

HISPASAT presents its latest innovations for the audiovisual sector at the 2017 NAB Show

- **The satellite operator reinforces its position in Ultra High Definition TV (UHDTV) technology and will broadcast its Hispasat 4K channel during the event.**
- **HISPASAT has reached an agreement with the operator TSA to distribute 14 channels of AMC Networks International Iberia for a three-year period.**

Madrid, 24 April 2017. - The Spanish satellite communications operator HISPASAT is presenting its latest innovations for the audiovisual market at the 2017 NAB (National Association of Broadcasters) Show, held in Las Vegas from 24 - 27 April. Each year the NAB Show brings together over 100,000 media and entertainment professionals from some 160 countries to debate and present the latest technological innovations in the world of television and communications.

At its stand (SU9813), the company will give a demonstration of the new content of its Ultra High Definition TV channel "Hispasat 4K", broadcast free-to-air in Europe via its Hispasat 30W-5 satellite and across North and Central America via its Amazonas 2 satellite. In recent months HISPASAT has continued to incorporate in its channel several short films selected from the finalists and winners of the Hispasat 4K International Short Film Festival, an event that the company has been celebrating since 2015 as a way of encouraging the creation of content in this format. Through this initiative and others, the Spanish operator has strengthened its position as a pioneer in the distribution of content in Ultra High Definition, once again demonstrating its commitment to remaining at the cutting edge of audiovisual technology.

Hispasat will also be presenting the new capabilities available in the three satellites it will be launching this year: H36W-1 (launched in January), H30W-6 and, especially, the Amazonas 5 satellite, which will be put into orbit in the coming months in order to provide high performance television services directly into homes (DTH) and it will allow 500 new channels to be broadcast, thus consolidating 61°W as the leading orbital position in Latin American television broadcasting. This satellite will be the key to definitely consolidating HD television and promoting 4K TV throughout the region.

On the other hand, HISPASAT has reached an agreement with the operator TSA, a company belonging to the Telefónica Group specialized in audiovisual services and solutions, to distribute



14 channels of AMC Networks International Iberia, the largest independent producer of theme channels in Spain and Portugal. The agreement has a duration of three years and broadcasting will begin in the month of September under the EMEA coverage of the Hispasat 30W-5 satellite.

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. For more information, contact:

www.hispasat.com