

Digitürk and Eutelsat partner on Turkey's first Ultra HD (4K) demonstration channel

Ankara, Paris, 18 April 2013 - Digitürk, Turkey's leading pay-TV platform has launched a dedicated demonstration 4K channel in partnership with Eutelsat Communications (Euronext Paris: ETL), one of the world's leading satellite operators. The ground-breaking broadcast, the first time 4K has been shown in Turkey, helps Digitürk lay the foundations for the next step change in television broadcasting.

The first broadcasts in Turkey took place on 2 April at Digitürk's headquarters in Beşiktaş, using content aired for the first time and transmitted via the EUTELSAT 7A satellite, home to Digitürk's pay-TV platform. Delivering a resolution of eight million pixels, four times the resolution of HDTV, Ultra HD (4K) is poised to mark the next big leap forward in the immersive viewing experience.

"Eutelsat is proud to be Digitürk's chosen digital satellite partner for almost 15 years and to embark on this new venture in 4K broadcasting," said Ali Korur, Eutelsat's Turkey, Middle East and Africa Manager. "Supporting the broadcast industry along its continuing path of innovation is a core part of our DNA. It was in this spirit that we launched demonstration HD and 3D channels as these formats and ecosystems took shape, and the same spirit is driving this new initiative."

Emre Uysal, Digitürk's Product Development and Broadcasting Systems Operations Manager, says that the establishment of the standards and infrastructure for 4K are now actively underway, underlining that Digitürk has the infrastructure and service capabilities required for 4K. *"We have 4K capability as of now and aim to be ready for commercial broadcasts once standards of this ecosystem are finalised and consumer equipment is available in the market. This demonstration channel gives us a powerful platform to show the vivid experience afforded by Ultra HD and will enable us to build the broadcasting chain from content production to home viewing."*

Join Eutelsat at Caspian Telecoms in Istanbul from 18-19 April, Hilton Istanbul Hotel, Stand D12.

www.caspiantelecoms.com

About Digitürk

DIGITURK was founded in March 1999 for providing services in the digital TV broadcasting market and went live in 2000. Being the first digital broadcasting platform in Turkey, it provides many TV, radio, music and interactive channels for its subscribers with digital video and audio quality. DIGITURK has reshaped the traditional TV habits with 21st Century technology and is still the leading digital platform operator in Turkey. DIGITURK is among the most important technology investments in Turkey and also among the leading platforms in Europe. For more information: www.digiturk.com.tr.

About Eutelsat Communications (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

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