

VIDEO

SAT.TV

**STRENGTHENING FREE-TO-AIR
TV CHANNEL AUDIENCES**



VIDEO ENHANCING FTA TV CHANNEL & PROGRAMME DISCOVERY

Sat.tv is an innovative TV channel and programme guide for Free-To-Air (FTA) satellite TV reception, radically improving the end-user's viewing experience and maximising exposure for broadcasters.

Available on a growing base of mass market satellite receivers and Connected TVs with integrated satellite tuner, the Eutelsat-exclusive service ensures greater channel discovery.

Thanks to its enriched electronic programme guide (EPG), and local-first philosophy, broadcasters benefit from greater visibility to promote their brand and linear programming.

WHY SAT.TV?



Predefined channel lists per country or language preference
Local-first ordering, updated daily, regardless of frequency changes



Stronger channel recognition
Info banner with TV channel logo and programme information when zapping



7-day enriched EPG
Multilingual display, easy to search by channel and programme genre

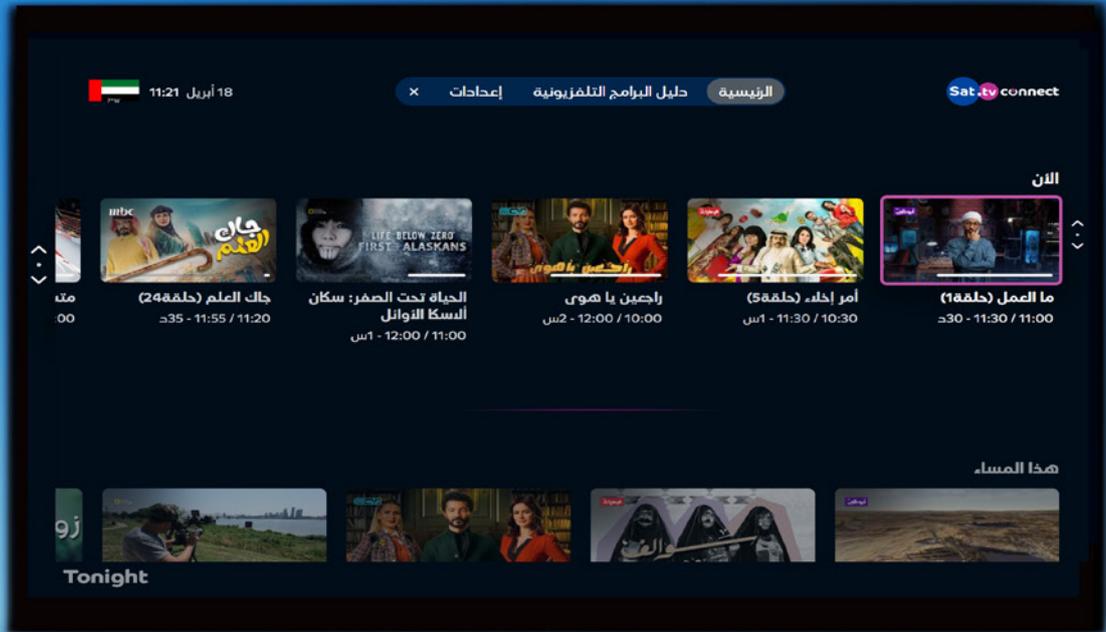


Retaining linear TV audiences
Delivering a better UX, PVR and alert functionalities



Optimising ad revenue with regionalised or country-based channel referencing
Driving audiences from different geographical markets to relevant video feeds

