



## **ALDEA successfully transmits live coverage of the 2018 FIFA WORLD CUP from Russia**

### **All matches were transmitted in HD and UHD/4K**

#### *For immediate publication*

Montreal, Canada, July 16, 2018 – Aldea is pleased to announce that it has successfully delivered live transmissions of the 2018 FIFA World Cup to 14 customers around the world. By the time the final was played on Sunday, July 15, Aldea’s customers in Australia, Argentina, Brazil, Mexico, South Africa and Uruguay had distributed all 64 games in HD and UHD (Ultra High Definition)/4K to their respective subscribers.

For the first time at a World Cup, Aldea transmitted live content in UHD to numerous customers. Customers’ viewers equipped with UHD/4K television sets have benefited from a superior image resolution and enhanced overall quality, when compared to traditional high definition. Offering more lines, more pixels and more detail, UHD/4K brings consumers closer to the action than ever before.

To ensure its clients receive a truly exceptional UHD/4K experience, Aldea secured the most robust fiber routes from Russia with the necessary redundancy and diversity guaranteeing high reliability, security and minimal latency. Aldea also deployed the most advanced video encoding technologies available in the market for this undertaking.

“It is a real honour to once again work with numerous customers for such an important global sporting event; we are delighted of the continued trust in Aldea for their mission critical transmissions. This time around, several of our clients made Ultra HD an integral part of their event coverage” said Aldea CEO, Lionel Bentolila. He added: “As usual with Aldea solutions and services, special emphasis was devoted to reliability and diversity, video quality and signal latency. For this application, we deployed best-in-breed HEVC video compression technologies, following thorough tests in our labs; and adapted our network and operational workflows for UHD/4K transport.”

For this event, Aldea implemented over 100 video and data services in 4 different continents using its network and temporary provisioned fiber infrastructure. Throughout the championship over 5,600 hours of live video content was transmitted to its different customers.

**About Aldea**

Aldea Solutions Inc., a Canadian company, is a leading provider of high quality video services and solutions for the television and media industries. The company provides end-to-end worldwide transmission and content distribution services and operates an extensive fibre-based network, with points-of-service covering 35 cities and 25 countries throughout the Americas and Europe.

Aldea is a wholly owned subsidiary of the Marcatel Group ([www.marcatel.com](http://www.marcatel.com)). Learn more about Aldea at [www.aldea.tv](http://www.aldea.tv)

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