.

Leveraging the inherent strength of satellites for broadcasting, the service will provide universal and immediate coverage of wide regions of Russia with guaranteed quality of service. It will enable Tricolor TV to extend its relationship with users by delivering DRM protected content to public venues (hotels, shopping centres, airport lounges, medical centres...) with no dependency on terrestrial networks.

Rodolphe Belmer, CEO of Eutelsat, said: *"Eutelsat's satellites and technology are already the backbone of distribution networks for broadcasters and pay-TV platforms around the world. Now, with SmartBeam, we are leveraging multiscreen solutions to help broadcasters extend OTT services and offer the same experience to users located beyond range of terrestrial networks. SmartBeam will also be able to circumvent user frustration with buffering and disconnection as terrestrial mobile networks saturate. We are delighted that Tricolor TV, one of our most prominent pay-TV clients, has recognised the added value of SmartBeam as a new content delivery solution."*

Alexei Kholodov, CEO of Tricolor TV, said: *"As a leader in digital television services Tricolor TV is committed to deploying cutting edge technologies and services that extend our zone of reception and enhance the viewing experience for our customers. As we wait for a plane to take off, or sit in a waiting room we have all thought at one time or another that being able to watch television would be a real benefit. Now, thanks to our partnership with Eutelsat, Tricolor TV is going beyond the four walls of user homes to reach viewers on their mobile devices in public venues."*

## How does it work?

Based on standard technologies and protocols (DVB-S2, IP, HTTP Live Streaming...), SmartBeam is compatible with all common portable devices as well as Smart TVs. It uses a small, low-cost satellite receiver that acts as a local Content Delivery Network (CDN) receiving high-quality TV channels and VOD content via satellite, and serving it locally to mobile phones and tablets over a Wi-Fi network. It is also flexible enough to support advanced video services such as encryption with DRM (Digital Rights Management) and non-linear TV like Catch Up TV and Push VOD.

On the transmit side:

- Native IP content is received at a satellite teleport.
- The IP streams are converted from unicast to multicast then encapsulated over a DVB transport stream and broadcast via satellite in a standard DVB-S2 transmission platform.

On the receive side:

- Content is received via a standard satellite dish connected to a compatible satellite receiver.
- The receiver decodes the DVB-S2 transport stream, extracts the original IP packets and delivers them to smartphones, tablets or other IP native devices through a regular Wi-Fi access point or home router. Live content is served on-the-fly, while VOD content is stored and can be accessed at any time.

## About Tricolor TV

«Tricolor TV» is the largest digital TV operator broadcasting the TV channel package in the European part of the Russian Federation (from the Express AMU1/EUTELSAT 36B satellites), as well as in the territories of the Siberian district, the Ural district and the part of the Far Eastern District (from the Express-AT1 spacecraft).

In accordance with the information of the research company IHS Technology, «Tricolor TV» is the leader in the Russian Pay TV market (with its 30%), the operator's percentage in the satellite segment exceeds 75%. At the end of 2015, the active database of subscribers of «Tricolor TV» included 11.8 million subscriber homes. The audience includes ca. 40 million viewers, and this means that almost every fourth citizen of the country watches «Tricolor TV».

## Presse

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## 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 39 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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