



Eutelsat and MEDIA BROADCAST sign strategic partnership to market NewsSpotter+, the satellite-based IP broadcast solution

Amsterdam, Cologne, Paris, 15 September 2014 – Eutelsat Communications (NYSE Euronext Paris: ETL) and leading broadcast network operator, MEDIA BROADCAST, announced today at IBC in Amsterdam that they have inked an agreement for the distribution of the satellite-based IP broadcast solution, NewsSpotter. MEDIA BROADCAST is optimising the NewsSpotter service by linking it with its Broadcast NGN (Next Generation Network) to offer the media industry new options for IP-based data transmissions and digital TV production. It will market the service under the name NewsSpotter+.

The NewsSpotter service operates in Ka-band using Eutelsat's High Throughput KA-SAT satellite for cost-efficient, portable, IP-based Satellite News Gathering (SNG) services. The innovative service uses compact, lightweight and easy-to-carry terminals to enable fast and high quality transmissions from the field. MEDIA BROADCAST will market the service under the name NewsSpotter+ and combine the IP broadcast solution with its own operated Broadcast NGN (Next Generation Network) without using the public Internet to offer an end-to-end QoS without any shared resource. By combining its fibre network capabilities with access to a flexible, portable satellite-based contribution solution, MEDIA BROADCAST will be able to offer new options to the media industry for IP-based data transmissions and digital TV production.

“NewsSpotter+ is something new in the broadcast and media industries. By linking the complete BNS Community (Broadcast Network Services) to this satellite-based, mobile IP broadcast solution for portable News Gathering, we are closing a gap in the digital production chain,” explained Bernd Meinel, Head of Broadcast Satellite Services, MEDIA BROADCAST, at the contract signing. *“With this solution, we also meet the demand from our partners for cost-efficient, fast and flexible two-way solutions for signal contribution compared to Ku-band solutions. This will push the market for file-based IP broadcast solutions as the importance of IP streaming within the digital production process continues to increase.”*

Jean-François Fenech, General Manager Eutelsat Broadband, said: *“This agreement with our longstanding partner, MEDIA BROADCAST, once again underlines the critical role that satellites can play for news teams and broadcasters. The NewsSpotter service can be integrated easily into IP infrastructures and offers a wide variety of applications from coverage of live, breaking news to sports and cultural events and contribution of footage direct from the field to a broadcaster’s master control room.”*

MEDIA BROADCAST will market NewsSpotter+ with two-way dedicated bandwidth that is scalable between 512 kbps and 10 Mbps (Up- and Download, End-to-End). Signal contribution is made via the MEDIA BROADCAST NGN with fixed assigned bandwidth and at the customary high availability. This comes with high-performing Internet access from MEDIA BROADCAST's own ISP. End customers will be provided with an optimised online management, reporting and booking portal that can be easily used via PC, smartphone or tablet. The price model for the service is flexible and transparent. It is based on volume of best effort and booked sessions for transmissions. High quality service with 24/7 technical support completes the service package. On the hardware side, MEDIA BROADCAST supports the complete range of KA-SAT antennas, from fully automatised SNG-solutions to portable flyaway bag solutions.

EUTELSAT's KA-SAT is the first High Throughput Satellite (HTS) in Europe, offering throughput of more than 90 Gbps. Eutelsat and partners offer a range of innovative services through the infrastructure for broadcasters, business customers and consumers in Europe, North Africa and the Middle East under different brands including the Tooway™ consumer broadband service as well as NewsSpotter for professional applications.

Visit Eutelsat at IBC from 12 – 16 September

Hall 1 – Stand D59

ABOUT MEDIA BROADCAST

MEDIA BROADCAST is Europe's largest full-service provider for the broadcast and media industry. The company's core business includes the planning, set-up and operation of multi-media transmission platforms for television and radio on the basis of modern terrestrial, fibre and satellite networks, both nationally and globally. As a subsidiary of TDF Group, MEDIA BROADCAST serves around 750 customers: public and commercial broadcasters, TV and radio production companies, cable network operators, media authorities as well as private enterprises and public institutions.

Further information on MEDIA BROADCAST is available at www.media-broadcast.com.

PRESS CONTACT MEDIA BROADCAST:

Holger Crump

Press Spokesman

MEDIA BROADCAST GmbH

Erna-Scheffler-Strasse 1

D-51103 Cologne · Germany

Tel. +49 221 7101 5012

E-mail: presse@media-broadcast.com

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About Eutelsat Communications www.eutelsat.com

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 37 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 32 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

Press contacts Eutelsat

Vanessa O'Connor

Tel: + 33 1 53 98 3791

email: voconnor@eutelsat.com

Thomas Fuchs

Tel: + 49 (0) 2261 994 2395

email: tfuchs@fuchsmc.com