



Electronic Media Communications

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Live from Shanghai: AUDI AG Press Conference

- The Audi electric initiative continues with two world premieres at Auto Shanghai
- Concept car offers a preview of autonomous driving in an urban space
- Live broadcast of Audi Press Conference via satellite, internet and smart TV

Shanghai/Ingolstadt, April 11, 2019 – Audi is presenting two world premieres at China's most important motor show in Shanghai from April 16 to 25. The brand with the four rings is augmenting its all-electric product range with the Audi Q2L e-tron, which was specially developed for the Chinese market. Audi is also presenting a concept car in Shanghai that illustrates its vision for automated driving in an urban space.

Those eager to follow the action can watch the Audi Press Conference on Tuesday, April 16, starting at 11:00 a.m. local time (5:00 a.m. CEST) – 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.

AUDI AG Press Conference
Tuesday, April 16, 2019
11:00 a.m. (CST) / 5:00 a.m. (CEST)

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



Satellite details / Technical information for TV media regarding live broadcast

Europe - live HD Feed

Date: April 16, 2019
Live feed to start at 05:00 am CEST
Satellite: EUT 12 WB
Transponder (digital): F01 Ch. C
Downlink Frequency: 12.511,000 MHz
Polarization: Y
Format: 1080i/50 Hz PAL
Audio Channels: Channel 1: English (IT), Ch.2: Chinese
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: April 16, 2019
Live feed to start at 11:00am CST
Satellite: Asiasat 5
Transponder (digital): C7H, Ch. 9B
Downlink Frequency: 3.866,500 MHz
Polarization: X
Format: 1080i/50 Hz PAL
Audio Channels: Channel 1: English (IT), Ch.2: Chinese
Modulation: DVB-S2 / 8 PSK
Symbol Rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

USA / Canada - live HD Feed

Date: April 15, 2019
Live feed to start at 11:00pm EDT
Satellite: SES-1
Transponder (digital): K07, Ch. K07B
Downlink Frequency: 11.834,900 MHz
Polarization: Y
Format: 1080i/60Hz in NTSC
Audio Channels: Channel 1: English (IT), Ch.2: Chinese
Modulation: DVB-S2 / 8 PSK
Symbol Rate: 7.1200 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption



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 2018 fiscal year, AUDI AG achieved total revenue of €59.2 billion and an operating profit before special items of €4.7 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.
