



Madrid, September 22nd 2010

Test period started last week

TL5 LAUNCH ITS HIGH DEFINITION (HD) TV TONIGHT.

- **Viewers will have access to its wide range of contents with the highest image and sound quality of the market**

Telecinco starts tonight to broadcast in HD after a successful test period that was launched last week, becoming the **first commercial channel that set up the technique tests** prior to implementing this latest technology. Moreover, Telecinco will be the first generalist channel to broadcast all its programmes in HD.

With the implementation of this new technology H264, standardized in the European Union –which improves the current standard definition Mpeg2- viewers can access the complete offer of contents as of tonight –including shows and news of in-house production and fiction national and international series- with the highest quality of image and sound that the market can offer.

Therefore, normal broadcasting of Telecinco, La Siete, Factoria de Ficción and Boing, will continue, along with Telecinco in simulcast (standard definition and HD) so the audience will be able to tune into the contents from tonight.

Telecinco thus concluded the preliminary stages of their broadcasts in HD, and they have included the acquisition and adaptation of special equipment from Ericsson Company to transmit the signal in HD.

TELECINCO PRESS OFFICE