

LAUNCH OF THE HOT BIRD TV AWARDS 2003

Submitted by: Antares PR

Monday, 11 August 2003

Eutelsat, one of the world's leading satellite operators, and Eurovisioni, the international festival of cinema and television, today announced the schedule for the HOT BIRD TV Awards 2003. Initiated by Eutelsat and Eurovisioni in 1998, the objective of the HOT BIRD TV Awards is to acknowledge the role of thematic television in today's broadcasting environment and to recognise the quality of thematic programming broadcast via Eutelsat's satellites. The winners are selected by a panel of media specialists from major publications Europe.

The jury is composed of European journalists specialising in media from Le Monde (France), La Stampa and Satellite (Italy), The Daily Telegraph (United Kingdom), The Echo Of Moscow (Russia), Ta Nea (Greece), TV Sat Magazine (Poland), Milliyet Sanat (Turkey), Süddeutsche Zeitung (Germany), Agencia EFE (Spain). It will meet from September 5 to 7 in Rome with the task of selecting three short-listed nominees in each of the nine categories in which prizes are awarded: Kids, Sport, Interactivity, Music, News & Current Affairs, Documentaries, Culture, Cinema & Fiction, and 'Other'. Short-listed nominees will be chosen on the basis of three factors: dynamic approach and creativity, quality of production, positive image by viewers.

Prizes in each category will be announced at the HOT BIRD TV Awards ceremony to be held in Vicenza (Italy) within the framework of the SatExpo 2003 exhibition (2-4 October).

Launching the 2003 edition of the HOT BIRD TV Awards, Giuliano Berretta, Eutelsat CEO, said: "Today, more than 132 million homes in Europe, North Africa and the Middle East are equipped to receive TV programmes via cable or satellite – more than four out of every ten TV households in 38 countries. The volume and range of thematic channels on offer is a driving force behind this expansion. The talent displayed by the players in this new television is precisely what the HOT BIRD TV Awards ceremony sets out to honour."

Prize winners in 2002

- Kids: Canal J (France)
- News and Current Affairs: BBC World (UK)
- Music: Mezzo (France)
- Sport: NTV Plus (Russia)
- Documentaries: Odyssée (France)
- Culture: Cult Network Italia (Italy)
- Interactivity: TPS interactif (France)
- Cinema & Fiction: Ciné Classics (Italy)
- Other: Gambero Rosso (Italy)

About Eutelsat

With capacity commercialised on 23 satellites that provide coverage from the Americas to the Pacific, Eutelsat S.A. is one of the world's leading satellite operators. Eutelsat's satellite infrastructure

gives it the flexibility to offer direct-to-home broadcasting, video distribution and contribution services, corporate network solutions and a portfolio of IP applications including broadband Internet access and Internet backbone connections. From its strategic HOT BIRDÔ orbital position at 13 degrees East and other orbital positions, Eutelsat's satellites broadcast more than 1300 television and 800 radio stations and reach an overall audience of 107 million cable and satellite homes.

www.eutelsat.com

www.hotbirdtvawards.com

About Eurovisioni

Born in 1987, the Eurovisioni festival has grown as a prestigious event thanks to the participation of professionals and well-known personalities in the audiovisual, cinema and new technology sectors. Every year Eurovisioni deals with several and complex themes about the development of audiovisual industry, that are very deeply taken into consideration by European and National institutions. The subject of this year is "New strategies and new tools for the support to the audiovisual industry: European vs. USA model". The 2003 edition is supported by the patronage of the President of the European Parliament Pat Cox, by the President of the Italian Republic, Carlo Azeglio Ciampi, the President of the French Republic, Jacques Chirac and by various European organisations. Among the companies that support Eurovisioni 2003 there are ARD, BBC, Eutelsat, France Television, RAI, RTVE, ZDF and many others.

Eutelsat Contacts

Vanessa O'Connor: voconnor@eutelsat.fr

Jérémie Cazeuneuve: jcazeuneuve@eutelsat.fr

Tél : + 33 1 53 98 38 88

Eurovisioni Contacts

Alessandra Lombardi: eurovisioni2@tiscali.it

Tel. + 39 06 59 60 63 71

PR agency contacts

Kelly Grant: kellyg@antarespr.co.uk, +44 (0)20 8920 9643