



HISPASAT to distribute live events and movies to more than 500 theaters in Mexico

- **The agreement reached between the Spanish operator and the satellite service provider SPACENET will allow Mexican movie theaters to screen this content with the highest quality on the market, and with added speed and efficiency.**
- **Satellite movie distribution eliminates hardware, simplifies logistics, reduces the time required to bring movies to theaters, and does away with the risks of equipment loss or breakage.**

Madrid, May 11th 2015. The Spanish satellite telecommunications operator HISPASAT has announced today a long-term agreement signed with the Mexican satellite service provider SPACENET to distribute movies and live shows over the country's main movie networks. Thus, the more than 500 Mexican movie theaters covered by SPACENET's services will be able to receive top-quality content with added speed and efficiency, thanks to the power of HISPASAT's satellite Amazonas 3, which will assign a transponder to this service.

By signing this agreement, the two companies have consolidated a two-year-old relationship for the distribution of audiovisual content in theaters, a relationship which in 2014 made it possible to show the Brazil Football World Cup matches on screens throughout Mexico. Thanks to this agreement, it is expected that a broader and broader range of live events will be broadcast over this platform, and that both producers and independent theaters will be able to benefit from this flexible form of audiovisual distribution. SPACENET and HISPASAT are also working on extending this service to a number of movie theaters in other countries throughout Latin America.

Ignacio Sanchis, Chief Commercial Officer at HISPASAT, stated: *"this agreement marks the culmination of a long-term collaboration relationship with SPACENET in the field of content distribution for movie theaters. HISPASAT takes great satisfaction in being able to use the numerous capacities and the versatility of its satellites to provide novel services which add value to all kinds of companies – in this case, those related to the movie industry – and which bring culture and entertainment closer to all citizens, along with many other activities related to our daily life. The next step is, together with SPACENET, to put these benefits within reach of movie theaters and private citizens in other countries in Latin America"*.



Joaquín Patrón, general manager at SPACENET, stated that *“we have a very close relationship with HISPASAT, which has been made stronger thanks to this landmark for the movie industry, regarding content distribution for the main movie networks in Latin America. For Spacenet it is a pleasure to let theater owners benefit from our technology, so that they can use the latest technology to offer a wider range of films.”*

Satellite is shaping up to be a high-quality alternative to the traditional movie distribution model. Thus, the process is become less material-based by eliminating hardware and achieving a drastic simplification of the logistics used, as well as the time it takes to bring movies to theaters. Satellite also heightens security during shipment, as the risk of equipment loss or breakage is no longer an issue. By simply installing a small antenna, theaters can now receive movies directly from distributors in a very short period of time.

Satellite’s independence from geographical limitations –which enables it to simultaneously broadcast content to any place inside its coverage area– and its ability to handle formats requiring wide bandwidth (e.g. classic High Definition, the new Ultra High Definition, and even 3D) make satellite distribution a suitable option for movie theaters.

Through its different orbital positions and satellites, the HISPASAT Group is Latin America’s leading provider of audiovisual broadcasting, contribution and distribution services. The power of its fleet makes it possible to offer high-quality live content of the sort required by movie theater operators, who have found a new source of income in the live broadcast of sporting and music events.

About SPACENET

Spacenet Communication Services Mexico, (Spacenet) is a 100%-private Mexican company founded in 1996. It is a leading provider of satellite communication services, both fixed and mobile, for the sea, air and land sectors, with clients from both the public and private sectors, based out of its teleports in Puebla and Mexico City. Spacenet is the first licensee of a public satellite telecommunications network and the first satellite service provider in the Mexican Republic to offer a redundant teleport platform driven by iDirect. Today Spacenet serves key mid-sized and large companies from several industries, including telecommunications, banking, petrochemistry, education, agriculture, as well as governmental entities. Visit www.spacenet.com.mx.



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About HISPASAT Group

HISPASAT Group is comprised of companies that have a presence in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR is based. The Group is a world leader in the distribution and broadcasting of Spanish and Portuguese content, and its satellite fleet is used by important direct-to-home television (DTH) and high-definition television (HDTV) digital platforms. HISPASAT also provides satellite broadband services and other added value solutions to governments, corporations and telecommunication operators in America, Europe and North Africa. HISPASAT is one of the world's largest companies in its sector in terms of revenue, and the main communications bridge between Europe and the Americas.

www.hispasat.com