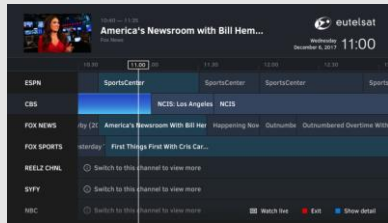


EUTELSAT CIRRUS: OUR INNOVATION TO SOLVE ALL OF AMERICAS VIDEO DISTRIBUTION NEEDS

Combining the best of both worlds: Satellite and OTT

Alejandro Guerra, Senior Sales Director LATAM Data and Video, Eutelsat

Turnkey TV distribution service



/// A modular service

/// Fully scalable

/// Skinned applications enable quick time-to-market

/// All IOS and Android devices supported

/// An innovative roadmap of new features constantly being added to the platform

Multi-screen via cloud OTT



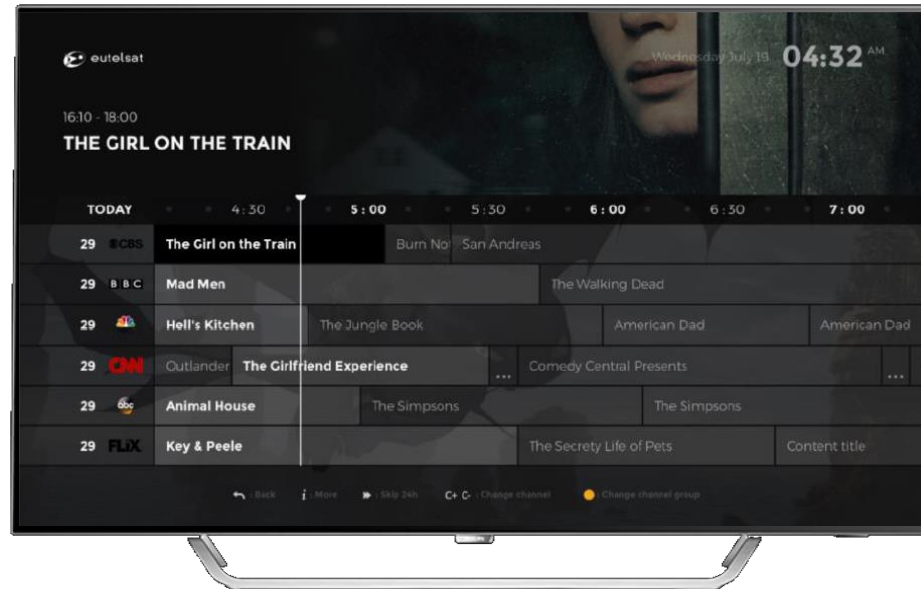
Turnkey TV distribution service

Customised channel numbering

Customised channel categorisation

Detailed programme information

Customer-branded EPG



Content security

Subscriber management

Multi-language support

Grid and mosaic displays

**A rich EPG feature set with a constantly innovating roadmap of new features:
VOD, recommendations, targeted advertising...**

