



EUTELSAT Presentation

ITU Workshop on satellites in IP and Multimedia

9th-11th December 2002

Arduino Patacchini

Director Multimedia Dpt

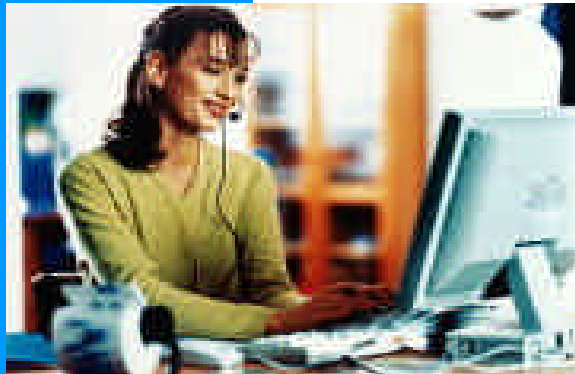
Interacting with your world



eutelsat

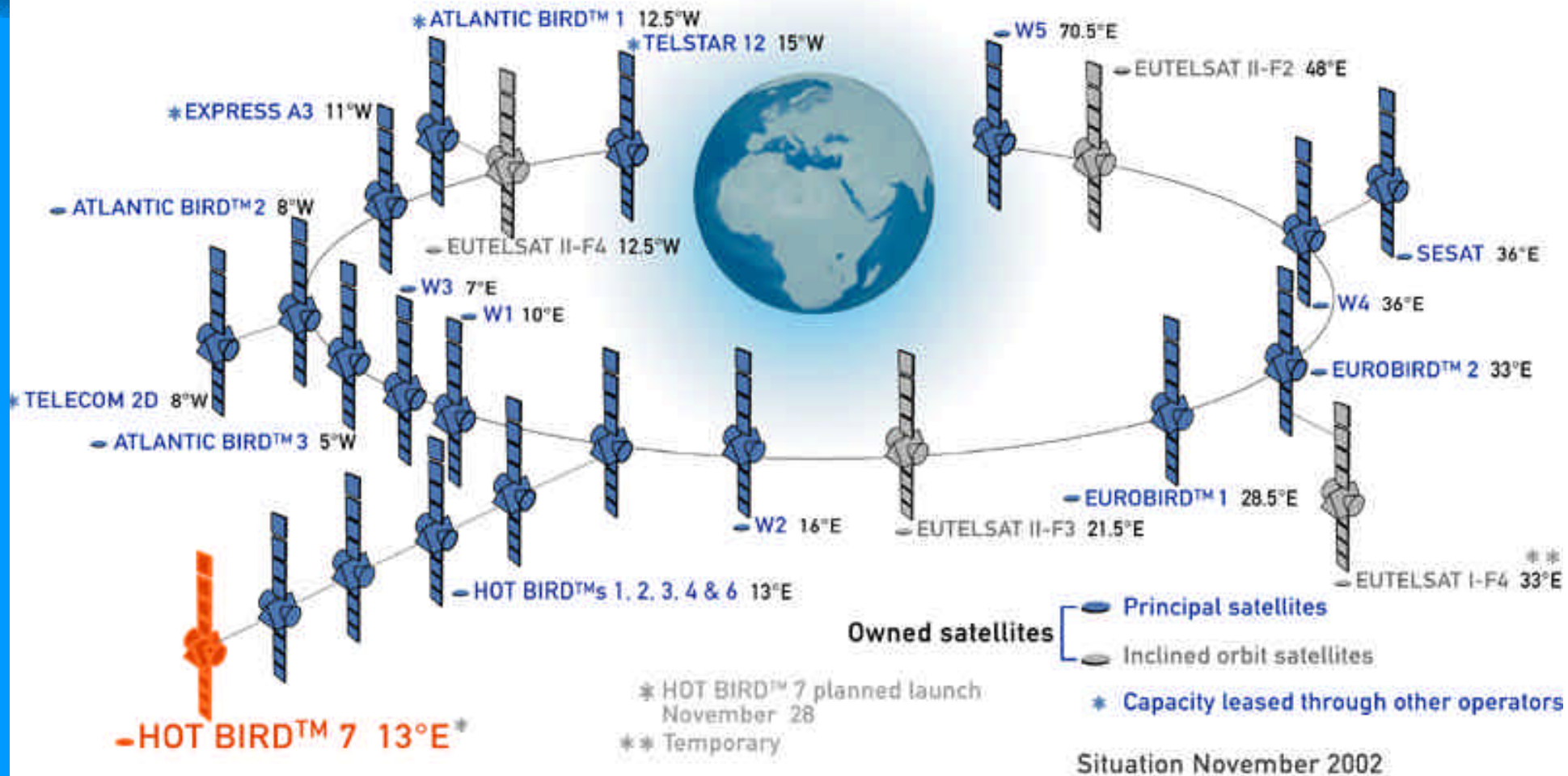


About Eutelsat



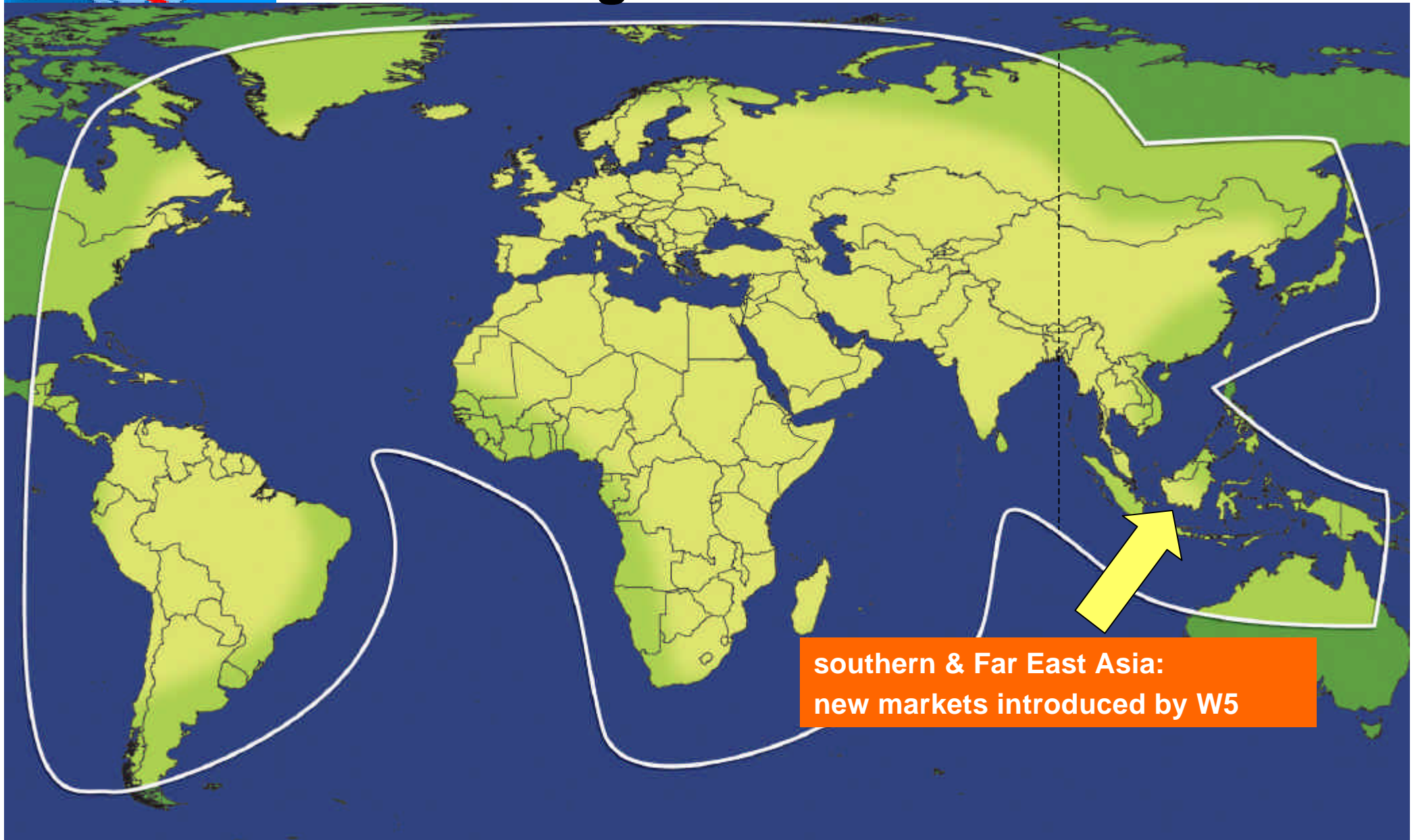


Commercialising capacity on 23 satellites





Eutelsat Global Coverage extended to Asia through W5 at 70.5° East





Key company facts



Capacity commercialised on 23 satellites from 15 orbital locations



Market presence in Europe, Africa, Asia, North and South America



Revenues of 659 M€ (2001/2002)



Broadcasting 1,250 television channels and 650 radio stations



Delivering TV and radio services to 102 million cable and satellite households in Europe, North Africa and the near Middle East



750 corporate networks in 55 countries



27.7% equity interest in HISPASAT

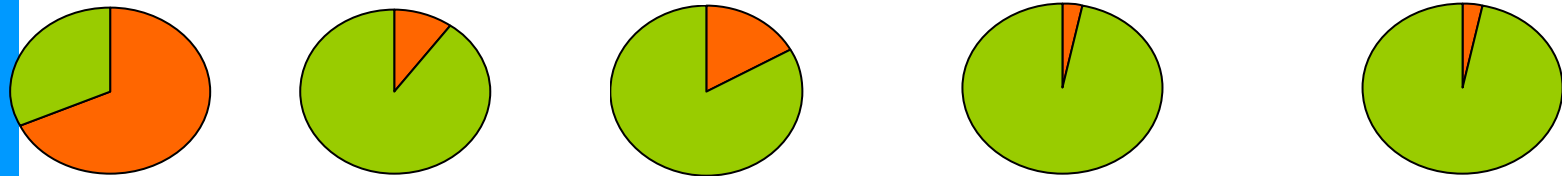
Situation November 2002



Business profile



Share of 2002 Revenues



Applications

Broadcasting

Video Contribution
Special Events

VSAT
D-SAT

Trunking
Broadband
D-Star
OPENSKY™

EuteITRACS™
EMSAT

User profile

TV broadcasters
DTH operators

Globecast
Telespazio
BT
RAI

Reuters
AFP, etc.

SMS
Residential

Fleet management companies



Premium broadcaster clients

Broadcasting

Pay-TV Operators



Private & Public Broadcasters



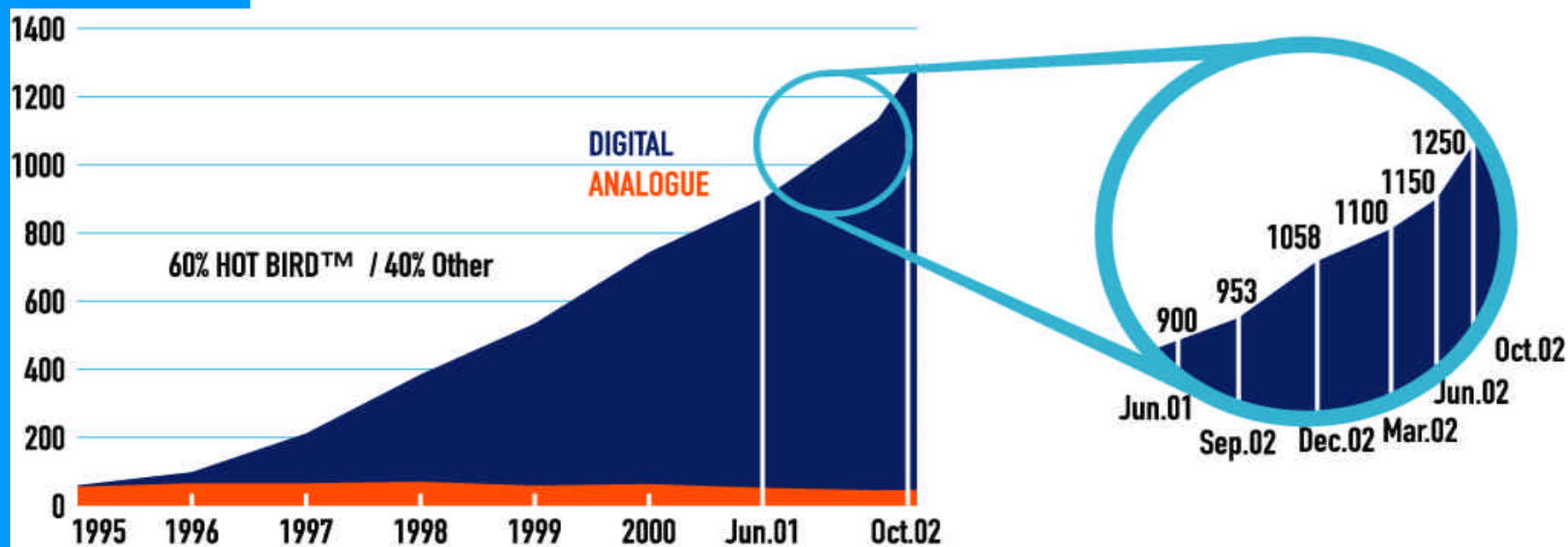
Capacity resellers/uplinkers





Consumer TV offering - First choice for Europe

27.7% increase in TV channels from June 2001 to June 2002



1250 TV channels broadcast as of October 2002



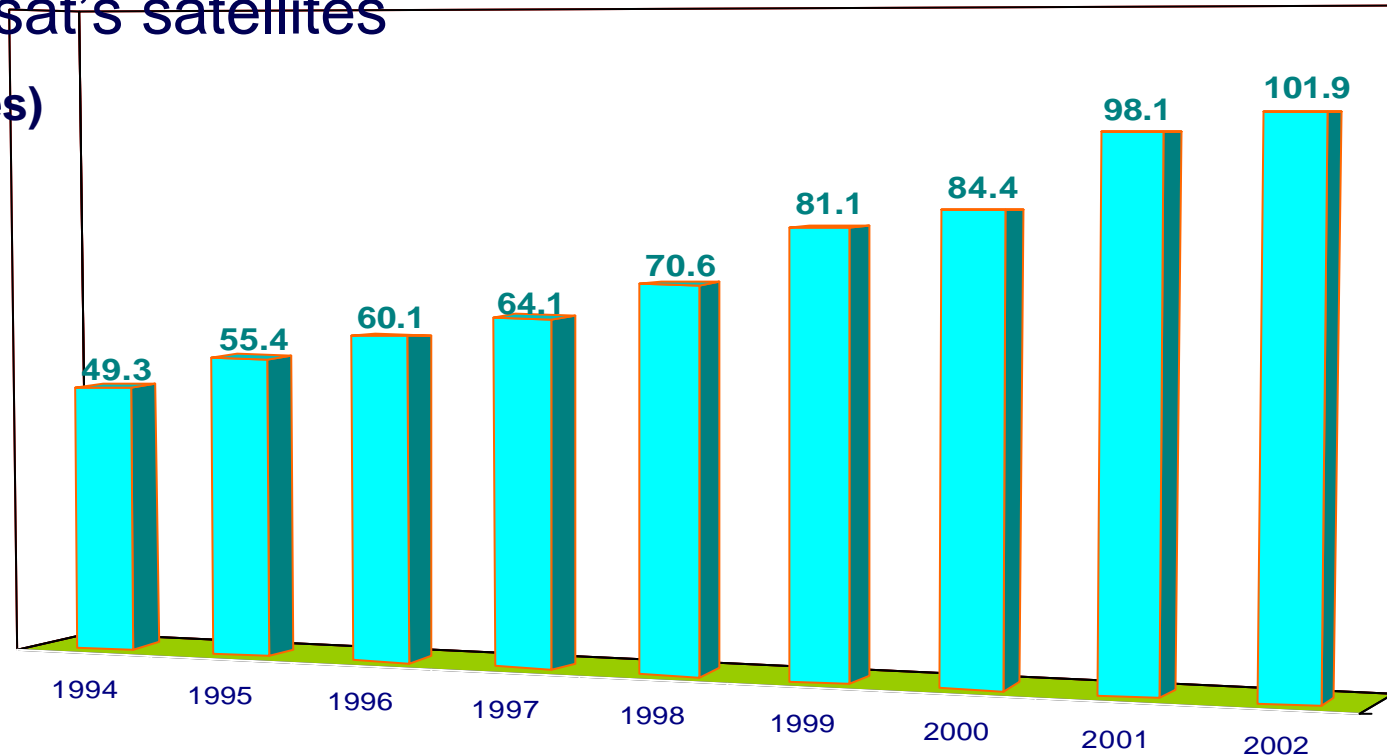
An expanding audience

80% of cable & satellite homes in extended Europe receive Eutelsat's satellites

(millions of homes)

