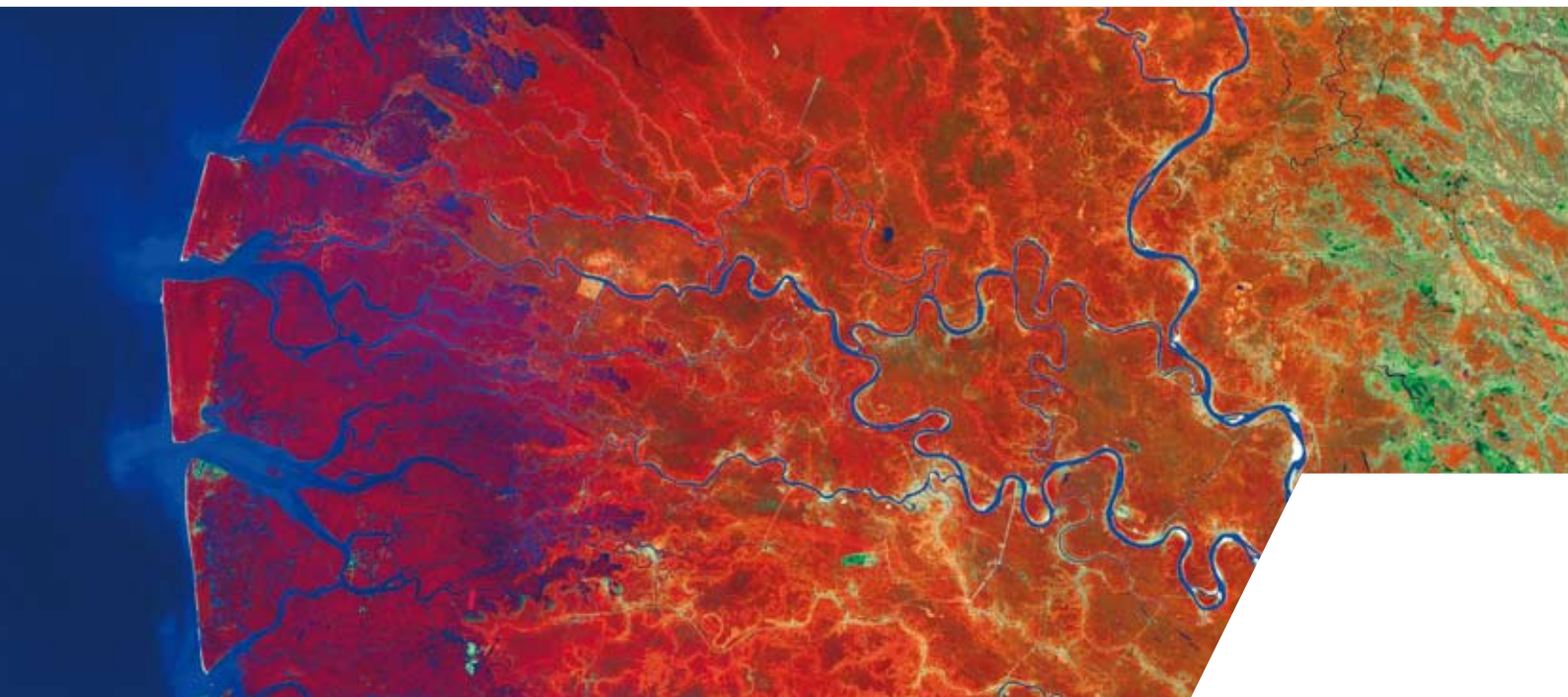




HDTV



Europe's leading HDTV platform

High-definition TV is the most exciting industry innovation since the introduction of colour television in the 60s. HDTV is already a bestseller in the US and is gaining momentum in Europe.

It is a true revolution in television resolution, with similar picture and sound quality to 35mm cinema film, as well as multichannel audio for different languages.

Film studios and commercial TV companies now produce most or all of their output in high definition and the demand for HD services is constantly growing.

We already have over 70 high-definition channels on our network because we offer access to one of the biggest HDTV-ready audiences. Our high-power, pan-European footprint reaches over 122 million homes in 35 countries, and we can simulcast standard and HD programming.



At the forefront of HDTV development

ASTRA has been at the forefront of HD's introduction to Europe. We have worked closely with the European HDTV forum since its inception, and in 2004 launched Euro1080, Europe's first full-time HD broadcaster.

