



**TV Communications**

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## **Live from Shanghai: AUDI AG Press Conference**

- Three world premieres at Auto Shanghai 2015
- Live TV broadcast of the Audi press conference via satellite
- Time-delayed streaming on Audi MediaTV

**Ingolstadt, April 16, 2015 – Audi is presenting three world premieres at the most important Chinese auto show – Auto Shanghai – which is being held from April 22 to 29. The Audi press conference will take place on Monday, April 20, at 10:00 a.m. local time (4:00 a.m. CEST). The brand with the four rings is broadcasting it live via satellite and can provide comprehensive materials to any interested media outlets.**

**Monday, April 20, 2015**

**4:00 a.m. (CEST), 10:00 a.m. (CST)**

**National (Shanghai) Center for Exhibition and Convention**

Time-delayed streaming of the press conference is available at 8:00 a.m. (CEST) via [Audi MediaTV](#). It is also possible to embed the video on other websites.

TV stations can use the downlink to record the press conference. TV footage is available at [Audi MediaServices](#). Further information about the Audi press conference is also provided there, together with photos and the web video.

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## Information for TV stations

Satellite Data "AUDI AG – Press Conference Auto Shanghai 2015"

Date: April 20, 2015  
Time: 02:00 – 02:30 GMT (04:00 – 04:30 CEST)

Live feed to start at approx. 01:50 am GMT

Satellite: EUT 10A  
Transponder (digital): Tp. F5  
Slot: 01-06  
Downlink Frequency: 12.676,83 MHz  
Polarisation: horizontal (x)  
Video Std: 1080i/50 Hz PAL

Audio Channels: Channel 1: English; Channel 2: German,  
Channel 3: Chinese

Modulation: DVB-S2 / 8 PSK  
Symbol rate: 7.2000 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption