



## **Télédiffusion d'Algérie renews business with Eutelsat for nationwide Digital Terrestrial Television (DTT) deployment**

**Paris, 11 March 2013** - Eutelsat Communications (Euronext Paris: ETL) and TDA (Télédiffusion d'Algérie), Algeria's national broadcasting company, today announced a five-year extension of a contract for capacity on the EUTELSAT 5 West A satellite in order to pursue the roll-out of Digital Terrestrial Television (DTT) across Algeria.

The renewal concerns a 36 MHz transponder on EUTELSAT 5 West A which is connected to a high-power footprint centred over Algeria to feed the terrestrial transmitter network and to enable Direct-to-Home reception with 60 cm dishes.

The capacity is deployed by TDA to ensure that DTT in Algeria can be available nationwide, either on a DTH basis or via the terrestrial network which is being progressively deployed. TV channels broadcast include Canal Algérie, A3, Programme National, TV4 Coran and TV5 Tamazight in addition to 20 national and regional radio stations.

Abdelmalek Houyou, Director General of TDA commented: "*Eutelsat has provided TDA with clear evidence of its expertise in satellite broadcasting services. The successful DTH broadcasting of our radio and television services since 2007 represents a major step towards the successful deployment of Digital Terrestrial Television across Algeria.*"

Jean-François Leprince-Ringuet, Eutelsat's Chief Commercial Officer added: "*We are delighted that the specific service area we have put in place for Algeria is meeting the satisfaction of key players in its national broadcasting sector. EUTELSAT 5 West A is now further consolidated as the point of reference for Algeria's transition into a fully digital broadcasting environment.*"

### **About Eutelsat Communications ([www.eutelsat.com](http://www.eutelsat.com))**

Eutelsat Communications is the holding company of Eutelsat S.A. With capacity commercialised on 30 satellites delivering reach of Europe, the Middle East, Africa, Asia, significant parts of the Americas and the Asia-Pacific, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading satellite operators. As of 31 December 2012 Eutelsat's satellites were broadcasting 4,500 television channels to over 200 million cable and satellite homes in Europe, the Middle East and Africa. The Group's satellites also provide a wide range of services for TV contribution, corporate networks and fixed and mobile broadband markets. Headquartered in Paris, Eutelsat and its subsidiaries employ over 780 commercial, technical and operational professionals from 30 countries.

## For further information

### ■ Press

Vanessa O'Connor	Tel: + 33 1 53 98 37 91	<a href="mailto:voconnor@eutelsat.fr">voconnor@eutelsat.fr</a>
Frédérique Gautier	Tel: + 33 1 53 98 37 91	<a href="mailto:fgautier@eutelsat.fr">fgautier@eutelsat.fr</a>
Marie-Sophie Ecuier	Tel: + 33 1 53 98 37 91	<a href="mailto:mecuer@eutelsat.fr">mecuer@eutelsat.fr</a>

### ■ Investors and analysts

Lisa Finas	Tel: +33 1 53 98 35 30	<a href="mailto:investors@eutelsat-communications.com">investors@eutelsat-communications.com</a>
Leonard Wapler	Tel. : +33 1 53 98 31 07	<a href="mailto:investors@eutelsat-communications.com">investors@eutelsat-communications.com</a>