



Electronic Media Communications

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Save the date: Audi press conference at the CES live from Las Vegas

- **Insight into the future of in-car entertainment**
- **Live broadcast of the Audi Press Conference from Las Vegas via satellite, internet and smart TV**

Las Vegas/Ingolstadt, January 3, 2019 – The International Consumer Electronics Show (CES) is being held in Las Vegas from January 8 to 11, 2019. At the world's largest electronics trade show, Audi will present the next stage in in-car entertainment and provide a preview of the digital premium experience of the future. The brand with the Four Rings will broadcast the press conference live by satellite, internet and smart TV.

The event will take place on January 8, 2019, at 8:00 p.m. CET – Audi will broadcast live worldwide by satellite, on the internet and via smart TV.

**Audi press conference from the Consumer Electronics Show (CES)
Las Vegas, USA
Tuesday, January 8, 2019
8:00 p.m. (CET)**

- on **Audi MediaTV**: www.audimedia.tv
(English and German, including link for embedding the live stream in third-party websites)
- via satellite (English)
- via smart TV using the **Audi MediaTV app**
- on the **Audi MediaTV YouTube channel**
- on the **Facebook page of AUDI AG**

A recording of the show as well as TV footage will be available afterwards at www.audimedia.tv.



Satellite details / Technical information for TV media regarding live broadcast

Europe - live HD Feed

Date:	January 8, 2019
Live feed to start at	8:00 pm CET
Satellite:	EUTELSAT 7B
Pos.:	7.0° EAST
Slot:	Lease CH.D 9.00
TP:	F6
Download Frequency:	12,703.830 MHz
Polarization:	RY (Vertical)
Format:	HD 1080 50i
Modulation:	DVBS2 8PSK
Encoding:	MPEG4 4:2:0
FEC:	3/4
SR:	7.2

USA - live HD Feed

Date:	January 8, 2019
Live feed to start at	11:00 am GMT-8
Satellite:	SES 1/101 west
Pos.:	101° WEST
Slot:	Channel B
TP:	07K
Download Frequency:	11,834.900 MHz
Polarization:	RY (vertical)
Format:	HD 1080 60i
Modulation:	DVBS2 8PSK
Encoding:	MPEG4 4:2:0
FEC:	3/4
SR:	7.2

- End -

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 2017 fiscal year, AUDI AG achieved total revenue of €60.1 billion and an operating profit of €5.1 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.