TARGETING DIVERSE GEOGRAPHICAL AUDIENCES MORE EFFECTIVELY

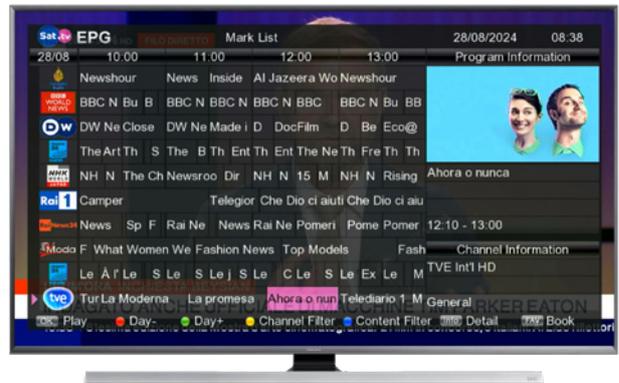


AVAILABLE ON MASS MARKET SATELLITE RECEIVERS

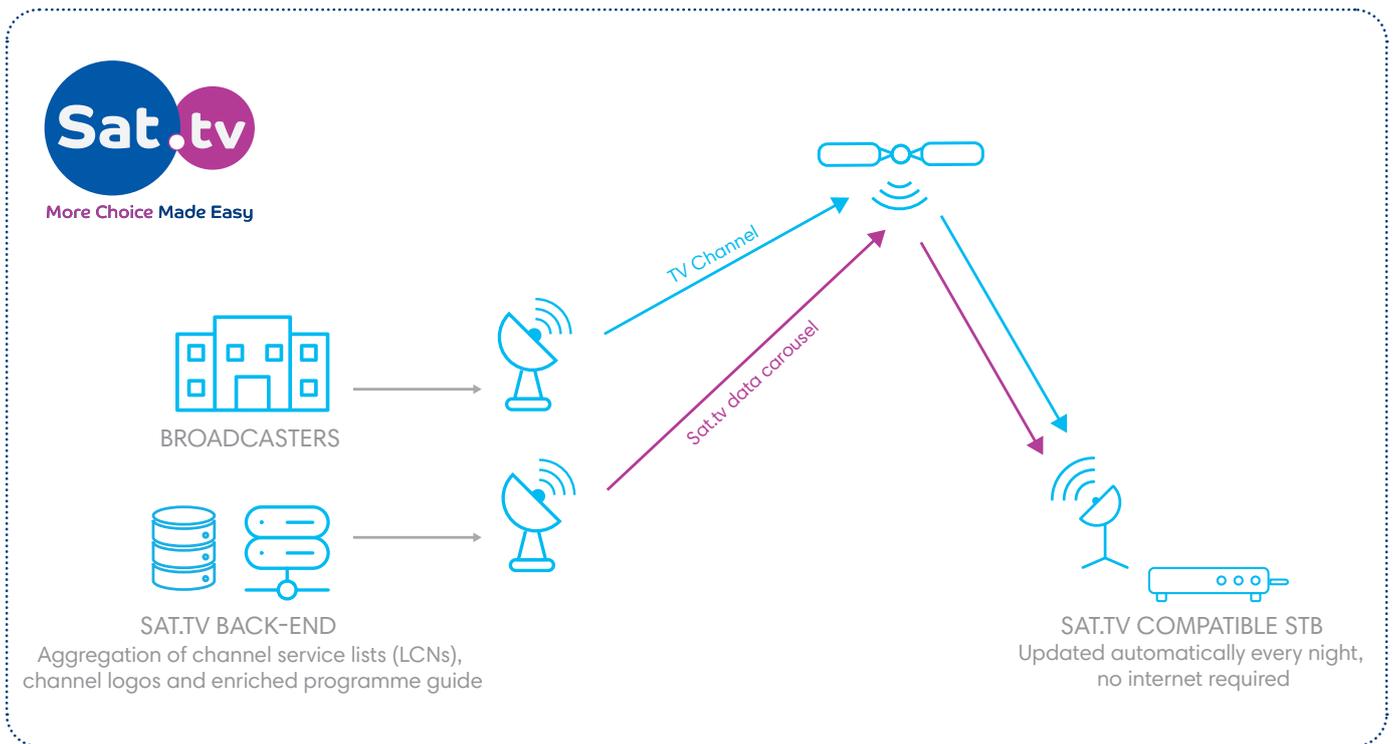
HOW DOES IT WORK?

During the first installation of the Sat.tv compatible receiver, the end-user choses their preferred TV channel list by country or language. The TV channel logos and 7-day EPG are then automatically loaded.

Every night, the receiver automatically loads the updated channel list and EPG schedule for the next 7 days.



Sat.tv Programme Guide



Satellite STB chipset provider, manufacturers and brands integrating Sat.tv.



