

## NEW NATIVE 4K CONTENT ON FUNBOX 4K/UHD CHANNEL

Do Not Cross The Line - a crime series

## PRODUCT & TECHNOLOGY NEWS

4K Summit in London

## 4K COMING YOUR WAY

SPI's app streams  
4K to set-top boxes





**MULTITHEMATIC / PREMIUM / NATIVE 4K UHD CHANNEL**  
**DOCUMENTARIES, WILD LIFE, PERFORMING ARTS, MUSIC, LIFESTYLE, SPORTS**

## CREATING A WOW 4K CHANNEL RATHER THAN A WALLPAPER

SPI International/Filmbox have always been on par with new technologies or even ahead of the game. We are ready for Ultra HD just as we had been ready at the time when HD was introduced. Today we have a solid team dedicated to 4K/UHD working on content and technology solutions on two continents, in the US and in Europe . So we can easily say that we are first movers when it comes to aggregating content and developing contents solutions for the new era of 4K TV.

What we have achieved is not just another background TV service but a truly impressive, state-of-the art Ultra HD channel presenting amazing premium native 4K footage devoted to nature, lifestyle, performing arts, music, sports and more. The free-to-air demo version of our FUNBOX 4K UHD channel is currently broadcast via Eutelsat's HOT BIRD satellite. We have collaborated with EUTELSAT on this project in order to give

platforms a chance to evaluate the channel's programming offer and to discuss the benefits of making FUNBOX 4K UHD available to their customers. The response has been very positive as we offer a truly unique channel and a streaming 4K/UHD library which will help to attract new subscribers with the highest-quality service and make 4K an important marketing message and another asset to differentiate our customers from their competitors.

Inside our monthly newsletter you will find updates on our 4K activities, recently added content highlights and some interesting industry news.

### **Berk Uziyel**

Executive Director  
SPI International / Filmbox  
berk.uziyel@spiintl.com



### **FUNBOX 4K/UHD - WATCH FREE-TO-AIR DEMO:**

A state-of-the art TV channel featuring a diverse selection of native 4K content.

**HOT BIRD at 13° East (unchanged)**  
**Frequency: 10727 MHz**  
**Horizontal Polarization**

**Symbol rate: 30000**  
**Modulation: DVB-S2 / 8PSK / FEC $\frac{3}{4}$**



# NEW CONTENT ON FUNBOX 4K/UHD



## DO NOT CROSS THE LINE (DOS AU MUR)

– crime series in 4K (20x45) Produced by MASCARET FILMS and PROJECT IMAGES FILMS

A gripping female led procedural drama set entirely in a police station where four officers and a coroner have only 24 hours to crack the case. The head of the unit is a skilled policewoman with a secret life of drug abuse, bouts of agoraphobia and suicidal tendencies. She runs a tight knit, highly orchestrated team who push

boundaries of ethical practices when in a race against the clock to get their suspects to confess. When a handsome new officer joins the team, things get even more complicated in a heated plan to seduce his lady boss in a sizzling effort to further his own career.



## FLAMENCO PASSION

– performing arts series (13x50) Produced by Medina Media

Thirteen 50-minute episodes shot in native 4K present not only some of the most brilliant stars of a new generation of flamenco artists performing in Seville's most renowned venues but also live recordings of jazz and symphonic flamenco

with breathtaking choreographies in addition to some amazing coverage of the Flamenco Fashion Week. This 4K production was developed in collaboration with La Bienal and Consorcio Turismo de Sevilla.



## LA BOHÈME

– cinematic opera in 4K Produced by DBW Communication

This extraordinary edition of La Bohème was directed by one of Italy's greatest film directors, Ettore Scola during the 60th Puccini Festival in Torre del Lago, Italy. For such an innovative production DBW Communication employed six 4K Sony F55 cameras, one 4K OBVan, several certified cinema 4K lenses, and a new Sony server able to film up to four 4K streams at the same time. The unicity of this pro-

duction was assured by the choice of the HFR format (High Frame Rate), which means 50 frames per second (i.e. double the frames usually captured in television productions) that offers a sharpness and fluidity never seen before in the shooting of an opera.



