

HISPASAT to broadcast the 4K World Summit live from Seville

- **The operator will broadcast via satellite and in 4K format the talks given at this international forum on 10 and 11 November.**
- **HISPASAT will also participate in talks at the event together with important sector representatives to discuss the future of this technology.**

Madrid, 9 November 2016. Spanish satellite and telecommunications operator HISPASAT will broadcast live, via satellite and in 4K format, the talks given at the 4K World Summit in Seville. This year marks the second edition of the summit and it will be attended by important representatives of the industry worldwide.

This demonstration will show 4K World Summit attendees the entire value chain of the live broadcast of events in this technology. To do so, there will be a 4K production and broadcasting unit, as well as equipment that receives and displays the signal. This signal will be broadcast by Hispasat satellite 30W-4 with a bandwidth of 25Mbps in 4K HEVC 50fps (High Efficiency Video Coding) technology. In addition to its reception during the event, the signal will be available free-to-air to all satellite TV customers under HISPASAT's 30°W position in Europe, so that they can enjoy the 4K World Summit talks and sessions using these means.

For this demonstration, HISPASAT is supported by Huri Broadcast, Medina Media 4K, Ontario Soluciones, Ovide, Samsung y Shooowit.

Talks

This year, the 4K World Summit will discuss the new television developments in this format that were used during the Rio de Janeiro Olympic Games, the Champions League, the European Championship and the Spanish League, among other broadcasts, which will be discussed by experts in Ultra High Definition (UHD) on 10 and 11 November in Seville, Spain. Some of the debates will be broadcast exclusively on Samsung Smart TVs.

Prominent speakers will participate in the 4K World Summit round tables to discuss Ultra High Definition (UHD) technology and content. José Antonio Guerra, Business Office Manager of HISPASAT, will be a speaker in one of the talks held on the first day of the summit, entitled



“CABLE VS SAT VS DTT VS 5G”, along with other representatives of telecommunications companies such as Movistar, Cellnex, Eutelstat and SES Astra.

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.

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