

## LOVEStv platform awarded the Grand Prix by the Jury of the 2018 HbbTV Awards in Berlin

- The jury chose the technological proposal of the project and declared that LOVEStv “transforms the way people watch TV on a large scale”
- LOVEStv is the audiovisual platform of RTVE, Mediaset and Atresmedia - developed by Cellnex Telecom - and makes full use of the internet while accessing linear DTTV
- The platform was chosen as the best proposal from among the 45 top-level European projects from various players and operators of the audiovisual sector

**Barcelona, 16<sup>th</sup> November 2018.** The LOVEStv platform, developed by Cellnex Telecom as a technology provider, won an award last night at the prestigious HbbTV Awards gala held in Berlin and organised by the HbbTV Association and Deutsche TV Platform. Specifically, LOVEStv won the Grand Prix from the jury, whose members valued the technological proposal of the audiovisual services platform and declared that “it transforms the way people watch TV on a large scale.”

Cellnex Telecom has worked as a technology provider on the LOVEStv project, alongside the Spanish broadcasters (RTVE, Mediaset and Atresmedia). The project allows viewers to make full use of the capacity of the internet while enjoying the advantages of linear DTTV while accessing non-linear content and services. It improves user experience with features like catch-up of the previous week's contents, restarting a programme that has already begun, and an improved programme guide.

LOVEStv has been designed as an open platform that can easily integrate any broadcasters wishing to enrich its content offering by providing a service that combines the benefits of linear DTTV with the interactivity provided by HbbTV technology.

The platform developed by Cellnex Telecom competed in the HbbTV Awards against 44 other front-line European nominees. You can find the details at <https://www.hbbtv.org/news-events/nominees-for-hbbtv-awards -2018-announced/>.

**Albert Cuatrecasas**, Managing Director of Cellnex Spain, underscored the qualitative and technological leap that the LOVEStv platform offers for DTTV and broadcasters. He also pointed to the considerable improvement in experience for users, for whom DTTV also now provides the autonomy and the capacity to access audiovisual content from Spanish broadcasters at their leisure, even if programmes have already started or were shown previously. “This is further evidence” - concluded Mr Cuatrecasas - “of the technological potential of DTTV together with future developments linked to 4K and ultra-high definition, inter alia.”

## About Cellnex Telecom

Cellnex Telecom is Europe's leading operator of wireless telecommunications and broadcasting infrastructures with a total portfolio of 28,000 sites including forecast roll-outs up to 2022. Cellnex operates in Spain, Italy, Netherlands, France, Switzerland and the United Kingdom.

Cellnex's business is structured in four major areas: telecommunications infrastructure 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)).

The company is listed on the continuous market of the Spanish stock exchange and is part of the selective IBEX 35 and EuroStoxx 600 indices. It is also part of the FTSE4GOOD and CDP (Carbon Disclosure Project) and "Standard Ethics" sustainability indexes.

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