

BIT AUDIOVISUAL 2018

Cellnex Telecom presents the latest solutions for the audiovisual sector, enriching viewer interactivity

- In collaboration with RTVE, the operator will broadcast images in UHD 4K from Torrespaña that can be received in Madrid and its metropolitan area
- Visitors to the Cellnex Telecom stand will learn about the advances in the field of Hybrid DTT and OTT
- Representatives of Cellnex are participating in the programme of talks held in the Auditorium, which complement the contents of the Bit Audiovisual exhibition

Madrid, 4 May 2018. Cellnex Telecom, Europe's leading neutral operator of wireless telecommunications and broadcasting infrastructures, is taking part once again in Bit Broadcast, the Professional Audiovisual Technology Fair under the title "The world is audiovisual", held from 8 to 10 May in Hall 7 of the IFEMA exhibition centre in Madrid.

In the current edition of Bit Audiovisual, now in its 30th year, Cellnex will announce a series of solutions at its stand (7D20) aimed at enhancing viewer interactivity, such as *Start Over*, which makes it possible to start streaming a programme again through an HbbTV application.

Cellnex Telecom will also show over-the-top (OTT) applications and services, which allow viewers an active role in the audiovisual content while also providing the broadcaster with more information on the result of its scheduling. These applications include video-on-demand services that can be accessed from HbbTV, PCs and tablets.

UHD 4K broadcasts from Torrespaña

During Bit Audiovisual from Torrespaña, Cellnex will broadcast a whole series of content recorded in UHD 4K HDR, to be broadcast from Torrespaña and received in Madrid and its metropolitan area via channel 32, modulated in DVB-T2 and encoded in HEVC.

During the event, three chapters will be broadcast of the documentary series Spanish cities, Heritage of Humanity, produced in 4K HDR by RTVE. The main cities covered in these broadcasts will be Santiago de Compostela, Mérida and Toledo.

In addition to Torrespaña, the 4k test signal broadcasts will also be made from the broadcasting centres of San Fernando de Henares, Collserola and Baix Llobregat in Barcelona, Valencina in Seville, Mijas in Malaga. Thanks to the collaboration with Televés, Santiago de Compostela has also recently been added to the list.

Cellnex, in the Bit Audiovisual conference programme

Cellnex's participation in the conference programme focuses on three presentations:

8 May:

"Historic agreement between RTVE, Atresmedia and Mediaset to promote HbbTV" (10.30 am)

Sergi Alsina, Senior Product Manager of the Product Strategy Management at Cellnex Telecom

10 May:

"Business transformation: Spectrum, 5G, OTTs ... (10.30 am)

Jaume Pujol, Head of Strategy at Cellnex Telecom

"Metropolitan Wanda: the first fully digital IP stadium in Europe (1 pm)

José Antonio Aranda, Director of Innovation and Product Strategy at Cellnex Telecom

About Cellnex Telecom

Cellnex Telecom is Europe's leading independent operator of wireless telecommunications and broadcasting infrastructures with a total portfolio of more than 27,000 sites and including Europe-wide roll-out forecasts up to 2023. The company operates in six countries: Spain, Italy, Netherlands, France, the United Kingdom and Switzerland.

Cellnex structures its activities into four main areas: telecommunication infrastructures services; audiovisual broadcasting networks; security and emergency service networks and solutions for smart urban infrastructure and services management (smart cities and the "Internet of Things" (IoT)).

Cellnex is listed on the continuous market of the Spanish Stock Exchange and is part of the selective IBEX 35 and EuroStoxx 600 indexes. It is also part of the FTSE4GOOD and CDP (Carbon Disclosure Project) sustainability indexes and has recently been included in the Standard Ethics index.

A benchmark in the Spanish audiovisual sector

Cellnex Telecom is the leading operator of broadcasting infrastructures in Spain and offers DTT and radio coverage for 99% of the population. The company provides broadcasting services from more than 3,000 broadcasting centres all over the country, distributing and broadcasting DTT multiplexes (MUX) with national coverage and FM radio signals for public and private radio broadcasters with national, regional and local coverage. It also has the towers and equipment required to provide a complete and highly reliable service with coverage throughout Spain.

Cellnex Telecom also works to promote the audiovisual sector, as a Certification Entity for Hybrid DTT, the system that allows viewers to browse the contents that broadcasters locate on the Internet, from the television receiver. Likewise, in cooperation with various broadcasters and manufacturers, it is performing pilot tests aimed at promoting the development and implementation of new audiovisual technologies.

The broadcast infrastructure services offered by Cellnex Telecom include: Digital TV (DTT, Premium DTT, hybrid DTT), Radio, Operations and maintenance services, Connectivity, Internet Media, and finally, Engineering and Consulting.

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