# NEWS AND DEVELOPMENT



## SPI IS CREATING A DEDICATED FUNBOX 4K APP FOR SMART TVs AND SET-TOP BOXES.

SPI / Filmbox is making its Funbox 4K UHD content library also as a stand-alone app on several set-top boxes, IP-based devices such as Amazon FireTV and Roku as well as on Android 5.0-based Smart TVs. The app will be available on popular media streaming devices in the market and will allow end-users access 4K/ Ultra HD programming and enjoy

the latest streaming technology with no need for additional hardware. At the same time TV platforms and cable networks which provide their customers with a set-top box equipped with the SPI's 4K app will be able to offer their customers a rich catalogue of Ultra HD content.

## VODAFONE PORTUGAL LAUNCHED FUNBOX 4K UHD CHANNEL ON TV NET VOZ

As Vodafone made FunBox 4K/UHD available on a leading IPTV platform in Portugal, the country's top telecom is one of the earliest pay TV operators in Europe that starts marketing 4K content. The launch with Vodafone is an example of a truly successful cooperation among Vodafone, Eutelsat and SPI International.

SPI is focusing on making as much native 4K content as possible availa-

ble via this channel, and we are only showing those programs that have a high production value and can deliver outstanding visual highlights for the viewers. This will help FunBox 4K UHD and Vodafone to present the best possible ultra-high definition images and an experience that can't be achieved by services that rely on unmanaged distribution over the open Internet," said Berk Uziyel, Executive Director FilmBox/SPI International.





## 4K CONTENT FOR SMART TVs – KINO LG 4K AND FILMBOX 4K VOD ON LG SMART TV

SPI/Filmbox and LG have been collaborating on 4K-related projects since 2014. The pilot service which was launched exactly one year ago was called “Kino LG 4K”. It is a unique service boasting an impressive library of movies that may be enjoyed in Ultra HD quality.

Additionally, in order to promote the new line of LG Super UHD televisions and to make more 4K content available to LG Smart TV users in Poland, Greece, Romania, Slovakia and the Czech Republic, SPI International and LG launched FilmBox 4K, a VOD

app featuring a selection of movies that may be watched in 4K resolution as well as non-fiction native Ultra HD content. With FilmBox 4K on LG Smart TV the Ultra HD programming may be enjoyed by almost everyone who has access to Internet in their home. The technology applied by SPI/Filmbox on LG Smart TVs allows home subscribers to stream 4K content from the FilmBox 4K library using their regular residential Internet connection.



**OVER 70% OF TV SCREENS SOLD IN EUROPE BY 2020 WILL BE UHD CAPABLE.**

Moreover consumers are willing to spend up to €10 extra to receive UHD services [source: Eutelsat].



## OTT TV WORLD SUMMIT - 4K IN FOCUS

**SPI was delighted to participate in the 4K in Focus preconference. Sebastian Becker, Head of SPI Distribution Western Europe, joined his fellow panellists for a discussion on “4K technology & 4K business models: joining the dots,” a session nicely moderated by Dom Robinson (Co-Founder at id3as).**

Throughout the whole day, all speakers were pretty much confirming the impression that the industry has begun to move to a new 4K/UHD era, and that this trend is not going to disappear again as it happened to in case of 3D, a technology that didn't conquer living rooms in the end. SES Astra even predicted that more than 1000 UHD channels would be available in 2025, which would make an impressive growth rate, starting from the handful of channels that are around today, namely the ones on SES satellites and Eutelsat's activities with SPI's FUNBOX 4K/UHD channel on HOTBIRD at its center.

The 4K focus day also brought consensus when discussing Paul Jackson's Informa Analysis about the different parts of the content value chain and their 4K readi-

ness. While the first and the last of these main spheres, production and distribution, were given a green light, ingest was seen as still being in a more complex (aka yellow) situation, and most problems still exist with transmission. OTT and satellite operators were seen to be in a more advantageous position – and that's exactly why SPI chose to team up with Eutelsat for contribution of FUNBOX 4K UHD to broadcast partners – and why we will make 4K content also available via a Funbox 4k UHD stand-alone app, allowing OTT partners to benefit from the best 4K content selection.



At the panel I mentioned the opportunities the current market evolution is offering for PayTV and OTT TV service operators: to differentiate again and underline

their ambition to offer the best services out there – especially now in a phase where HD has become a commodity and the endless proliferation of content via IP is breaking through. I believe it would be important to show that selection and aggregation of content are becoming a key asset. PayTV operators should not leave the presentation of innovation to players such as Youtube, that do not really rely on the services of paid content aggregators. While speakers agreed that the 4k market is still in an early stage, with profiles 2 and 3 with additional technical features such as HDR and WGC and truly High Frame Rate only to be included in the next couple of years, it seemed to be clear that investing now is a necessary step if you want to position your company at the forefront. Also, with further invest-

ments in content and technology being inevitable, it was made clear that having something to say as marketing message now will only help to pave the way for future successful 4k business models. SPI's believes that it is not the main task now to redo the market all over again (after it has just been brought to HD), but to offer something new to the lovers of technology and the PayTV operators' premium customers – just like a well-run coffee bar offers all kinds of toppings and cream options for the customers that have an endless appetite for more – because it is sure that they are out there waiting.



