

## HISPASAT sponsors the Complutense University of Madrid's Summer Courses in El Escorial

- **For another year the Spanish operator will continue to provide the Complutense University of Madrid with a satellite link so that they can transmit television signals.**
- **On 8 July, HISPASAT President Elena Pisonero will deliver the closing ceremony for the course “Television is no longer what it used to be: the multiscreen revolution”.**

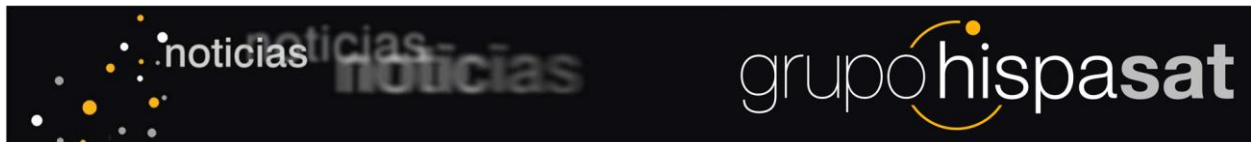
**Madrid, 7 July 2016.-** This year Spanish satellite telecommunications operator HISPASAT is once again the technology sponsor of the 2016 Summer Courses being held from 27 June to 22 July in San Lorenzo de El Escorial, organised by the Complutense University of Madrid.

HISPASAT is working together with the Complutense University of Madrid to provide the technological solution that allows them to transmit television signals over a satellite link located in the Euroforum Infantes, where the Summer Courses are held. The link can be used by all news services and television programmes that wish to send out the images and news updates on the courses that are prepared and distributed by the Complutense University's production house (UCMTV). This service is provided by Hispasat satellite 30W-4.

HISPASAT's collaboration is part of its CSR policy in which the company commits to promoting the spread of knowledge, facilitating information access for as far as the coverage of its satellites will reach.

**The closing ceremony for the course “Television is no longer what it used to be: the multiscreen revolution”.**

HISPASAT President Elena Pisonero will deliver the closing ceremony for the course “Television is no longer what it used to be: the multiscreen revolution” and will hand out diplomas to participants. The closing ceremony will be held tomorrow, 8 July, at 12:00 noon.



→ Communications management

“Television is no longer what it used to be: the multiscreen revolution” is run by Antonio San José, journalist and Director-General of Non Stop People, and José Manuel Lorenzo, President of PATE, DLO and Non Stop People. The course focuses on providing answers about the development of traditional television and its transformation in order to adapt to the new times. Specialists in new types of audiovisual content consumption have come together this week in El Escorial to analyse the future of this sector, the possibilities of multi-platforms, creativity in social networks, the challenge of YouTube, pay-per-view services and new DTT offers that are all now part of Spain’s audiovisual landscape.

### **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.