



TV Communications

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Save the date: Audi press conference at CES 2016 in Audi MediaTV livestream

The International Consumer Electronics Show (CES) takes place from January 6–9, 2016, in Las Vegas. At the world's largest electronics show, Audi is exhibiting its latest technical developments alongside a concept study and further models. The brand with the four rings is broadcasting the press conference live by satellite and on the Internet.

Audi press conference at the CES Las Vegas

Wednesday, January 6, 2016

8:00 p.m. (CET)

11:00 a.m. (Pacific Standard Time)

Las Vegas Convention Center

- via **satellite** in TV quality: see table for details
- on **Audi MediaTV**: www.audimedia.tv (German and English, embedding on other websites possible)
- on **Facebook**: <http://bit.ly/AudiLivestreams> (German, embedding possible)
- in the **Audi Media Center**: www.audi-mediacyenter.com (German and English, a recording will also be available as a download following the event)

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. The company is present in more than 100 markets worldwide and produces at 16 locations in twelve countries. In the second half of 2016, Audi will start production of the Q5 in San José Chiapa (Mexico). 100-percent subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant'Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy).

In 2014, the latest full financial year, the Audi Group delivered to customers approximately 1.74 million automobiles of the Audi brand, 2,530 sports cars of the Lamborghini brand and approximately 45,000 motorcycles of the Ducati brand. AUDI AG achieved total revenue of €53.8 billion and an operating profit of €5.15 billion in 2014. At present, more than 80,000 people work for the company all over the world, 58,000 of them in Germany. Audi focuses on new products and sustainable technologies for the future of mobility.

*The collective fuel consumption of all models named above and available on the German market can be found in the list provided at the end of this MediaInfo.



USA - live HD Feed

Date: January 6. 2016
Time: 11:00am-11:20am PST / 07:00pm-
07:20pm GMT

Live feed to start at apprx. 10:45am PST
Satellite:

Galaxy 17, Slot A

Transponder (digital): 21K
Downlink Frequency: 12.106,500 MHz
Polarisation: Horizontal
Video Std: 1080i/60Hz in NTSC
Audio Channels: Channel 1+2: IT
Modulation: DVB-S2 / 8 PSK
Symbol rate: 7.2000 Msymb/s
FEC: 3/4
MPEG: 4:2:0 / MPEG4
Encryption: No encryption

Europe - live HD Feed

Date: January 6. 2016
Time: 07:00pm-07:20pm GMT

Live feed to start at apprx. 06:45pm GMT

Satellite: EUT 12 W
Transponder (digital): B2
Downlink Frequency: 11.023,170 MHz
Polarisation: Y
Video Std: 1080i/50 Hz in PAL
Audio Channels: Channel 1+2: IT
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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