



## **DSTV EUTELSAT STAR AWARDS PLACES SCIENCE AND TECHNOLOGY ON AFRICA'S EDUCATION AGENDA**

Thursday 15 September 2011

On Monday 12 September at Vilamoura, Sandton Sun Johannesburg in South Africa, MultiChoice Africa and Eutelsat in collaboration with Mindset Learn saw the first edition of the *DStv Eutelsat Star Awards* draw to an exciting end at a Gala Dinner presided over by the South African Minister of Science and Technology, Mrs Naledi Pandor. At the event, the Minister encouraged TV channels, stakeholders and big business to engage with governments to see how, where and when they could enhance the participation of youth in marginalised parts of the continent in various science and technology initiatives.

Ugandan student, Mary Musimire came out top in the Best Entry Award category with an essay entry which impressed the judges with its creativity and won a trip for her with her parent/legal guardian to watch a live rocket launch and a visit to Eutelsat in France. The essay was titled "*Looking to the sky for answers*". Runner up for the Best Overall Award went to Michael Yeboah from Ghana for his poster and he has won a trip to Eutelsat in France. Merit Award winners are Mauritian student Shanen Ganapathee for second best essay entry and Tofunmi Olagoke from South Africa for the second best poster entry. Both win a trip to South Africa to visit MultiChoice Africa and Mindset Learn's satellite broadcast facilities.

Out of over 800 entries from across the continent, the final judging panel reviewed 12 finalists' entries which included Chukwuka Ekweani (Nigeria), Sandile Dube (Swaziland), Kidanemarriam Belew (Ethiopia), Vitumbiko Chingwere (Malawi), Rebecca Nalwanga (Uganda) and Oluwaseyi Oloyede (Nigeria) and commented on the extremely high level of these entries.

The final judging panel members, comprised of Judging Chairman Professor George Smoot, Nobel Prize laureate and Astrophysicist; Dr Phethiwe Matutu, Chief Director South African Department of Science and Technology; Lauren Beukes, novelist and winner of the

2011 Arthur C Clarke Award for her novel *Zoo City*; Nadi Albino, Chief of Education UNICEF and Professor Amadi Ihunwo, Head Morphological Anatomy, Faculty of Health Sciences at the University of the Witwatersrand, all agreed that talent among Africa's students is abounding.

Excited about this initiative Professor Smoot said: "Young people and education are key to Africa's future and science in particular can play a key role in development. I am delighted and honoured to have been involved in promoting science and technology in schools. As jury chairman I was impressed by the quality of the entries and the Top 6 in particular. The winning entry essay showed passion and demonstrated a good understanding of satellites. There was accurate detail of how satellites can be used from managing climate change and natural resources to their uses in urban planning. We liked Mary's out-of-the-box thinking and creative expression. The second best essay entry by Shanen displayed an excellent and in-depth knowledge of satellites. Well done to all the contestants."

The Awards leveraged off MultiChoice's Resource Centres which have been established in over 1000 schools across Sub Sahara Africa to provide educational channels such as National Geographic, the History Channel and Mindset Learn to student and teachers via satellite, teachers are trained on how to use this programming to enhance teaching and learning.

Collins Khumalo President of MultiChoice Africa added that: "As a business born and bred in Africa, MultiChoice Africa is keenly aware of the challenges faced by many countries across the continent - specifically in terms of access to ICTs and the development of science and technology. With education as a key focus of our corporate social investment programmes, our decision to initiate this competition with Eutelsat and Mindset Learn created a natural synergy which was able to stimulate education and interest around satellites and their possible applications in Africa. An investment in the youth is an investment in the future - and we believe that education in the area of science and technology will make a fundamental difference to this future."

Adding to this Michel de Rosen, CEO of Eutelsat Communications said: "As Eutelsat we believe that our responsibility as a satellite operator is to deploy infrastructure that enables information and communication to be available to as many people as possible. There can be no sustainable development in high technology environments without increasing the numbers of engineers, technicians and teachers in order to build an inclusive digital environment. The high level of participation and the quality of the entries in the first edition is encouraging and motivates us to pursue initiatives that can stimulate young African minds to think about new technologies that will drive economic and social progress."

From the words of the 2011 DStv Eutelsat Star Awards winner, Mary Musimire from Uganda, she aptly points out in her closing conclusion in her essay that: “Someday in the future, may an African look at the sky and see beyond the stars, may he see cities growing, industries developing and the environment being reborn, the children being fed. May he see satellites further developing Africa!”

### **About Eutelsat Communications**

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 30 June 2011, Eutelsat's satellites were broadcasting more than 3,800 television channels. More than 1,100 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 120 million cable and satellite homes in Europe, the Middle East and North 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 just over 700 commercial, technical and operational employees from 30 countries.

[www.eutelsat.com](http://www.eutelsat.com)

### **For further information**

#### **Press**

Vanessa O'Connor                      Tel. : + 33 1 53 98 37 91                      [voconnor@eutelsat.fr](mailto:voconnor@eutelsat.fr)  
Frédérique Gautier                      Tel. : + 33 1 53 98 37 91                      [fgautier@eutelsat.fr](mailto:fgautier@eutelsat.fr)

#### **Analysts and Investors**

Lisa Finas                                      Tel. : +33 1 53 98 35 30                      [investors@eutelsat-communications.com](mailto:investors@eutelsat-communications.com)  
Léonard Wapler                              Tel. : +33 1 53 98 31 07                      [investors@eutelsat-communications.com](mailto:investors@eutelsat-communications.com)

### **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.

### **For further information contact:**

#### **Head: Corporate Affairs**

Caroline Creasy                              Tel: +27 11 289 3081                              [caroline.creasy@multichoice.co.za](mailto:caroline.creasy@multichoice.co.za)

---