



Electronic Media Communications

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**Save the date:
Live streaming of Audi press conference at 2018
Geneva Motor Show**

- Show premiere of the new Audi A6
- Live broadcast of Audi press conference via satellite, Internet and Smart TV

Geneva/Ingolstadt, March 2, 2018 - At the 88th Geneva International Motor Show from March 8 to 18, 2018, the brand with the four rings will present the new Audi A6 for the first time. The elegantly drawn sedan is the all-round talent in its segment – scoring in terms of digitalization, comfort and sportiness. Audi will also present its new full-size luxury models in Geneva, the Audi A7 and the Audi A8.

Those eager to follow the action can watch the Audi press conference on Tuesday, March 6 from 9:00 a.m. (CET) – live via satellite, on the Internet and via Smart TV. After the event has concluded, a recording and additional TV footage will be available at www.audimedia.tv.

**AUDI AG press conference
Tuesday, March 6, 2018
from 9:00 a.m. (CET)**

- on **Audi MediaTV**: www.audimedia.tv
(German and English, link provided for embedding the livestream in other websites)
- via Smart TV using the **Audi MediaTV app**
- via satellite (German and English)
- on the Facebook page of **AUDI AG**



Satellite details / Technical information for TV media regarding live broadcast

USA / Canada - live HD Feed

Date: March 6, 2018
Time: 03:00am EST – 03:15am EST / 08:00am GMT – 08:15am GMT
Live feed to start at apprx. 02:55am EST / 07:55am GMT
Satellite: Galaxy 17
Transponder (digital): 24K. Slot 4-4
Downlink Frequency: 12.193,500 MHz
Polarisation: Y
Video Std: 1080i/60Hz in NTSC
Audio Channels: Channel 1: English (IT) +2: German
Modulation: DVB-S2 / 8 PSK
Symbol rate: 7.1200 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

Europe / Middle East - live HD Feed

Date: March 6, 2018
Time: 09.00am – 09.15am CET / 08:00am GMT – 08:15am GMT
Live feed to start at apprx. 08:55am CET / 07:55am GMT
Satellite: EUT 12 WB
Transponder (digital): F11, Ch. D+
Downlink Frequency: 12.730,450 MHz
Polarisation: Y
Video Std: 1080i/50 Hz PAL
Audio Channels: Channel 1: English (IT) +2: German
Modulation: DVB-S2 / 8 PSK
Symbol rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption



Middle East / Asia / Australia - live HD Feed

Date:	March 6, 2018
Time:	08:00am GMT – 08:15am GMT
Live feed to start at approx.	07:55am GMT
Satellite:	Asiasat 5
Transponder (digital):	C7H, Slot 5
Downlink Frequency:	3.893,500 MHz
Polarisation:	X
Video Std:	1080i/50 Hz PAL
Audio Channels:	Channel 1: English (IT) +2: German
Modulation:	DVB-S2 / 8 PSK
Symbol rate:	7.2000 Msymb/s
FEC:	3/4
MPEG:	4:2:0 / MPEG4
Encryption:	No encryption

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The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. 100 percent subsidiaries of AUDI AG include Audi Sport GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand, 3,815 sports cars of the Lamborghini brand and 55,900 motorcycles of the Ducati brand. In the 2016 fiscal year, AUDI AG achieved total revenue of €59.3 billion and an operating profit of €3.1 billion. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.