**CAGR
94-02**

+9.5 %

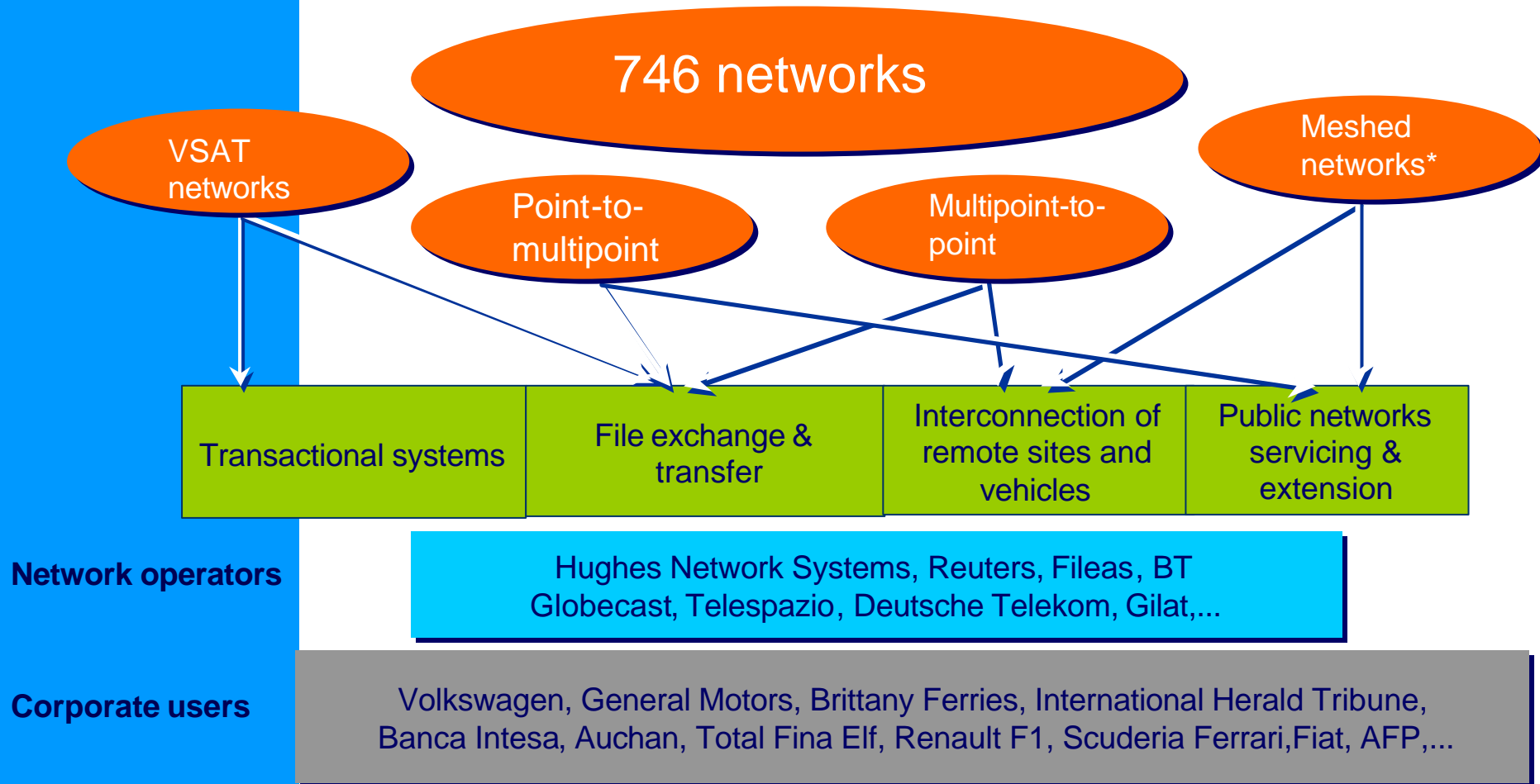


As of June



Corporate

A diversified customer base





Internet services: basis for future growth

Internet and broadband services:

Hybrid platforms:

Telespazio (e_volve), Divona, Teles, BT (Enfocast)
Eutelsat platforms in
Rambouillet (**OPENSKY™**) and Turin (**Skylogic**)

Internet trunking

2-way platforms:

Aramiska, Telespazio (**D-Star**), Websat,
Hughes DirecWay
Eutelsat platforms in
Rambouillet and Torino (**D-Star**)

Intranet services

Extranet applications

2 way Internet
broadband access

Applications

Backbone connections

Data/content delivery

Hybrid Internet access
and push: **OPENSKY™**

Virtual Private Networks



Satellite B/B features

- o **Immediate deployment** all over the coverage
- o Particularly suitable for **multicast applications**
- o **Natural complement to fiber backbone connections**, to ensure 100% coverage of clients and solve last mile problem in difficult environments and dispersed areas
- o Possibility to offer **high upload speeds**, not yet available via terrestrial networks through bi-directional satellite links



