



PRESS RELEASE

Warsaw, 31 March 2010

CANAL+ WILL BROADCAST THE FIRST LIVE FOOTBALL MATCH IN 3D IN POLAND

HD, 3D television in Poland becomes a reality

For the first time in Poland, CANAL+ will broadcast on 15 May 2010 a football match in HD using stereoscopic technology. It will also be one of the first live 3D productions in Europe, accessible to the wider public thanks to special broadcasts organised that day by CANAL+ and LG Electronics for fans in several Polish towns. The match will be broadcast in 3D from the stadium in which the Polish Championship will take place.

"We are proud to be the first to enable Polish fans to enjoy the emotions in 3D. Once more, CANAL+ sets the standards of television production. Three years ago, we broadcast the first sport event in HD in Poland, and now we are leading Polish football into the 3D world, says Bertrand Le Guern, President of CANAL+

Cyfrowy. We want as many fans as possible to be able to take part in this large scale celebration of TV football, which is why this match will be broadcast in pubs all over Poland."

Broadcast in 3D stereo

Thanks to this broadcast, CANAL+ Polska will be one of the only countries in Europe (after Great Britain and Germany) in which fans can witness the revolution 3D brings to sports events.

The CANAL+ team will broadcast live, in HD and 3D the match which will probably take place in Poznań, Krakow or Warsaw. It is likely that, depending on the rankings, the first Polish match in 3D will be played between Lech Poznań and Zagłębie Lubin, Wisła Kraków and Odra Wodzisław or Legia Warszawa and PGE GKS Bełchatów.

The operator Eutelsat will be a partner for this broadcast - it will be transmitted via the satellite Hot Bird, which belongs to Eutelsat. The CANAL+ team will broadcast the match using a special production bus equipped with 9 modern stereoscopic technology cameras. The stereo 3D programme will be broadcast freely (the usual broadcast will be encrypted). Subscribers to CYFRA+ who have HD decoders and 3D televisions will be able to watch the match in the framework of the CANAL+ 3D test service on channel 28.

Special 3D broadcasts

For other fans, CANAL+ and their partner LG Electronics will organise special broadcasts accessible to all in several selected towns in Poland. Football fans will be able to watch the first Polish match broadcast in 3D live in selected pubs throughout Poland and equipped by LG Electronics with LCD Full HD 3D TVs and special 3D glasses.

"The common initiative with Canal+ is perfectly integrated in LG's global strategy, the main aim of which is to work closely with broadcasters and producers of the contents, popularising 3D television all over the world" - declared Ireneusz Smaga, Vice President of the Sales and Marketing Department at LG Electronics Polska. "3D technology will certainly dominate the world and Polish television market this year, and we hope that in time it will become standard in all homes. This is why LG is constantly improving its viewing technology by setting a new benchmark for the quality of 3D multimedia entertainment" - adds Ireneusz Smaga.

Following the accessibility of the first 3D broadcast, LG will launch a new TV INFINIA range on the Polish and World market in May, which will include amongst others models the Full LED 3D which will bring new emotions to the highest level of technology .

3D technology has truly revolutionised cinema for viewers and it has started to make its way into homes. When applied to sport, stereoscopy brings special emotions. It enables fans to directly take part in the event, follow sportspeople on the pitch or in the stadium. Thanks to 3D technology, viewers, comfortably settled in their sofa, will feel they are at the centre of the events on the football pitch.

The broadcast of a sporting event in 3D is an extra stereoscopic experience for CANAL+ . Indeed, CANAL+ coproduced the film "Chopin Project", an international production in 3D stereo. For the needs of the CYFRA+ advertising campaign, a 3D advert was made at the end of last year. It was the first stereoscopic advert projected in cinemas in Poland.

× × ×

CANAL+ is the first paying premium type TV station in Poland accessible on the additional channels CANAL+, CANAL+ Film, CANAL+ Sport and CANAL+ Sport2, which provides a wide range of programmes and schedules to viewers. CANAL+ programmes are also available in HD on CANAL+

Sport HD and CANAL+ Film HD. The channels are broadcast via 80 cable networks, on the digital platform CYFRA+ as a CANAL+ Multipackage, independent from the platform. CANAL+ belongs to CANAL+ Cyfrowy, which operates CYFRA+ and distributes TV channels.

LG Electronics is one of the largest manufacturers of home entertainment equipment, mobile communications products and domestic appliances for individual customers in the world. LG has 84 subsidiaries in the world, employing over 84,000 people in 115

departments. LG, which in 2008 had a turnover of 44.7 billion Dollars, is divided into 5 sectors: Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the largest manufacturers of flatscreen televisions, audio and video equipment, mobile phones, air conditioning and washing machines. Thanks to a long term contract, LG has become a global and technological partner for Formula 1. In the framework of this agreement, LG has got exclusive rights on the use of the name and marketing rights as the supplier of electronic equipment, and mobile phones for Formula 1. More information on the website: www.lge.com

Home Entertainment LG Electronics. The Electronics Home Entertainment section of LG is one of the largest manufacturers in the world of flatscreen TVs, audio and video players for individual and collective clients. It includes amongst others, plasma and LCD televisions, home cinema equipment, Blu-ray players, audio system components, video players and a range of plasma displays. LG focuses on the functionality as well as the design of their products. LG is on the cutting edge of technology, and constantly strives to improve the quality of its electronic products.

Eutelsat S.A. belongs to the Holding Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234). The company has 26 satellites covering Europe, the Far East, Africa, India, a large part of Asia and North and South America. Eutelsat is one of the three largest satellite operators in the world in terms of income. Since 31 December 2009, Eutelsat satellites have broadcast over 3,400 TV channels and close to 1,100 radio channels. Over 1,000 channels are broadcast via the HOT BIRD™ satellites located on 13 X . They cover 123 million households who use cable and individual aerials in Europe, the Far East and Northern Africa. Eutelsat satellites also provide many services in the framework of mobile and fixed telecommunications, and TV signal transfer. Skylogic, a subsidiary of Eutelsat, provides services via its teleports in France and Italy. The clients of Skylogic include businesses, public institutions and humanitarian organisations in Europe, Africa, Asia and in North and South Africa. The head office of Eutelsat is in Paris. The company employs 635 people in 27 countries. www.eutelsat.com

CONTACT: Dorota Zawadzka, Communications Director for CANAL +
Cyfrowy,
Tel. (22) 32 82 878, dorota.zawadzka@cplus.com.pl

Ewa Lis, PR Manager LG Electronics Polska
Tel. (22) 48 17 60, ewa.lis@lge.com