Together with industry body DIGITALEUROPE, and broadcasters, we helped develop the specifications for HD equipment, as well as create the HD-ready logo to help guide consumers.



Current HDTV channels

ASTRA and SIRIUS already broadcast more than 70 HDTV channels, and we expect to have more than 100 by 2010.

Current channels include:

- > Austria – ORF 1
- > Benelux – Eén, Discovery, Brava, VROOM
- > Czech Republic – TV Nova, Eurosport
- > France – TF1, M6, Canal+, National Geographic, France 2 Eurosport, Sci Fi
- > Germany – Discovery, arte, Anixe TV
- > Poland – TVP
- > Scandinavia – SVT, TV1000, Viasat Sports, MTVN
- > Spain – Canal+ Dcine & Deportes
- > UK/Ireland – BBC, Sky One, Sky Arts, Sky Sports, Sky Movies, The History Channel, Disney Cinemagic

Your partner for HDTV

We are committed to the success of HD and support a wide range of marketing activities throughout Europe, working closely with customers to help them drive HD growth.

We commission regular research, providing customers and partners with up-to-date market intelligence.

We also promote the sector through conferences and trade fairs, and we provide information, training and POS tools for dealers and distributors.

Benefits

- > stunning picture quality and detail
- > up to 5 times more picture information than ordinary TV
- > vivid and life-like colours
- > cinema-style 16:9 widescreen aspect ratio
- > high-quality 5.1 Dolby Digital surround sound
- > multichannel audio for different languages
- > extended potential for computer game graphics and sound

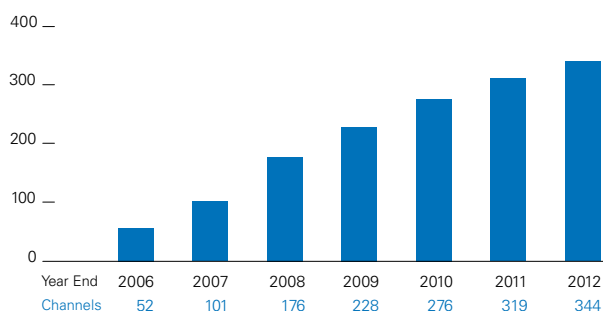
DIGITALEUROPE

DIGITALEUROPE (previously known as EICTA) has specified the following minimum technical specifications for 1080p HDTV-ready displays:

- > minimum resolution of 1080 lines and a minimum of 1920 horizontal pixels
- > HD input via analogue YPbPr and DVI or HDMI
- > the digital HD-capable DVI or HDMI input accepts these HD formats:
 - > 1280x720 @ 50 & 60Hz progressive - 720p
 - > 1920x1080 @ 50 & 60Hz interlaced - 1080i
 - > 1920x1080 @ 24, 50 & 60Hz progressive - 1080p
- > the digital HD-capable DVI or HDMI input supports HDCP content protection.

For more information on High Definition television labelling, please visit www.digitaleurope.org

Projected Growth of HDTV in Europe



Source: Screen Digest, July 2008

We believe there is always a new frontier. That's why we've spent nearly a quarter of a century investing in pioneering communications technology. But our biggest investment is in developing relationships. Whether that's with broadcasters, manufacturers or distributors, where we help to shape and define markets. Or whether it's with our technical partners, improving hardware and working on future innovations.

ASTRA is a business that is sustained by shared inspiration. And it is this that fuels our mission to deliver technologies that bring better communications to everyone, everywhere.

Why satellite?

Satellite means communications without limits. It means maximum bandwidth without the restraints on reach. Whatever your communication needs, satellite will reach more people everywhere.

Why ASTRA?

Reliability, service, technical expertise and innovation. We actively help everyone we work with, whether big or small. We offer technical help, marketing support and consultancy on wider industry matters and start-up ventures. Our long experience in helping clients, from the strategic, to the day-to-day, has helped us understand the true value of personal support.

Local presence

ASTRA is part of a global organization but our business is driven by local knowledge. We believe that each market is unique. That's why we have teams of people in local offices who work closely with our customers and fully understand their particular needs. We take our global expertise and bring it to your neighbourhood.

Africa – Johannesburg

Benelux – Hilversum

Central Eastern Europe – Warsaw

France – Paris

Germany – Munich

Great Britain – London

Italy – Rome

Poland – Warsaw

Spain – Madrid

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