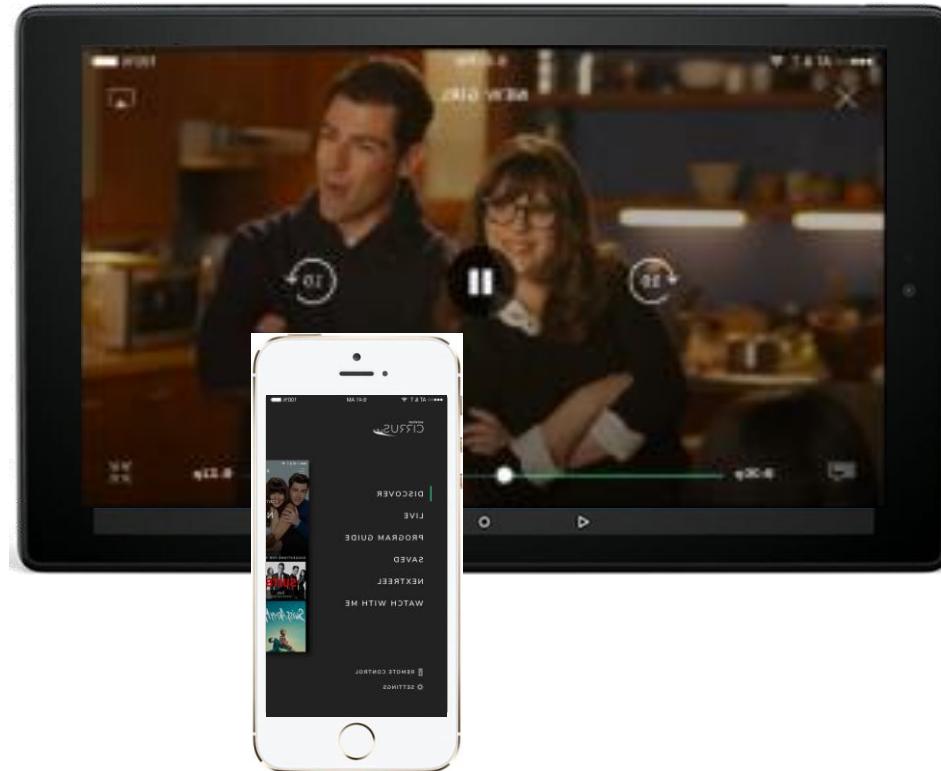
Multi-screen via cloud OTT

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Content security

Subscriber management

