



euronews Channel Selects SatLink Communications' AsiaSat 2 Platform

Jerusalem, Israel. – June 30th 2008 – The **euronews** channel, covering news from a European perspective, has selected SatLink Communications, the fastest growing teleport in 2007 according to The World Teleport Association, to transmit its seven language, 24-hour news channel on SatLink's AsiaSat 2 MCPC (Multiple Channels Per Carrier) digital platform.

euronews, one of the most well known names in news broadcasting and associated services, joins SatLink's rapidly developing channel neighborhood on AsiaSat 2. With its choice of channels in seven languages (eight in July 2008) transmitted on over 30 satellites worldwide, **euronews** is utilizing SatLink's services to extend its channel coverage in the Asia Pacific region.

Broadcasters around the world, like **euronews**, are choosing SatLink's transmission facilities to take advantage of its privileged location which connects Europe and Asia in one hop, its comprehensive transmission solutions including downlinking the channel signal to SatLink's teleport near Jerusalem, uplink and capacity on its full transponder for distribution to cable head-ends, re-broadcasters, hotels and individual home viewers in the region.

Philippe Cayla, Chairman and CEO of **euronews**, remarked, "SatLink's MCPC platform on Asiasat 2 delivers excellent signal coverage of this region and is one of the favorite satellites of Asian operators. With SatLink, we will expand euronews in the region to bring a European view on the news to a wider audience."

According to SatLink CEO, David Hochner, "We are proud that **euronews** has selected SatLink's AsiaSat 2 platform. We are committed to providing our clients with a reliable platform that enables transmission to all of Asia. Our global reach is stronger in Asia with AsiaSat2 and **euronews** is a tremendous draw for our platform."

Located at 100.5 degrees East, AsiaSat 2 provides unprecedented regional power and coverage. The C-band beam covers China, India, Indonesia and other mass markets, altogether reaching 53 countries and regions in Asia, the Middle East, Eastern Europe, CIS and Australasia. AsiaSat 2's excellent ground penetration guarantees instantaneous access to numerous cable operators, rebroadcasters, embassies, hotels and individual home viewers and listeners in the region. AsiaSat 2 also includes the largest number of foreign channels authorized by the Chinese government, and many of these are transmitted directly from SatLink's teleport.

To watch **euronews** on AsiaSat 2

AsiaSat 2: 100.5 degrees East
Downlink frequency: 3960 MHz
Polarization: Horizontal

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About euronews

Launched in January 1993 euronews covers world affairs from a European perspective. euronews is broadcast 24 hours a day, simultaneously in seven languages: English, French, German, Italian, Spanish, Portuguese and Russian. Arabic will become euronews' eighth fully-fledged language, and the service will be launched by the channel's newsroom in 2008.

euronews is broadcast all over the world, reaching 200 million households in 130 countries by cable, digital satellite and terrestrial distribution. The channel is also available on mobile operators (3G, VOD) in 20 European countries, on ADSL/High Speed Internet networks in 30 countries worldwide, and live on board the aircraft of international airlines. Viewers can watch euronews on their PDAs and



live on the Internet in Europe on RealNetworks Superpass, and everywhere in the world through Jalipo. euronews and no comment TV are also available on YouTube.

euronews is the most-watched international news channel in Europe: every day, 3.2 million Europeans watch euronews on cable and satellite, while another 3.1 million watch on terrestrial channels (Source: euronews/Telmar Peaktime©, evaluation system based on viewer ratings, 3rd quarter 2007).

About SatLink Communications –

SatLink is recognized as a pioneer in global satellite communications services. It is a leading provider of transmission solutions for Global Content Distribution over Satellite Platforms, Fiber and IP. SatLink's services include Uplink, Downlink and Turn Around, Channel Management, Production, SNG & Fly Away, Hub Hosting, Video Monitoring, IPTV and TT&C. Strategically located in the heart of the Middle East, SatLink provides access to a worldwide network covering 5 continents and has been providing its clients with flexible and cost-effective transmission solutions for close to two decades. SatLink operates a range of premier MCPC platforms including HotBird 8, AsiaSat 2, Galaxy 25, Eutelsat W2, Eurobird 9, Hellas Sat, NSS 6, Amos and more.

For more information, please visit www.Satlink.tv

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