



PR/21/04

BT BROADCAST SERVICES SELECTS EUTELSAT'S SATELLITE BROADBAND TECHNOLOGY FOR CORPORATE CLIENTS THROUGHOUT EUROPE

BT opens new opportunities for affordable connectivity solutions to corporates in Europe

London, Paris, 19 July 2004

As part of its strategy to meet demand for broadband from corporate clients throughout the UK and continental Europe, BT Broadcast Services (BTBS), the broadcast and media solutions arm of BT, has selected Eutelsat's D-STAR service to complement its existing capabilities for two-way broadband.

BTBS' "Satellite Broadband Enterprise" service will use D-STAR to provide IP connectivity to corporate sites at high bit rates up to 2Mbps downstream and 1Mbps upstream, giving their corporate customers a competitive edge even where they are out of reach of terrestrial broadband options. D-STAR is totally independent from any terrestrial infrastructure and is particularly adapted for LAN to LAN connections, for VPN and MPLS applications including remote access to databases, Internet and Intranet access, corporate business television and distance learning. With this announcement, BTBS opens up a new world of affordable connectivity solutions to UK and international enterprises.

With several thousand terminals already activated and based on the DVB-RCS open standard, D-STAR is one of the leading satellite broadband solutions available today for corporate clients and government agencies. The service is provided by Eutelsat through its SKYLOGIC multimedia platform in Turin (Italy) which is directly connected to the Internet backbone and operates through capacity on six of the company's satellites, each optimised to address different geographic regions.

"Satellite Broadband Enterprise" is the answer for corporate networks needing high speed return channels from remote sites and looking for high quality service" said

Mark Smith, Managing Director of BTBS. "BTBS' corporate network experience, coupled with Eutelsat's geographic coverage, presents a compelling proposition to corporates. Furthermore, this service now completes BTBS' portfolio of satellite access solutions, which allow connectivity on a global basis across a wide selection of data rates through different platforms."

"We are delighted that our broadband technology has been selected by BT who sets industry standards in terms of innovation, performance and customer commitment", said Giuliano Berretta, Eutelsat CEO. "We are convinced that the capabilities of D-STAR will make a valuable contribution to serving corporates who have immediate requirements for broadband but who currently find themselves disadvantaged by being on the wrong side of the digital divide."

About Eutelsat

With capacity commercialised on satellites that provide coverage from the Americas to Far East Asia, Eutelsat is one of the world's leading satellite operators. This satellite infrastructure gives the company the flexibility to offer direct-to-home broadcasting, video distribution and contribution services, corporate network solutions, positioning and communications services for mobile users and a portfolio of IP applications which include broadband Internet access and Internet backbone connections. Eutelsat has developed a range of turnkey broadband products (D-STAR, D-SAT, OPENSKY™) for local communities, SMEs, SoHos and consumers beyond ADSL access. It has also set up a subsidiary called Skylogic Italia to market and operate broadband services through its multimedia platform in Turin (Italy). Eutelsat's satellites broadcast more than 1,400 television and 700 radio stations to an audience of 110 million cable and satellite homes.

www.eutelsat.com

About BT Broadcast Services

BT Broadcast Services (BTBS) is the broadcast and media solutions arm of BT and a world-leading supplier of global broadcast, content management and communications solutions. Its international customer base includes broadcasters, content owners and distributors, large corporations and government organisations throughout the world.

BTBS provides bespoke satellite and fibre-based solutions, some of which utilise sophisticated digital content and data management technology, to transport and manage video, audio and data. Delivering live broadcasts from major international events, providing digital terrestrial TV (DTTV) networks and direct to home (DTH) satellite platforms, storing and securely distributing video content to broadband devices, enabling retail digital signage and designing and managing major corporate communications infrastructures are just some of the areas in which BTBS excels. An industry pioneer, BTBS aims to deliver the highest quality of service, flexibility and efficiency through advanced technology and industry expertise.

BTBS is part of BT Global Services. BT Global Services is BT's business services and solutions division, serving customers worldwide.

www.broadcast.bt.com

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