



**Electronic Media Communications**

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[www.audimedia.tv](http://www.audimedia.tv)

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## Save the date: Live streaming of the Audi Brand Summit

- Audi brand event offers a glimpse into the future of mobility
- Full-size class SUV Audi Q8 celebrates world premiere
- Live broadcast of Audi Brand Summit via satellite, Internet and Smart TV

Shenzhen/Ingolstadt, June 1, 2018 – Audi invites viewers to its second national brand show in its largest single market – China – on Tuesday, June 5, 2018. At the Audi Brand Summit in the technology hotspot Shenzhen, the brand will present its Chinese market initiative with models from the Q family and mobility topics for the future. The highlight of the event is the world premiere of the new full-size class SUV, the Audi Q8.

The Audi brand show starts at 2:00 p.m. CEST – the brand with the four rings is broadcasting the event live via satellite, on the Internet and via Smart TV.

**Audi Summit – Shenzhen, China**  
**Tuesday, June 5, 2018**  
**2:00 p.m. (CEST)**

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

A summary of the press conference and additional TV footage of the Audi Q8 will be available afterwards at [www.audimedia.tv](http://www.audimedia.tv).

The press kits will be available for downloading starting at 2:00 p.m. at [www.audi-mediacyenter.de](http://www.audi-mediacyenter.de).



Satellite details / Technical information for TV media regarding live broadcast

**Europe - live HD Feed**

Date: June 5, 2018  
Live feed to start at 2:00 pm CEST  
Satellite: Eutelsat 7B  
Pos.: 7,0° East  
Slot: 7-7  
TP: B6  
Download Frequency: 11.180,830 MHz  
Polarisation: RY  
Format: HD 1080 50i  
Modulation: DVBS2 8PSK  
Encoding: MPEG4 4:2:0  
FEC: 3/4  
SR: 7.2

**Asia - live HD Feed**

Date: June 5, 2018  
Live feed to start at 2:00 pm CEST  
Satellite: Asiasat 5 C-BAND  
Pos.: 100,5° East  
Slot: 4-4  
TP: C7H  
Download Frequency: 3.884,500 MHz  
Polarisation: RX  
Format: HD 1080 50i  
Modulation: DVBS2 8PSK  
Encoding: MPEG4 4:2:0  
FEC: 3/4  
SR: 7.2

**USA - live HD Feed**

Date: June 5, 2018  
Live feed to start at 2:00 pm CEST  
Satellite: GAL-17  
Pos.: 269,0° East  
Slot: 4-4  
TP: 02K  
Download Frequency: 11.753,500 MHz  
Polarisation: RY  
Format: HD 1080 60i  
Modulation: DVBS2 8PSK  
Encoding: MPEG4 4:2:0  
FEC: 3/4  
SR: 7.2



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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 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.