AVAILABLE ON CONNECTED TVS WITH INTEGRATED SATELLITE TUNER

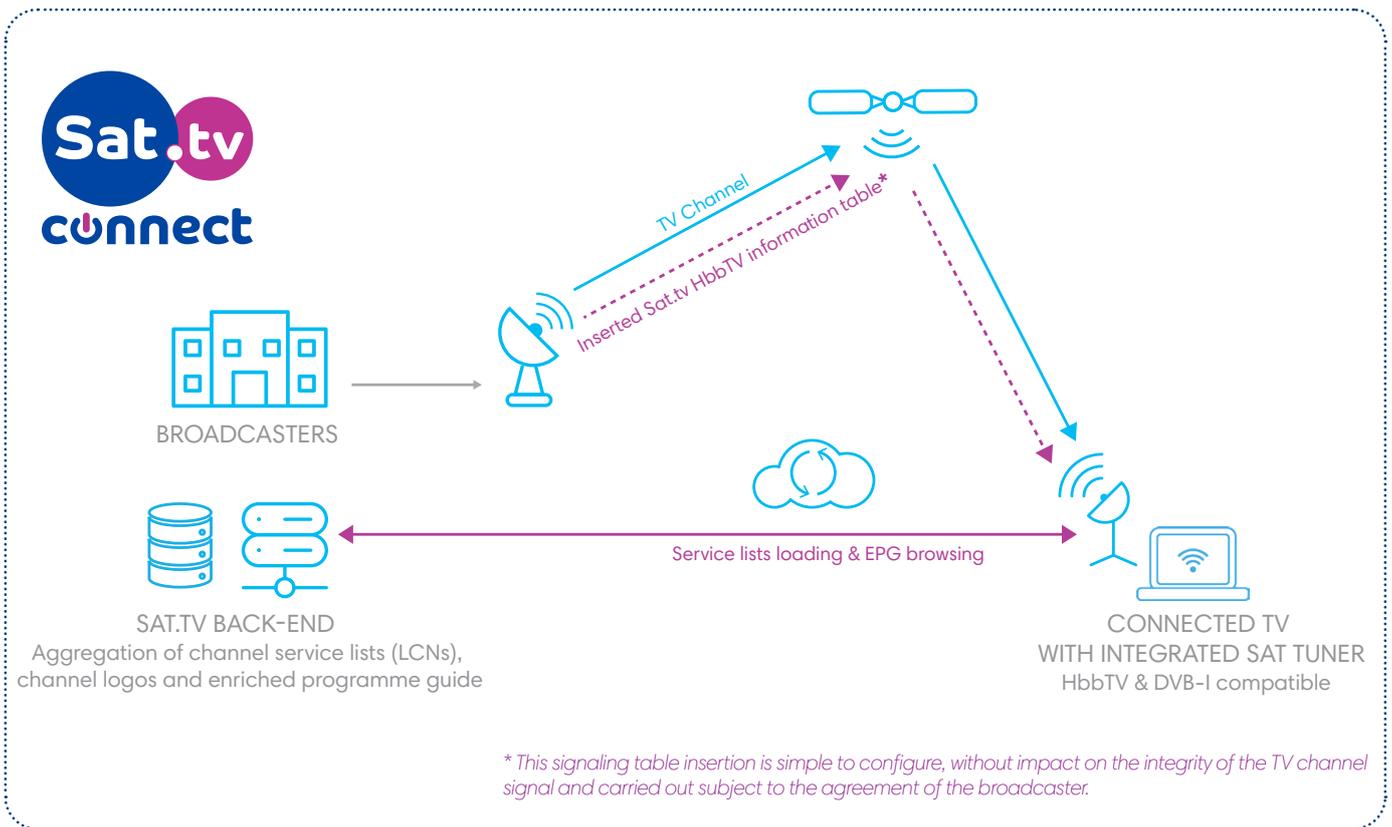
HOW DOES IT WORK?

When zapping on a TV channel, its dedicated, branded, interactive EPG is directly accessible by pressing the green button on the remote control.

In addition, the Sat.tv full EPG and interactive portal is automatically accessible by zapping on the Sat.tv barker channel (n°2000 in channel lists).



Example of programme guide dedicated to each channel



All the latest TV sets by major brands (with integrated satellite tuner) support standardised DVB-I and HbbTV interactive protocols.



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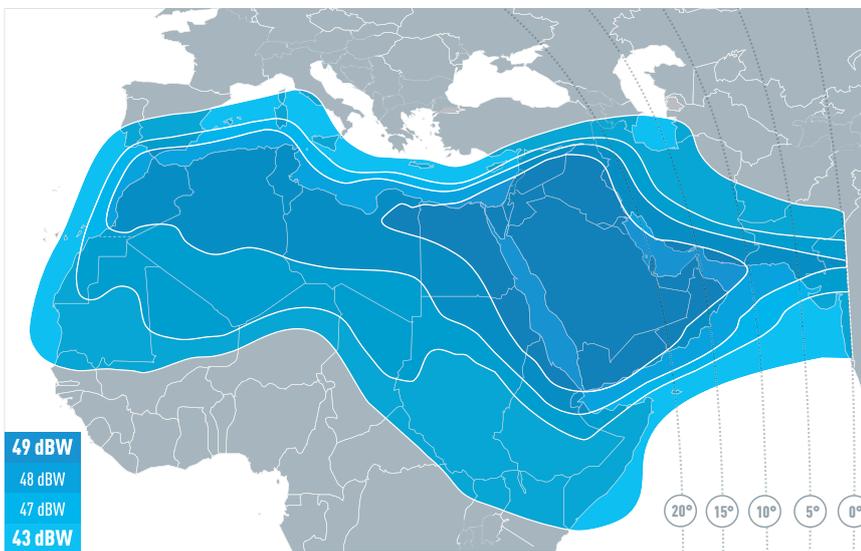
SAT.TV FOR MIDDLE EAST & NORTH AFRICA

TARGETING AUDIENCES AT LEADING VIDEO NEIGHBOURHOODS

Sat.tv can be received across Europe, the Middle East and Africa, via the three leading video neighbourhoods, Eutelsat-Nilesat 7/8° West, HOTBIRD at 13° East and Eutelsat 16° East. Together, the satellites deliver around 1000 Free-To-Air TV channels to more than 120M DTH homes.