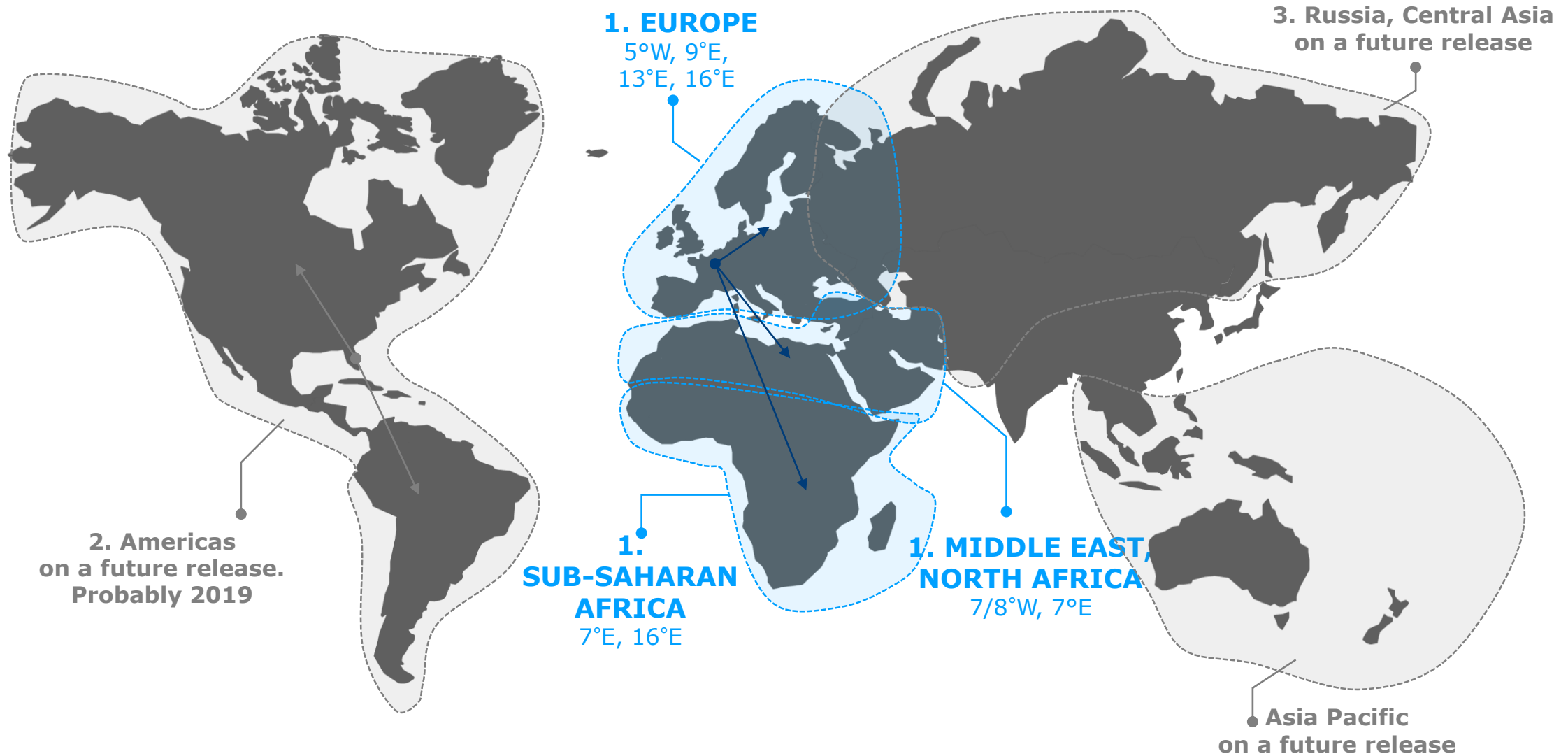
Grid and mosaic displays

Start-over feature

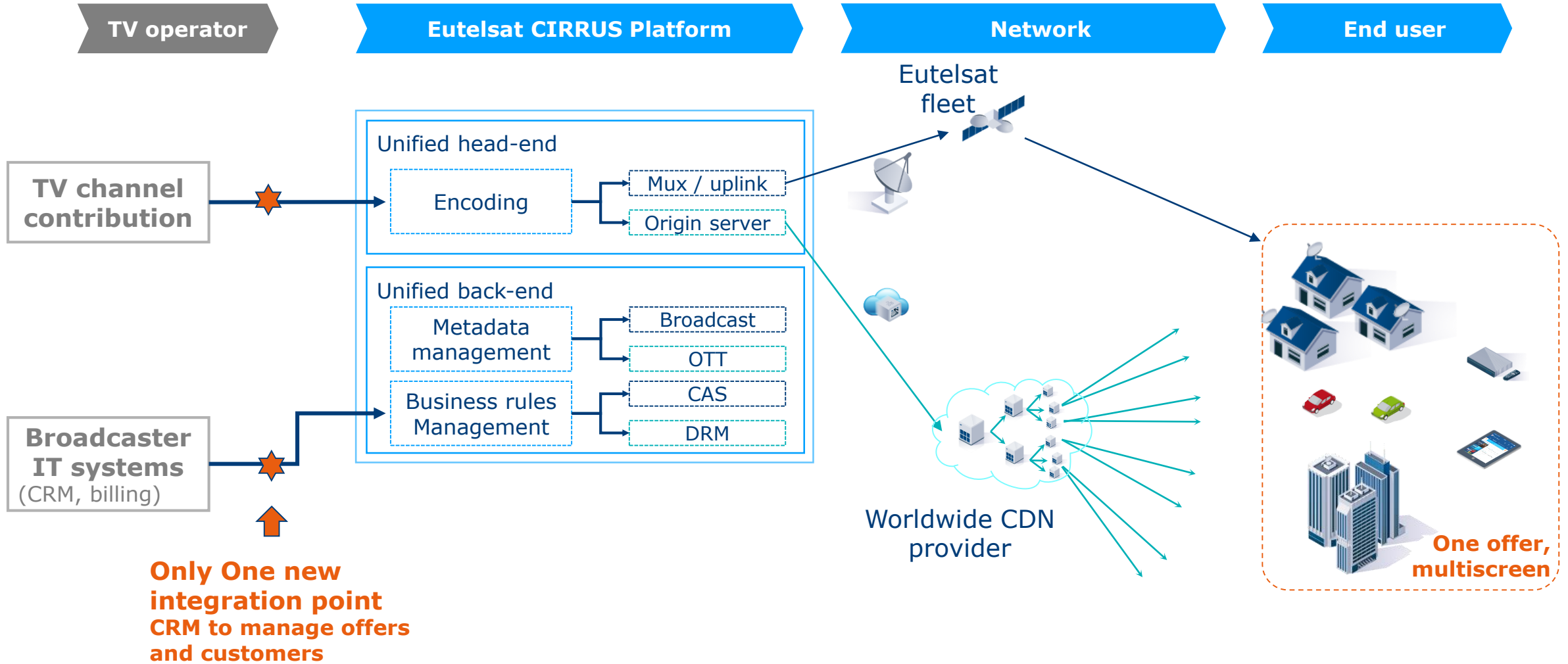
Reverse-EPG / 7 day catch-up

