

**Satellite solutions
for the Middle East
and North Africa**





HIGH POWER SATELLITES FOR BUILDING DIGITAL OPPORTUNITIES



Ali Korur
Regional Vice President, MENA

The Middle East and North Africa (MENA) region is a key market for Eutelsat, with great potential for growth, exciting technical challenges and considerable scope for innovative solutions. Since the creation of our company, we have consistently included the region in our footprint and if you look at our fleet of 34 satellites, 28 of them offer coverage of both Europe and MENA.

The broadcast sector in the MENA region is an increasingly sophisticated environment, similar to Europe. Media groups such as Al Jazeera, MBC and OSN are setting new benchmarks for quality programming and driving up audience, creating a virtuous circle for market growth.

As a leading satellite operator in the region, we have built strong partnerships with other operators, such as Gulfsat, Nilesat and Noorsat, so we can work closely with broadcasters, premium networks and service providers in order to anticipate their requirements. We invest 40% of our revenues in future satellites, which maximizes the potential reach of our clients as they work on their long term planning. In April 2013, we opened an office in Dubai to ensure greater proximity with our clients in the region.

Eutelsat is innovating in other areas. For example, we opened the first Ka-band equivalent 62 dB spotbeam over the UAE, Bahrain and Qatar, and are in active discussions with local telcos to build an offer in these countries.

There is considerable interest in exploiting this new frequency range and benefitting from competitively-priced, easy-to-deploy terminals.

Another important market is Digital Terrestrial Television (DTT) rollout and Eutelsat has significant experience in this. The Algerian broadcasting company TDA, Télédiffusion d'Algérie, has chosen EUTELSAT 5 West A to pursue the roll-out of DTT across the whole of the country. The channels are delivered via Eutelsat to DTT transmitters for terrestrial rebroadcasting and are also available free to-air for homes beyond the reach of DTT transmitters. EUTELSAT 5 West A has become the point of reference for Algeria's transition into a fully digital broadcasting environment. We also have the capability to broadcast all formats, from Standard Digital to HDTV, Ultra HD and IP.

As a historical partner of leading MENA operators, committed to developing universal access to the main digital networks, Eutelsat is implementing significant means to help our customers grow their business in these markets.

1,050

Arabic and international TV channels

80

TV channels in High Definition

SPACE FOR ALL DIGITAL TV FORMATS

HOTSPOTS LIKE NO OTHER

Eutelsat is the key provider of broadcast services in the MENA region and beyond. We operate two major video hotspots that serve the region: 7/8 degrees West, operated in partnership with Nilesat since 2006, and 13 degrees East (HOT BIRD).

Tailored solutions for broadcasters

We can provide you with solutions to enable new data and video point-to-multipoint distribution, and efficient, cost-effective broadcast solutions in the Ka-band, with our tailored satellite services.

Connected TV services via satellite

Our innovative 'smart LNB' can transform your DTH audiences into fully interactive homes. Broadcasters and platform operators can operate linear television and connected TV services directly via Eutelsat.

Eutelsat – Nilesat at 7/8 degrees West, a premium neighbourhood for MENA

Eutelsat and Nilesat together are the leaders for DTH broadcasting in the MENA region. The 7/8 degrees West position is confirmed as first choice for satellite homes with an audience that has doubled to almost 50 million over the last three years. This represents more than 90% of TV households in the region. Since 2010 the number of TV channels benefitting from this prime location has increased by more than 50%. There are now 1,050 TV channels of which over 190 are international and 80 are in High Definition broadcasting from 7/8 degrees West.

INNOVATION ABOVE AND BEYOND

Ultra HD via satellite, here and now

Eutelsat was the first satellite company to launch a demonstration Ultra HD (4k) channel in the MENA region. Our channels are designed to benefit everyone in the broadcasting chain who wants to acquire expertise in 4k since 2011.

KEY SATELLITES

EUTELSAT 8 West B for the 7/8° neighbourhood

We are continuously investing to satisfy the needs of our partners in MENA. EUTELSAT 8 WEST B is scheduled for launch in the first half of 2015. This satellite will feature 40 operational transponders in Ku-band optimised for broadcasting to the general public and enabling more broadcasters to benefit from this premium position.

HOT BIRD at 13° East

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More bandwidth for your data

UTILISING SATELLITES' POWER TO REACH EVERYWHERE

Eutelsat gives satellite access to internet access providers to connect local platforms to their wider internet backbone. The oil and gas sector uses Eutelsat satellites for connecting onshore and offshore rigs. The banking and retailing sectors use us for secure circulation of data between branches. And GSM network operators use us for satellite interconnection of remote transmitters.

Eutelsat's mobility services complement terrestrial cellular networks, providing professional solutions to specific sectorial needs. Our mobility services for the maritime world deliver global solutions and coverage to a diverse range of markets that includes commercial shipping, sea-based oil and gas operations, governmental ships and luxury vessels.

