

# BROADCAST MARKET

## 4K PROMOTIONAL PERMANENT CHANNEL

HISPASAT is launching a 4K promotional channel in Europe and Central / North America in Sept. 2013. Extension to Latam is planned early 2014 (after launch of Amazonas 4A satellite in Jan 2014).

### OBJECTIVES

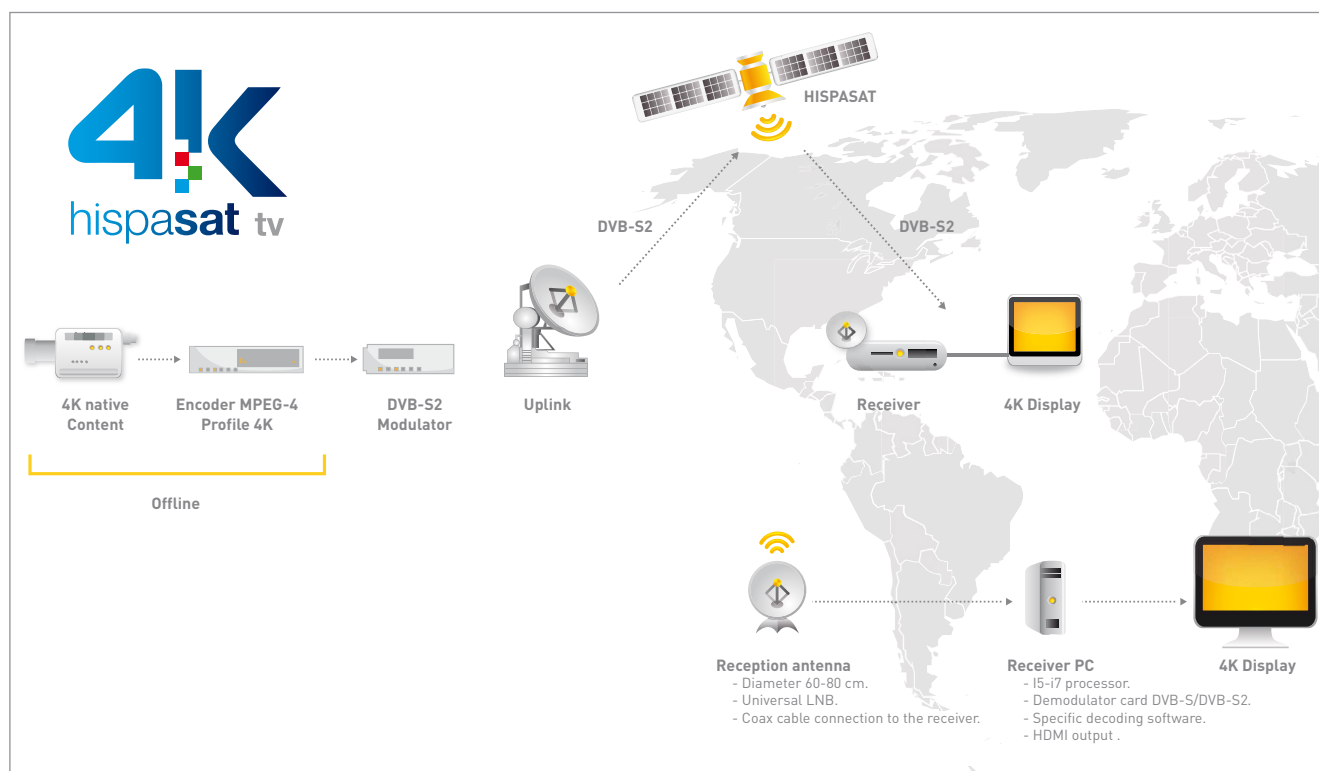
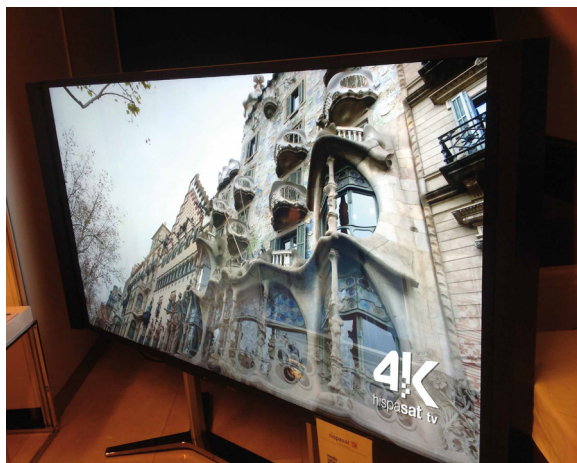
- Promote the adoption of UHD. Create awareness.
- Facilitate tests to the industry.

### OPPORTUNITIES

In cooperation with partners which share same objectives:

- Compression / Encoding.
- Consumer Electronics (TV).
- Content providers.

Got 4K content?: contact HISPASAT to broadcast it in your permanent 4K Channel "Hispasat 4K" promotional satellite channel available live and 24x7 in Europe and soon in United States, Central America and South America.



### PARTNERS

abertis telecom

DOLBY

LG  
Life's Good

MAGICBOX  
INTERACTIVE

THOMSON  
VIDEO NETWORKS

tve 4K

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