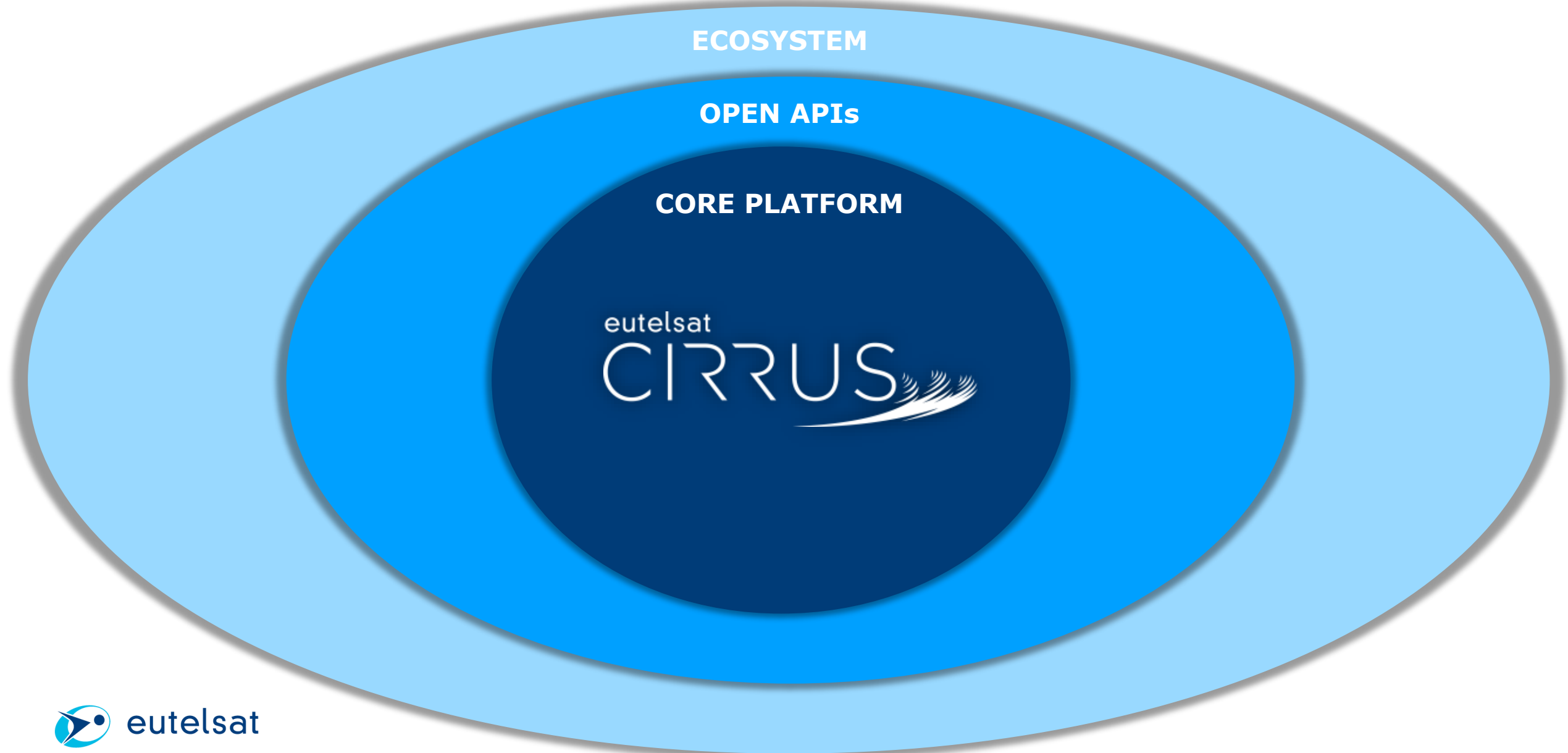
**A rich multi-screen feature set with more features and innovation
The TV and multi-screen user experiences are fully integrated**

