

## HISPASAT organises its VIII Meeting of Space Telecommunications at UIMP

- **Leading companies in the aerospace and telecommunications sectors from all over the world will discuss the new challenges of the telecommunications market.**

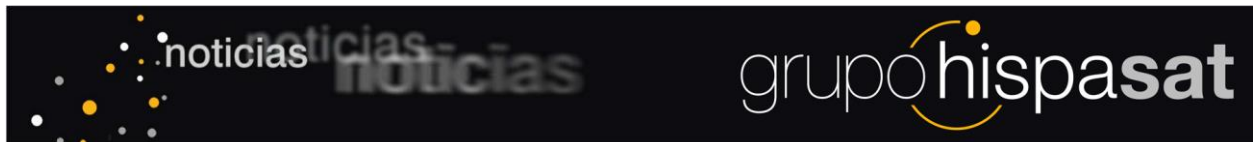
**Madrid, 27 June 2016.** On 29 and 30 June, Spanish satellite telecommunications operator HISPASAT is organising the VIII Meeting of Space Telecommunications at the Menéndez Pelayo International University (UIMP) in Santander. This meeting is titled “Responses of the satellite sector to new challenges in the telecommunications market”. Leading Spanish and international companies in the aerospace sector will come together to analyse this topic from the various points of view of the satellite industry.

In the six working sessions, top executives of manufacturing companies, launchers, operators and telecommunications service providers will discuss how to take on the new challenges faced by the satellite industry at a time when the market is becoming increasingly competitive and demanding.

The constant increase of data traffic and audiovisual content consumption, the increasing demand for greater capacity, ubiquity, quality and mobility of communications, and the emergence of new players and proposals from sectors closely related to the satellite sector, make the revision of traditional paradigms of this business necessary in order to look for solutions that supplement the characteristic advantages of satellites, that is, high capacity, full coverage, quick deployment and extensive experience, and promote competitiveness against other technologies.

HISPASAT President Elena Pisonero will open the event next Wednesday at 1:30 pm. On Thursday, after the sessions have concluded, the Meeting will close with remarks made by Magali Vaissiere, Director of Telecommunications and Integrated Applications at the European Space Agency (ESA), and Carlos Espinós, CEO of HISPASAT.

The seminar is aimed at all professionals in the sector and students in programmes related to space telecommunications who wish to learn more about future developments in this field.



Communications management

### **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.