A large portfolio of B/B and turn-key service products and solutions by EUTELSAT





B/B services to Cruisers & Ferries



Mistral



Royal Clipper



Superfast V



Two-way Eutelsat D-star networks examples of applications



B/B everywhere



Videoconference
and telephone



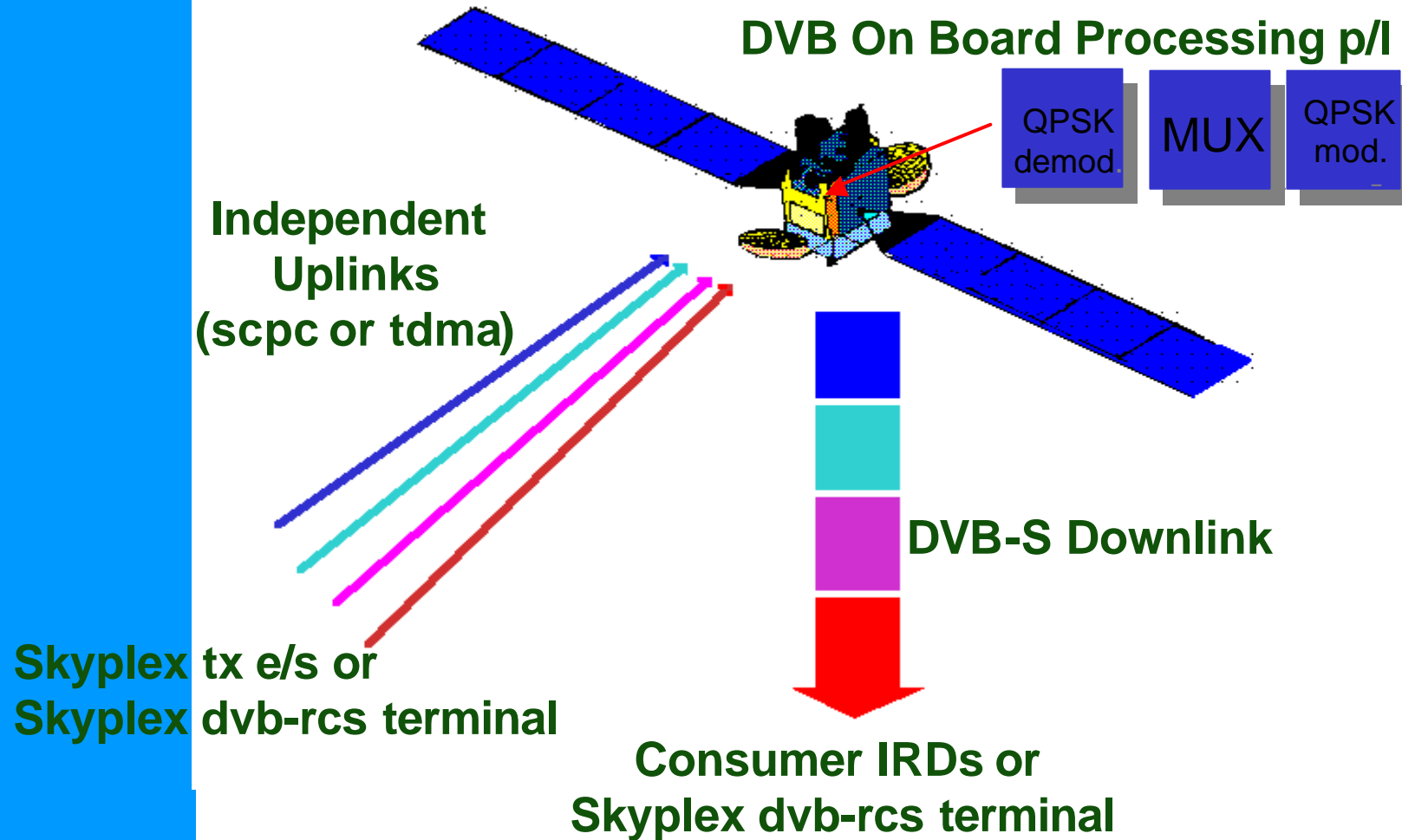
HOT BIRD™ 6 at 13° East

First commercial satellite using Ka band associated to an OBP (skyplex)= closer and closer to the end user

- Very small size user terminal
- New solutions for:
 - Micro television - micropush services
 - IP-based services
 - Meshed networks
 - Interactive balanced/unbalanced services
- Launched August 2002, operational since September 2002



Skyplex concept





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