



TV Communications

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Live from Geneva: Press Conference at the International Motor Show – featuring the Audi A3 concept

- **Tuesday, March 1 at 7.45 a.m. (CET), Palexpo, Geneva**
- **TV: Live transmission via satellite with downlink option**
- **Internet: Live stream on Audi MediaServices**
- **Footage available online**

Geneva/Ingolstadt, February 23, 2011 – Audi will unveil a new four-seater notchback sedan at the International Motor Show in Geneva on March 1. The attractive A3 concept offers a glimpse into the future and the coming generation of the Audi A3.

**Audi Press Conference
Tuesday, March 1, 2011
7.45 a.m. (CET), Palexpo
Geneva**

The event can be recorded live via downlink using satellite coordinates. A detailed list of the various downlink options can be found below.

You can watch the press conference live at www.audi-mediaservices.com/geneva2011 or mobile on your iPhone using the AudiMedia app. You can also integrate the event as a live stream on your website:

For mobile devices:

Video size: 320 x 180 pixels

Video + audio data rate = 420 kbit/s

Flash:

<rtmp://62.113.210.107/ct-live/audigenfstream1>

HTML5:

src="http://62.113.210.107/ct-live/_definst_/mp4:audigenfstream1/playlist.m3u8"



For end devices with high bandwidths:

Video size 720 x 404 pixels

Video + audio data rate = 800 kbit/s

Flash:

<rtmp://62.113.210.107/ct-live/audigenfstream2>

HTML5:

src="http://62.113.210.107/ct-live/_definst_/mp4:audigenfstream2/playlist.m3u8"

TV footage is available at www.audi-mediaservices.com. This site also includes further information as well as photos and the Audi Press Conference web video.

If you are interested in the above, please contact our TV and Radio Coordinator, Florian Otto (florian.otto@audi.de / tel: +49 (0)841 89 47562).

In the event that you require technical support for your TV, web TV or radio productions on location in Geneva, please contact us as soon as possible.

- End -



Information for TV stations

Satellite broadcast of Audi Press Conference

at 81st International Auto Show from Geneva, Switzerland

Europe/ Middle East - live feed

Date: March 01, 2011

Time: 07.45 - 08.10 CET (= 06.45 - 07.10 UTC/GMT)

**Live feed to start at appx 07.45 CET (= 06.45 UTC/GMT)
to be followed by footage**

satellite will be open from 07.25 CET (= 06.25 UTC/GMT)

Satellites: W2A - at 10 ° East

Txp. B1- Channel 1 9MHz ku slot

Downlink Frequency: 10.996,000 MHZ

Downlink Polarisation: horizontal (X)

**Encoding: MPEG2/ 4:2:0 Tiernan / DVB-S / QPSK modulation
SR 6.1113 msym/sec**

FEC 3/4 clear key

Video Standard: 625/PAL 16:9 SD feed

**Audio: Ch 1: original German show mix, Ch 2: English
commentary guide**

Trouble No. at SNG +49-171-81 222 55



Information for TV stations

**Satellite broadcast of HILIGHT FEED containing
Audi Press Conferences at 81st International Auto Show from Geneva**

Europe/ Middle East - highlight feed

Date: March 01, 2011
Time: 17.00 - 18.00 CET (= 16.00 - 17.00 UTC/GMT)
Satellites: W2A - at 10 ° East
Txp. F5- Channel 4 9MHz ku slot
Downlink Frequency: 12.685,830 MHZ
Downlink Polarisation: horizontal (X)
Encoding: MPEG2/ 4:2:0 Tiernan / DVB-S / QPSK modulation
SR 6.1113 msym/sec
FEC 3/4 clear key
Video Standard: 625/PAL 16:9 SD feed
Audio: Ch 1: original German show mix, Ch 2: English
commentary guide
Ch 3: French commentary guide for Porsche only

Trouble No. at SNG +49-171-81 222 55



Information for TV stations

**Satellite broadcast of HILIGHT FEED containing
Audi Press Conferences at 81st International Auto Show from Geneva**

South Africa - highlight feed

Date: March 01, 2011

Time: 16.00 - 17.00 UTC/GMT

**Satellite: IS-12 at 45 ° East
Txp. 06K- Channel C 9MHz ku slot**

Downlink Frequency: 11.513,500 MHZ

Downlink Polarisation: horizontal (X)

**Encoding: MPEG2/ 4:2:0 Tandberg / DVB-S / QPSK modulation
SR 6.1113 msym/sec**

FEC 3/4 clear key

Video Standard: 625/PAL 16:9 SD feed

**Audio: Ch 1: original German show mix, Ch 2: English
commentary guide
Ch 3: French commentary guide for Porsche only**

Trouble No. at SNG +49-171-81 222 55



Information for TV stations

**Satellite broadcast of HILIGHT FEED containing
Audi Press Conferences at 81st International Auto Show from Geneva**

USA/Canada/South America - highlight feed

Date: March 01, 2011
Time: 11.00 - 12.00 ET (= 16.00 - 17.00 UTC/GMT)
Satellite: IS-805 at 304.5° East (or 55.5°West) 9MHz c-band slot
Txp. 12/12 - Channel H
Downlink Frequency: 3856.500 MHZ
Downlink Polarisation: vertical (Y)
Encoding: MPEG2/ 4:2:0 Tandberg / DVB-S / QPSK modulation
SR 6.1113 msym/sec
FEC 3/4 clear key
Video Standard: 525/NTSC 16:9 SD feed
Audio: Ch 1: original German show mix, Ch 2: English
commentary guide
Ch 3: French commentary guide for Porsche only

Trouble No. at SNG +49-171-81 222 55



Information for TV stations

Satellite broadcast of Audi Press Conference

at 81st International Auto Show from Geneva, Switzerland

Middle East / Asia / Australia - live feed

Date: March 01, 2011

Time: 06.45 - 07.10 UTC/GMT

Live feed to start at appx 06.45 UTC/GMT
to be followed by footage

satellite will be open from 06.25 UTC/GMT

Satellite: Asiasat 5 at 100.5° East

Txp. C3V - Channel 4 - 9MHz c-band

Downlink Frequency: 3753.500 MHZ

Downlink Polarisation: vertical (Y)

Encoding: MPEG2/ 4:2:0 Tandberg / DVB-S / QPSK modulation
SR 6.1113 msym/sec

FEC 3/4 clear key

Video Standard: 625/PAL 16:9 SD feed

Audio: Ch 1: original German show mix, Ch 2: English
commentary guide

Trouble No. at SNG +49-171-81 222 55