

HISPAMAR announces an incentives programme for the Brazilian audiovisual market at SET Expo 2016

- **HISPASAT's Brazilian subsidiary will invest over 1.5 million reais to install equipment with the main Brazilian pay television operators so they can receive content through extended C-band.**
- **SET Expo, which is currently taking place in Sao Paulo, is the most important business and technology event for the media in Latin America.**

Rio de Janeiro, 31 August 2016. HISPAMAR satellites, the joint venture between HISPASAT and Oi, has launched a strategic business action in the Brazilian audiovisual market through which it will invest over 1.5 million reais in a programme for installing reception equipment with the country's main pay operators. In this way, the operators will be able to receive their content through both standard and extended C-band, which is less vulnerable to interference, and thus promote the use of the latter type of frequency in the audiovisual sector.

According to Sergio Chaves, Business director in South America for HISPAMAR, "one of HISPASAT Group's aims is to always be at the forefront of technology. At the launch of a powerful and high-performance satellite such as the Amazonas 2, HISPAMAR was a pioneer in the use of extended C-band in Brazil in order to increase barriers against interference. HISPAMAR is now committed to promoting the use of this technology in the broadcasting market in order to have more options and capacity to transmit content more efficiently and without incurring additional costs". Chaves also stated that "HISPAMAR is open to assessing other types of incentives for its clients in the sector".

At the end of September, once all the equipment of the incentives programme has been installed, the pay television operators in Brazil will have the option to use extended C-band from Amazonas 2, but will also be able to receive content through standard C-band from Amazonas 3 using the same antenna, since both satellites operate in the same orbital position, 61° West.

In addition, the satellite operator plans to offer digital satellite news gathering (DSNG) companies an integrated video transmission service through C- or Ku-band, with Internet, voice and data access through Ka-band, a frequency which reduces the cost of this type of service and enables smaller antennas to be used.

HISPAMAR is presenting this and other news for the audiovisual market at the SET Trade Show and Conference 2016, the main business and technology event for media in Latin America, which is taking place at Sao Paulo's Expo Center Norte from 30 August to 1 September.

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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