CIRRUS PHASE 1: WE LAUNCH IN THREE MAIN TERRITORIES BUT THEN LAUNCH GLOBALLY



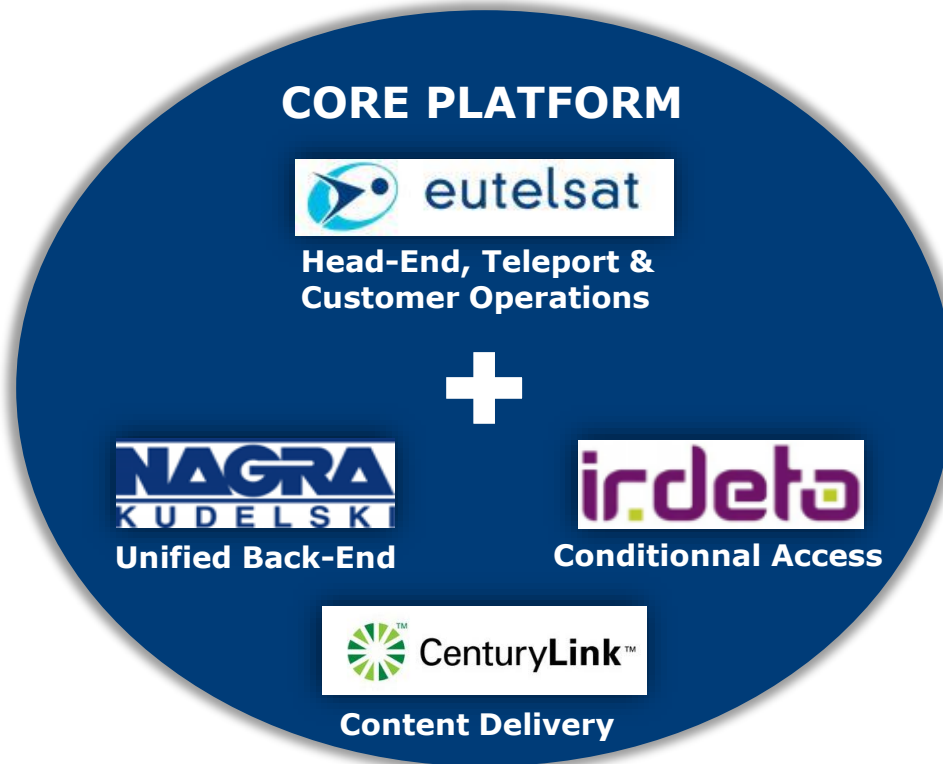
: SEAMLESS HYBRID PLATFORM FOR A OPTIMAL REACH AND SIMPLIFIED OPERATIONS





**Native hybrid
Satellite/OTT**

GDPR compliant

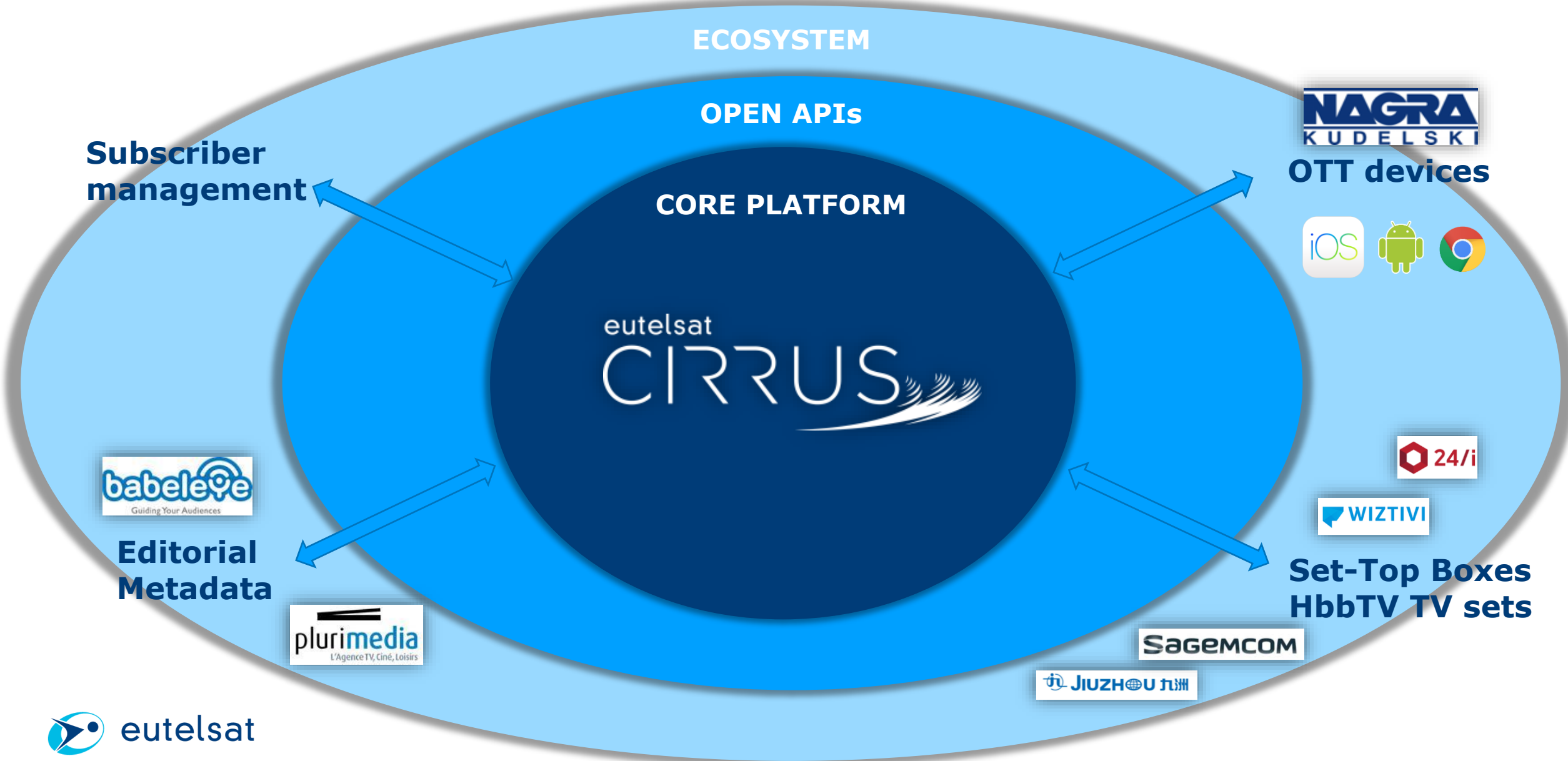


Continuous Delivery

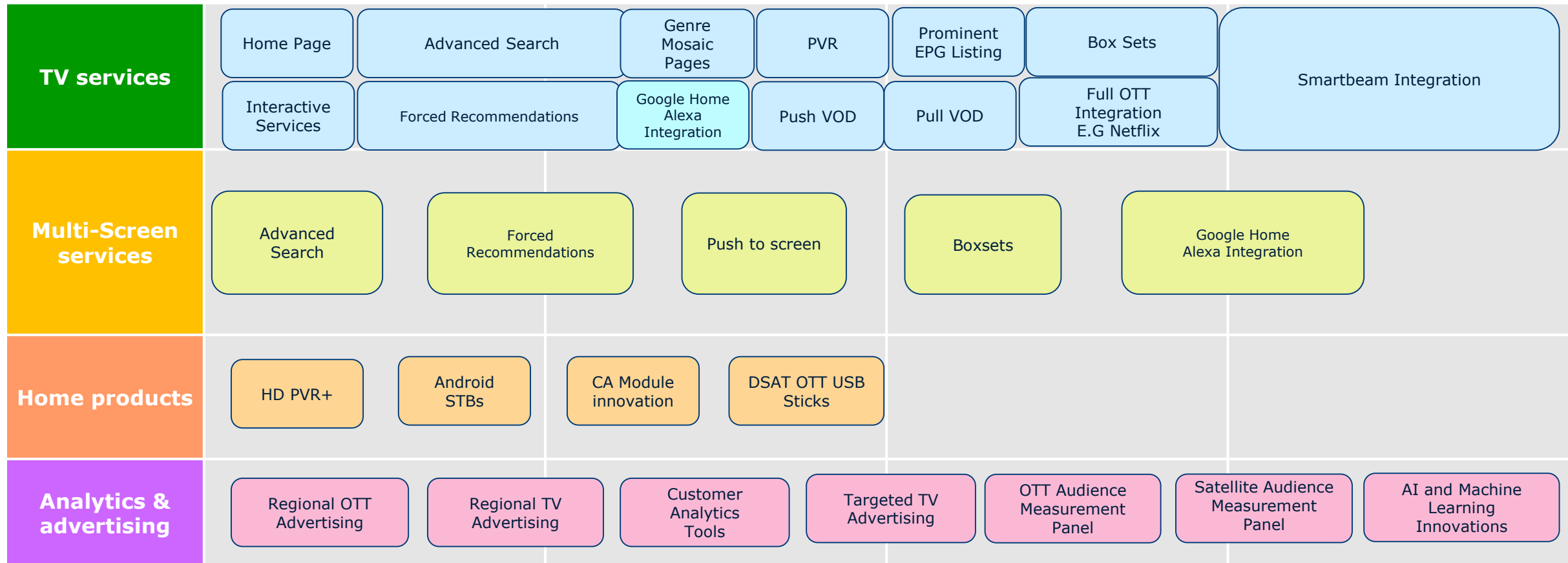
Managed by Eutelsat

Fully scalable

**Mix of on-premises
and cloud infrastructures**



EUTELSAT CIRRUS WILL CONTINUE TO INNOVATE ON A REGULAR BASIS THAT ALL CUSTOMERS WILL BENEFIT



TEN REASONS WHY CIRRUS IS THE FUTURE OF TV?



1. Minimal set-up costs with no initial large capex outlay
2. Minimal operational costs
3. Quick time-to-market
4. All mobile and tablet devices supported
5. Service designed and branded to customer needs
6. Simplified operations: all device upgrades included
7. A modular approach: add the services you only need
8. State-of-the-art end-user experience
9. Guaranteed continuous product evolution
10. An end-to-end managed service with one simple invoice

