

# Basque television in America

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Since last October '98 ETB SAT is broadcasting to America. This channel replaced GALEUSKA TV that was the first television project shared by the public television companies of Galicia, Euskadi and Catalunya. In mid 1998 the general directors of the radio-televisions of Catalunya and Euskadi agreed to venture separately in the American market once they had obtained the necessary experience.

At present ETB SAT broadcasts to America through the Hispasat satellite, which offers a good coverage and powerful broadcasting. Because the satellite is over the Atlantic Ocean 30° West in the Ecuador line, it does not cover the US West Coast, but it does reach the rest of the American Continent, from Canada to Tierra del Fuego, with antennae ranging from 0,6 meters to 1.5 meters depending on the areas.

## AT PRESENT IT REACHES 2 MILLION HOMES

The directors of ETB SAT want to place this television channel in the local distribution systems, using cable distribution or satellite systems such as Dish Network (USA), Sky y Direc TV (in Latin America). For the moment ETB SAT reaches approximately 2 million homes. This figure, important as it is, is still far from including all the Basque community spread throughout America.

At present any American home inside the coverage of the Hispasat satellite (the whole American continent except the west of USA and Canada), including central and northern Brazil, can obtain the necessary equipment to receive several television channels including ETB SAT. The price of the equipment is about 1 thousand US\$, and it also provides



the reception of the radio stations EUSKADI IRRATIA (broadcasting 24 hours a day in Euskera) and RADIO EUSKADI (broadcasting 24 hours a day in Spanish). You should contact the local installer in order to get the necessary equipment. If you send a fax to the address of ETB SAT in EUSKAL TELEBISTA you will get information about the local installer and you will have the real budget of the installation.

The directors of EUSKAL TELEBISTA will negotiate all requests of placing this channel in a local cable system. ETB SAT is a public service to the Basque community and therefore it is possible to reach agreements with the cable companies with no cost for users. We hope that the Basques living in America will not hesitate in insisting in placing ETB SAT in their cable systems and in contacting us to re-

ach agreements with the parties: the cable company and EUSKAL TELEBISTA.

ETB SAT has programs in Euskera (30%) and in Spanish (70%). The programs in Euskera are easy to watch. Those in Spanish have been selected because of their general interest and their quality. The idea is to offer a lively television with many informative, cultural and sport programs specifically for the Basques in America, but the programs are attractive enough to appeal to a broader public.

All Basques of America connected to Internet can have weekly information about the programs of ETB SAT. They only have to ask for it in these addresses:

### Departamento de ETB SAT

Telephone 34 94 603 1000

Fax 34 94 620 0681

E-mail: [sagrario@eitb.com](mailto:sagrario@eitb.com)

Journalist Bingen Zupiria has recently been appointed Director of Euskal Telebista.

Zurpiria has been working as press director for Lehendakari Ardanza and coordinating this magazine for the last nine years.

With this appointment, the Gipuzkoan journalist goes back to ETB, where he used to work in news programs.

**Zorionak!!!**