Content is aggregated in country-specific TV packages per neighbourhood for viewers equipped with a Sat.tv compatible satellite receiver or Connected TV.

MIDDLE EAST & NORTH AFRICA



EUTELSAT-NILESAT 7/8° WEST

SAT.TV FTA PACKAGES



Algeria



Bahrain



Egypt



Iraq



Jordan



KSA



Kurdistan



Kuwait



Libya



Morocco



Oman



Palestine



Qatar



Sudan



Tunisia



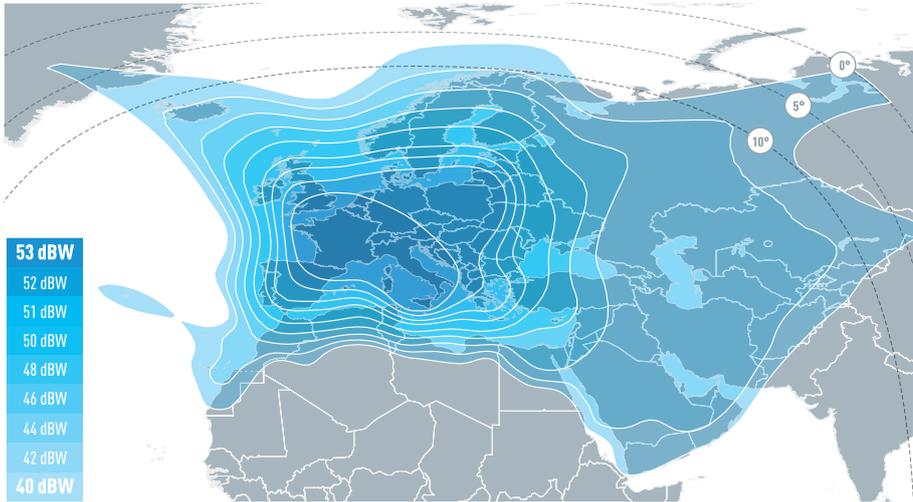
UAE



Yemen

VIDEO
**SAT.TV FOR
EUROPE & AFRICA**

EUROPE



EUTELSAT HOTBIRD 13° EAST

SAT.TV FTA PACKAGES



Arabesque



Farsi



International
13° East



Italia

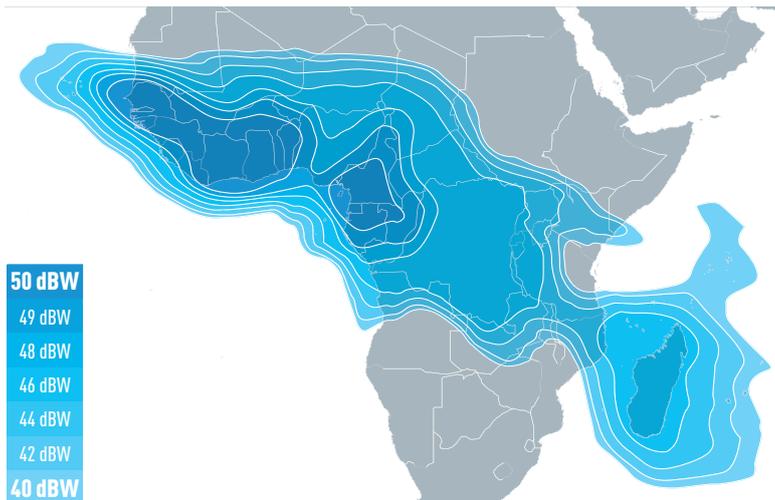


Morocco



Slav

AFRICA



EUTELSAT 16° EAST

SAT.TV FTA PACKAGES



Benin



Cameroon



Ivory Coast



Nigeria



Senegal



Togo

Eutelsat Group is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. The Group was formed through the combination of Eutelsat and OneWeb in 2023, becoming the first fully integrated GEO-LEO satellite operator with a fleet of Geostationary satellites and a Low Earth Orbit constellation of satellites.

The Group addresses the needs of customers in four key verticals: Video, Mobile Connectivity, Fixed Connectivity, and Government Services. With a unique suite of in-orbit and on-ground assets, it delivers integrated solutions to meet the needs of customers globally.

Headquartered in Paris, Eutelsat Group employs more than 1,700 men and women from 50 different nationalities, who are experts in their fields and work with clients to deliver the highest quality of service. The Group is committed to delivering safe, resilient, and environmentally sustainable connectivity to help bridge the digital divide.



More Choice Made Easy

Find out more at:

www.sat.tv

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