KEY SATELLITES

EUTELSAT 25B at 25.5° East

Providing combined Ka/Ku reception. EUTELSAT 25B is a powerful multi-band satellite that provides an expanded mission and superior coverage across the Middle East, North Africa and Central Asia. In addition to offering Ku-band resources, and securing continuity of services for Eutelsat at 25.5° East, EUTELSAT 25B also features Ka-band capacity. This opens new business opportunities for services such as broadband internet, video exchange, DTT distribution and IPTV.

EUTELSAT 16A at 16° East

Providing Eutelsat's IP Easy service to Sub-Saharan Africa. Eutelsat's IP Easy broadband platform extends high-speed internet access to small and medium-sized enterprises as well as residential and home office users across most of the African continent, mainly through the EUTELSAT 16A foot print. With a one-metre dish and a modem connected to a PC, users can connect to the internet irrespective of their location. Delivering download speeds of up to 4Mbps, the service can be configured to support VoIP and satellite reception of TV channels in triple play mode. The service's "Point & Play" self-installation also enables end-users to autonomously install the complete system with no specific qualification needed or expensive tooling.

EUTELSAT 21B at 31° East

High powered satellite with increased coverage. Equipped with 40 transponders, EUTELSAT 21B has increased resources at the established 21° East position by 30% and opened a new service area over North-West Africa combined with interconnectivity with Europe, the Middle East and Central Asia. The satellite can provide DTT contribution, video exchange, SNG operations, video back-hauling and digital cinema.

EUTELSAT 70B at 70° East

At the crossroads of Europe, Africa, Asia and Australia. Unique of its kind, EUTELSAT 70B is specially designed to optimise resources from a single orbital slot at the crossroads of Europe, Africa, Asia and Australia. Four powerful regional beams connected to 48 Ku-band transponders are located on a single platform, allowing customers to benefit from regional coverage or to interconnect continents. EUTELSAT 70B has more than doubled capacity at 70.5° East for data and government services, broadband access, GSM backhauling and professional video exchanges.

EUTELSAT 3B at 3° East

Unique, innovative satellite - 3 bands - first of its kind. EUTELSAT 3B, which launches this year, will strengthen and enhance coverage over MENA for data and professional video services in the Ku-band as well as bring first class C-band capacity with extensive reach over Europe, MENA, Africa and most of South America. The tri-band model enables costs to be optimised and provides high commercial flexibility to meet diverse needs in broadband, video and telecom markets. Its innovative features include: full interconnectivity between Ka-band beams and an interference mitigation beam in the Ku-band.



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Delivering your content direct
to your audience

CONNECTING MENA, EUROPE AND BEYOND

Eutelsat's network of teleports is a powerful tool for connecting the MENA region to Europe and beyond. Our company owns and operates teleports located in France, Italy, Madeira and Mexico, offering the highest technical and security standards and a full range of services including video broadcast, content distribution and data services.

Access to the worldwide internet (for trunking services) is provided via three major Tier1 ISPs, and Eutelsat has access to a network of dedicated leased lines.

The teleports feature some 70 transmit antennas dedicated to managed services, with diameters ranging from 3 to 18 meters. They operate in the C, Ku, K and Ka frequency bands and have visibility of satellites located on an arc extending from 71 degrees East to 67 degrees West.

Overall monitoring and control is performed by the Eutelsat Services Control Centre, which provides 24/7 customer support.



Products and services

VIDEO APPLICATIONS

- Direct broadcasting of TV channels and radio stations
- Channel distribution to terrestrial networks (cable, DTT, IP...)
- Contribution links
- Professional video networks for programme exchanges

PROFESSIONAL DATA NETWORKS

- Private networks for interconnecting LAN/WAN and extending voice networks
- Data broadcasting services
- Corporate television and videoconferencing

INTERNET SERVICES

- Internet backbone connectivity
- Broadband access for consumers, enterprises, government agencies
- Satellite-based Virtual Private Networks
- Maritime and in-flight broadband

WHAT OUR CUSTOMERS SAY

01

Hisham Ansari
Managing Director, HorizonSat

“From the outset, HorizonSat selected Eutelsat satellites to provide internet backbone connectivity for ISPs operating in the Middle East and Central Asia, including Afghanistan and Iraq. The experience and expertise of Eutelsat provide optimal service availability tailored to our needs.”

02

Mark Billinge
Vice President, Broadcast Operations and Technology, OSN

“Eutelsat’s and Nilesat’s satellite positions at 7/8° West, helps enable OSN to provide a full range of premium television content to millions of homes in the Middle East and North Africa in both Arabic and English. Our exclusive content broadcasts in High Definition and our partnership with Eutelsat allows us to utilize their satellite capacity on this key orbital position to deliver a user experience unlike any other provider in the region.”

03

Abdelmalek Houyou
General Director, Télédiffusion d’Algérie (TDA)

“Eutelsat demonstrates its established expertise in the field of audiovisual services via satellite. Indeed, the DTH broadcasting of our television and radio platform initiated in 2007 was a major step in the transition to the deployment of our DTT (digital terrestrial television) network.”

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