

## HISPASAT presents a new on-demand satellite video service in NAB 2019

- The Spanish operator will present at its stand a technical solution in Las Vegas Show to complement the linear television with a catalogue of additional content that viewers can watch whenever they want without having to be connected to the Internet.
- HISPASAT is positioned as an important operator in the television sphere by offering its clients advanced solutions for broadcasting multimedia contents.

**Madrid, 8 April 2019.-** HISPASAT, the Spanish satellite-based communications operators, presents its latest news for the multimedia market in the NAB (National Association of Broadcasters) Show 2019, which is held starting today until 11 April in Las Vegas. During the event, visitors to the HISPASAT stand (SU7825) will be able to experience a hybrid television demo which provides on-demand satellite video services (Push VoD), allowing broadcasters that employ this solution to offer their customers a complete user experience by combining on-demand content with linear television.

With this project HISPASAT strengthens its position as an operator that provides added value to its clients in the multimedia sector. Thanks to this satellite solution, providers can broadcast a catalogue of TV content which is stored in the user's decoder and which can be played at any time. Thus, subscribers to the DTH (Direct to Home TV) platforms featuring this service can enjoy their favourite content at any time, without the need to connect to the Internet. For this demo, HISPASAT has relied on Panaccess and Network Broadcast for their technological collaboration.

The NAB Show, which brings together more than 100,000 visitors related to the multimedia telecommunications sector, annually presents the most recent advances in the world of television and the technology that surrounds this sector.

### About HISPASAT

HISPASAT is comprised of companies that have a presence in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR is based. HISPASAT is a world leader in content distribution in Spanish and Portuguese speaking countries 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 and connectivity services, which include broadband access, mobility and the backhaul networks, in addition to other added value solutions for governments, companies 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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