

Ethiopia's INSA agency selects Eutelsat for new Ethiosat TV platform

Addis Ababa, Paris, 10 May 2017 – One day ahead of the NexTV CEO event in Mauritius, Ethiopia's Information Network Security Agency (INSA), in charge of the transformation of the country's high-tech and security industry, officialised the launch of Ethiosat, its new TV platform. INSA has inked a multi-year contract with Eutelsat Communications (NYSE Euronext Paris: ETL) for capacity at its 7/8° West neighbourhood, the pole position for satellite TV in the Middle East and North Africa. Launching with nine national channels, Ethiosat will progressively ramp-up with additional content.

A single satellite TV platform

Ethiopia's national satellite TV landscape currently features more than 30 channels that broadcast from multiple satellites. The new platform offers licensed channels the opportunity to broadcast in a single platform, ensuring easy reception for TV homes across the country and accelerating digital take-up. The first channels, including EBC (Ethiopian Broadcasting Corporation) and Oromia TV^[1], are available to homes on a Free-to-Air (FTA) basis. Multiple national and regional channels as well as commercial broadcasters are also candidates for inclusion in the flagship platform.

Easier route to digital entertainment

Viewers can access Ethiosat using a single 90cm antenna and set-up box rather than sourcing content through multiple providers at multiple orbital positions. The new platform also taps into the installed base of antennas already equipped for reception from the popular 7/8° West neighbourhood.

A game-changer for Ethiopia's media landscape

Michel Azibert, Eutelsat's Chief Commercial and Development Officer, said: *"This contract puts EUTELSAT 8 West B firmly on Ethiopia's broadcasting map and is indicative of a new wave of growth in the country's digital TV market. The pull of our 7/8° West neighbourhood is driven by a strong channel line-up of over 1,200 channels and the diversity and exclusivity of free-to-air content."*

Gebremeskel Teklemariam, Directorate Director at INSA, added: *"Ethiosat will be a game-changer for our media landscape. In drawing on the rich experience and expertise of Eutelsat,*

^[1] Complete line-up of channels on Ethiosat: EBC, EBC3, Adiss TV, ES TV, Oromia TV, TIGRAI TV, Southern TV, Amhara TV, Walta TV

INSA can broadcast a diverse line-up of services across Ethiopia, further enriching the 7/8° West satellite neighbourhood with quality and compelling content.”

How to receive Ethiosat on EUTELSAT 8 West B

Frequency: 11 512 MHz

Vertical polarisation

DVB-S2, 8 PSK, FEC 2/3

Symbol rate: 30 MBaud

8PSK

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

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