



**Electronic Media Communications**

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**Save the date:  
Live stream of Audi Press Conference at 2019  
Geneva Motor Show**

- Audi continues electric offensive
- Compact electric SUV show car celebrates world premiere
- Live broadcast of Audi Press Conference via satellite, internet and smart TV

Geneva/Ingolstadt, March 1, 2019 – The brand with the Four Rings is entering the next phase of its electric offensive at the 89th Geneva Motor Show from March 5 to 17, 2019. Audi is presenting a compact electric SUV in Geneva and offering a preview of the Audi e-tron Sportback. Four new plug-in hybrid models mark the launch of a major PHEV initiative.

Those eager to follow the action can watch the Audi Press Conference on Tuesday, March 5, starting at 8:00 a.m. (CET) – live via satellite, the internet and smart TV. After the event has concluded, a recording and additional TV footage will be available at [www.audimedia.tv](http://www.audimedia.tv).

**AUDI AG Press Conference  
Tuesday, March 5, 2019  
starting at 8:00 a.m. (CET)**

- on **Audi MediaTV**: [www.audimedia.tv](http://www.audimedia.tv)  
(German and English, link provided for embedding the live stream in other websites)
- via satellite (German, English and Chinese)
- via smart TV using the **Audi MediaTV app**
- on the Facebook page of **AUDI AG**
- on the **Audi MediaTV** YouTube channel



Satellite details / Technical information for TV media regarding live broadcast

### **Europe - live HD Feed**

Date: March 5, 2019  
Live feed to start at 08:00 am CET  
Satellite: EUT 12 WB  
Transponder (digital): F06  
Downlink Frequency: 12.625,250 MHz  
Polarization: X  
Format: 1080i/50 Hz PAL  
Audio Channels: Channel 1: English (IT), Ch. 2: German  
Modulation: DVB-S2 / 8 PSK  
Symbol Rate: 7.2000 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption

### **Asia - live HD Feed**

Date: March 5, 2019  
Live feed to start at 07:00 am GMT  
Satellite: Asiasat 5  
Transponder (digital): C7H, Slot 3-3  
Downlink Frequency: 3.875,500 MHz  
Polarization: X  
Format: 1080i/50 Hz PAL  
Audio Channels: Channel 1: English (IT), Ch. 2: German, Ch. 3: Chinese  
Modulation: DVB-S2 / 8 PSK  
Symbol Rate: 7.2000 Msymb/s  
FEC: 3/4  
MPEG: 4:2:0 / MPEG4  
Encryption: No encryption

### **USA - live HD Feed**

Date: March 5, 2019  
Live feed to start at 02:00 am EST  
Satellite: SES-1  
Transponder (digital): K13  
Downlink Frequency: 11.946,500 MHz  
Polarization: Y  
Format: 1080i/60Hz in NTSC  
Audio Channels: Channel 1: English (IT), Ch. 2: German  
Modulation: DVB-S2 / 8 PSK  
Symbol Rate: 7.1200 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 18 locations in 13 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 2018, the Audi Group delivered to customers about 1.812 million automobiles of the Audi brand, 5,750 sports cars of the Lamborghini brand and 53,004 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.

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