

## The VIII HISPASAT Meeting of Space Telecommunications begins at UIMP

- **The conference focuses on the “Responses of the satellite sector to new challenges in the telecommunications market”.**
- **Professionals from the aerospace and satellite telecommunications industries seek solutions to the new demands of an increasingly competitive market.**

**Santander, 29 June 2016.** This morning the VIII Meeting of Space Telecommunications, organised by Spanish satellite operator HISPASAT, began at the Menéndez Pelayo International University (UIMP) in Santander. Titled “Responses of the satellite sector to new challenges in the telecommunications market”, this conference involves top executives of leading national and international companies in the sector who will discuss these challenges and look for solutions to the new demands of an increasingly competitive market.

In the opening event, HISPASAT President Elena Pisonero pointed out that “the emergence of new disruptive agents from sectors closely related to the satellite sector make the development of new strategic plans that enrich the services offered by our telecommunication satellites necessary”.

According to Pisonero, “in order to respond to the new challenges, we must carefully consider our strengths and weaknesses and how we can work with both of them to ensure that our satellites continue to be competitive. Thus, we have been able to promote those areas in which we are unbeatable, that is, in high capacity, full coverage and extensive experience, through an increasingly refined use of the technologies within our reach”.

Elena Pisonero added that, in the face of these challenges, HISPASAT seeks innovative solutions to increase satellite services, focusing on customer needs. In this way, the company works to develop its advanced audiovisual services, such as multiscreen triple play services for content distribution via satellite to different devices, or Ultra High Definition TV, a sector in which the company is a leader. Mobility and connectivity services, or solutions for safety and emergency situations, are other areas in which HISPASAT has focused its efforts in innovation.

HISPASAT organises this Conference to bring together and converse with representatives of the entire satellite industry, both inside and outside Spain, which represents an excellent opportunity to lay the foundations for the Spanish space industry's continued progress.

During today's morning sessions, representatives of different Spanish companies and those of the leading international satellite manufacturers discussed different possibilities to increase the competitiveness of telecommunications satellites, reduce their size, analyse how to apply Moore's law to payloads and improve the construction process to build more flexible, efficient and lightweight satellites.

At the roundtables held during the morning of the 30th, new technological advances in the ground user segment and new developments in satellite platforms and their control ground segment will be discussed. The final session, which brings together leading satellite launchers, will focus on their contribution to the competitiveness of space telecommunications.

### **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.