

# VIDEO

# ULTRA HD VIA SATELLITE

## DELIVER AN UNPRECEDENTED VIEWING EXPERIENCE

As 4K UHD takes off, with more than 152M UHD TVs forecast to be shipped worldwide by end 2024<sup>(1)</sup>, broadcasters are looking at UHD to differentiate their offer. Satellite provides the perfect platform, delivering consistent quality to viewers across wide geographic regions.

<sup>(1)</sup> Source: IHS Markit, Q3 2020

### DELIVER AN IMMERSIVE AUDIENCE EXPERIENCE

The vision of the future is fast becoming a reality for millions as the broadcast industry embraces UHD (Ultra HD). Its stunning immersive experience is surpassing consumer expectations today and will do for decades to come.

Satellites are a natural platform for broadcasting 4K and 8K UHD content. Their bandwidth availability and wide coverage areas enable viewers to receive the same quality signal wherever they are located within the satellite coverage.

### CONSISTENTLY STUNNING CONTENT VIA SATELLITE

At the HOTBIRD video neighbourhood, channels such as Travelxp 4K use HEVC encoding to reach DTH, cable and IPTV head-ends, across Europe and MENA.

For live events, broadcasters choose HEVC to deliver sports and other events, live in 4K UHD via satellite, giving TV audiences a stunning view of the action.

As demand for UHD grows, and broadcasters look to differentiate their offer, satellite is the perfect distribution platform to handle bandwidth requirements, delivering consistent quality to a maximum of viewers across wide geographic regions.

### WHY CHOOSE EUTELSAT?

- // Immediate reception of UHD content across the satellite coverage with consistent quality
- // Global distribution and local delivery of UHD services to TV and multiscreen
- // De-congestion of terrestrial networks from bandwidth heavy content

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