

Association of Ethiopian Broadcasters improves video capacity

Eutelsat Communications has partnered with the Ethiopian Broadcasting Corporation and the Association of Ethiopian Broadcasters for video capacity on its EUTELSAT 8 West B satellite which will now broadcast a big major part of Ethiopia's channels.



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Ethiopian Broadcasting Corporation (EBC) is the Ethiopia's oldest and largest free-to-air broadcaster which provide programmes such as news, sport, music and other entertainment, broadcast predominantly in Amharic, the official working language of the federal government.

Founded in 2018, The Association of Ethiopian Broadcasters (AEB) is a group of privately owned, licensed broadcasters operating in Ethiopia and the members include Ethiopian Broadcasting Service (EBS), Fana TV, Walta, Kana TV, Arts, Nahoo TV, Afrihealth, OBS, LTV, Ahadu, DWTV, Asham TV and Balageru.

"We are proud to be working with leading broadcasters Ethiopian Broadcasting Corporation and the Association of Ethiopian Broadcasters in enriching the FTA experience for viewers across Ethiopia. These agreements also highlight the strength of Eutelsat's 7/8° West orbital position," said Michael Azibert, Eutelsat's chief commercial and development director.

EBC's chief technology officer, Messay Hurissa, added: "We are delighted to be working with an industry leader such as Eutelsat as part of our expansion into the untapped broadcasting public sphere within our territory and beyond. This partnership will allow EBC's customers to benefit from a much better performance with high quality broadcasting and customer support."

Anman Fissehazion, CEO of AEB, added: "Satellite technology plays a key role in reaching TV households across Ethiopia. One of AEB's goals is to increase and strengthen the number of TV households in our country. This goal can be reached if all broadcasters operate from a common orbital position to reach their audiences, such as 7/8° West. Today's signing is a major step in this venture and I am sure that our contract with Eutelsat will lead us to many more successes to better serve our viewers."

Source: NexTVAfrica.com.

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