

Mediaset launches three of its HD channels on HOTBIRD, Eutelsat's flagship video position in Italy

Paris, February 15, 2018 – Elettronica Industriale, a subsidiary of the Italian group Mediaset, has signed a multi-year capacity agreement with Eutelsat (Euronext Paris: ETL) to accelerate its transition to High Definition (HD).

Thanks to this contract, the three flagship channels of the Mediaset Group (Canale 5, Italia 1 and Rete 4) will be broadcast simultaneously in SD and HD on the free tivùsat television package operating from HOTBIRD, Eutelsat's satellite hotspot for the Italian market.

Located at 13° East, the HOTBIRD position is a reference video neighbourhood in Italy, particularly suited to DTH. Out of a thousand channels being broadcast from this position, more than 300 are in HD.

Michel Azibert, Chief Commercial and Development Officer at Eutelsat, said: *“The signing of this new contract reinforces the commercial links with two of our historic Italian partners, Mediaset and tivùsat. The switchover of several Mediaset channels to HD is part of the image quality enhancement trend currently sweeping the broadcasting community who want to provide viewers with the best visual experience available.”*

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

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