

EUTELSAT 16A extends reach in sub-Saharan Africa

The range of channels broadcasting across sub-Saharan Africa via the EUTELSAT 16A satellite has further increased with the launch of Eurochannel, the international TV channel dedicated to European films and series.



Eurochannel's selection of EUTELSAT 16A marks the latest step in its international expansion and comes three months after its launch into all Europe via Eutelsat. The channel has signed a new five-year contract for capacity and services with Eutelsat Communications.

Leveraging EUTELSAT 16A's powerful Ku-band footprint that sweeps across Africa, from Senegal in the West to Madagascar in the East, Eurochannel has joined a digital platform uplinked by Eutelsat and comprising over 20 TV channels. Eurochannel is broadcasting programmes subtitled in English, French and Portuguese, with terrestrial headends its principal target.

Eurochannel's chairman and CEO, Gustavo Vainstein commented: "When we analysed our options for expansion across sub-Saharan Africa EUTELSAT 16A quickly emerged as the obvious choice for its high-power and strong reach of our target audience. Working with Eutelsat since our launch across all Europe last year has enabled us to develop a solid relationship which we look forward to taking to the next level with this new phase in our international development."

Rodney Benn, regional vice president Africa at Eutelsat, responded: "EUTELSAT 16A has quickly established itself as a valued platform for content delivery to network headends and for DTH reception in Africa. Its reach of over 25 countries in sub-Saharan Africa, combined with the services we are supplying from our Rambouillet teleport, enable us to satisfy a surge of new demand and we are delighted to welcome Eurochannel as the latest addition to the platform."