

## 4KUniverse channel to roll out across EMEA

4KUniverse, a 4K, high dynamic range (HDR) general entertainment channel, will soon be available in Europe, the Middle East and Africa after bagging a deal with Eutelsat.



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The channel will be introduced on Eutelsat's Hotbird video neighbourhood on November 1 and will be reaching cable and IPTV networks.

4KUniverse will beam original TV series, movies, documentaries, sports and primetime programming and will be available with Wide Colour Gamut, at 50 frames per second, and HLG HDR colour space.

The channel founder and CEO, Matthew Mancinelli, said, "4KUniverse will enjoy rapid growth across Europe, Middle East and North Africa thanks to our long-term agreement with Eutelsat's Hotbird satellite. It's exciting to be at the forefront of TV technology and together with Hotbird, we'll be able to fulfill customer demand of wanting the highest quality picture on television: 4K HDR."

Commenting, Eutelsat's executive vice president for global TV and video, Gerry O'Sullivan, said, "We are very pleased to welcome 4KUniverse on board our UHD platform in the Hotbird neighbourhood. Their exciting range of UHD series, movies and documentaries as well as a burgeoning live sport offering promises to delight and enthrall new audiences across Europe, Middle East and North Africa."

Eutelsat's Hotbird family comprises of three high-power satellites stationed at 13° East. Eutelsat Hotbird provides 1,000 television channels to more than 135 million TV homes in Europe, North Africa and the Middle East.

Source: <http://nextvnews.com/>.

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