



**EUTELSAT AND MULTICHOICE AFRICA LAUNCH**  
**THE *DStv* EUTELSAT STAR AWARDS TO PROMOTE SCIENCE AND TECHNOLOGY**  
**LEARNING IN AFRICAN SCHOOLS**

Paris, Johannesburg, 14 June 2011

Digital services made available by satellite to all four corners of the world are recognised as powerful engines driving economic and social progress. To continue to propel forward the expansion and democratisation of the Information Society, the development of technology and science skills among students is a key factor. Africa is no exception to this - much like other regions of the world, stimulating young minds is core to creating relevant solutions for the development of the African continent.

With a shared vision that education is a key driver for the development of Africa's social and economic landscape, MultiChoice Africa and Eutelsat Communications, supported by Mindset Learn, have assembled their expertise to initiate a pan-African student competition called the "DStv Eutelsat Star Awards". The aim of the Awards is to inspire innovative thinking among secondary and high-school students, to create awareness on how science and technology can be applied to everyday life, and to show the many ways that satellites already impact on the development of the African continent.

The awards take the form of a competition open to 14-19 year-old students in 42 countries. Students are invited to write an essay or design a poster on satellite technology and how it can assist further development of their communities, country or the African continent. Country winners vying for the overall prize will go on to compete at an international level, adjudicated on 12 September 2011 by an international judging panel. The overall winner will be invited to see a live rocket launch and to Eutelsat's headquarters in France, Merit award winners will win a trip to Johannesburg to see DStv's technical facilities and television studios at the MultiChoice Africa offices. They will also tour the Mindset education broadcasting facilities.

A resource booklet for teachers and students has been developed for the competition and can be accessed on [www.dstvstarawards.com](http://www.dstvstarawards.com) or from MultiChoice or Mindset Offices (South Africa only). MultiChoice Africa will leverage its network of MultiChoice Resource Centres (MRCs) which enable almost 1,000 schools in Africa to access information and educational television resources. Two 26-minute programmes, produced by Eutelsat, on the conquest of space and how satellite applications impact directly or indirectly on everyday lives, will also

be broadcast by the Mindset Learn channel on DStv and available on the Internet at [www.dstvstarawards.com](http://www.dstvstarawards.com).

Commenting on the new initiative, the President of MultiChoice Africa, Collins Khumalo said *“We are very excited about this new initiative. Investing in the development of our continent is always a priority for us. Investing in young people and education is an ideal we take very seriously. The “DStv Eutelsat Star Awards” is another way of showing our continued commitment and support for Africa and its next generation. Africa and its people will benefit from a new generation of big thinkers who will take on the new world and become change agents and leaders. We are also very proud of our partnership with Eutelsat and Mindset Learn on these Awards. This is testimony to the fact that our relationships with our partners are far-reaching and go beyond the traditional borders with a common vision that will touch many generations to come”*.

Adding to this, Michel de Rosen, CEO of Eutelsat Communications, said: *“The information society opens a myriad of opportunities for emerging countries to accelerate their economic development on an equitable basis. Working with MultiChoice and Mindset Learn on this new Award is a way for Eutelsat to show our commitment to encouraging African students to engage with new technologies. Over half a century since Arthur C. Clarke developed his vision for using satellites to connect the world, space still represents a field of adventure which can stimulate the minds of students. We are honoured to launch this joint initiative with MultiChoice and, together with our longstanding partner, to demonstrate our commitment to developing digital services in Africa.”*

#### **About Eutelsat Communications**

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Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A. With capacity commercialised on 27 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At March 31, 2011, Eutelsat's satellites were broadcasting more than 3,800 television channels to over 200 million cable and satellite homes in Europe, the Middle East and Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates access to high speed Internet services through teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 700 commercial, technical and operational employees from 28 countries. [www.eutelsat.com](http://www.eutelsat.com)

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**About MultiChoice Africa**

MultiChoice Africa Limited ("MultiChoice Africa") is an African pioneer of pay TV services in sub-Saharan Africa, having launched the first digital satellite service in the 1980s. The company is registered in Mauritius, and is a wholly-owned subsidiary of the Naspers Group. MultiChoice Africa provides multi-channel digital pay television services containing channels from Africa, America, China, India, Asia and Europe. The company has over twenty years experience as a Pay TV operator in Africa, offering cutting-edge digital technology and a selection of DStv bouquets containing premium television channels for subscribers in 47 African countries and the adjacent Indian Ocean islands.

MultiChoice Africa provides its digital satellite television service – DStv - to subscribers' homes from two different satellites, namely: the Intelsat 7 ("IS 7") Ku BAND and Eutelsat W7 ("W7") Ku Band.

MultiChoice Africa provides a dynamic technology platform and assembles a range of bouquets built around compelling news, as well as premium movies, documentaries and sports channels for subscribers. Our mission is to constantly be at the cutting edge of new technology that enables DStv subscribers to enjoy the very best home television experience.

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