**ULTRA HD SCREENS IN 2020 WILL REPRESENT MORE THAN 70% OF TOTAL SALES ACROSS EUROPE AND ALMOST 60% IN THE MIDDLE EAST AND NORTH AFRICA**  
[SOURCE: GfK]



*La Bohème, a cinematic opera in 4K*

## CONNECT TO THE WORLD OF PERFECTION - AN INTERVIEW WITH MUFIT UMAR, PROGRAMMING DIRECTOR OF FUNBOX 4K/UHD

**While 4K/UHD channels are still a rarity on today's television landscape SPI's FUNBOX 4K/UHD is broadcast as a free-to-air demo channel on HOTBIRD in Europe. What is your programming vision for this channel?**

**MU:** You are correct to state that 4K UHD is a rarity on today's market and that is exactly what I personally like about FUNBOX 4K/UHD – that it's rare and unique! We are unique with our channel and with its programming strategy in every way. First of all, we choose content and genres very carefully as we do pay a lot of attention to what a real Ultra HD channel should be. Without any doubt 4K is the utmost quality achievement in today's television age available to TV broadcasting. We are celebrating this technological revolution by shaping our programming offer into an impressive and diverse presentation of native 4K productions from world's most reliable and innovative suppliers.

My basic view is that not everything should be broadcast in 4K, therefore, only what truly deserves to be in 4K shall be delivered to an audience who desires it.

**What will distinguish FUNBOX 4K/UHD from other 4K premium channels**

**in the market?**

Implementing and maintaining a highly demanding and selective acquisition strategy focused on top quality native 4K programming will strongly distinguish FUNBOX 4K/UHD from all other premium channels in the market now and will continue later.

We will be a preferred channel for 4K entertainment – serving audiences only premium content in order not to end up as an average 4K, good looking background TV. Obviously our audience will continue with their habits of TV choices, watching their usual channels but when they feel the desire to connect to the world of perfection from the comfort of their living room with an amazing and mind blowing quality that they can only find in cinemas and in real time experience that is when they will tune into FUNBOX 4K/UHD.

How would you like it if I told you that you could now take all your family to a beautiful opera and everybody would feel like if they were in Rome when in fact you would be sitting in your own living room and watching the most amazing 4K shows on your new wonderful TV set?

Well, you would love it... I guarantee it.



**FUNBOX 4K/UHD channel falls by default to the top premium tier but could you define your desired audience?**

Our desired audience is the growing 4K-hungry audience out there waiting to experience the thrill of 4K and the new TV age. We cater to those who are knowledgeable and refined, viewers who know and differ quality and search for it. Our 4K programming selection is addressed to those who have the knowledge and ability to make a distinction between looking and seeing.

**What is your content acquisition strategy? Any new hot buys recently? Is the current market offer satisfying?**

I am trying to bring all this difference and elegance into our content acquisition strategy as well. We carefully handpick all of our library assets so that we can deliver what we have promised.

We did buy a few wonderful operas and we are waiting for a couple of new ones in production. FUNBOX 4K/UHD will present La Boheme, Puccini's most famous opera captured in 4K. The producers employed six 4K Sony F55 cameras, one 4K OBVan, several certified cinema 4K lenses, and a new Sony server able to film up to four 4K streams at the same time. The unicity of this production is assured by the choice of the HFR format (High Frame Rate), which means 50 frames per second (i.e. double the frames usually captured in television productions) that offers a sharpness and fluidity never seen before in the shooting of an Opera. This is the kind of quality we are delivering to our viewers.

We are constantly adding new documentaries and movies. We are adding TV series to our offer. Just recently we acquired rights to DO NOT CROSS THE LINE, a French native 4K crime drama.

The content market is very limited on 4K and so is distribution at the moment. It is a developing medium and market. Our dedication to quality and to native 4K as well as quality programming makes my life even harder.

We do evaluate and choose very carefully the premium content out there and it's a challenge. I am for quality versus quantity in this matter. Instead of thousand hours of "OK" 4K, I do insist on very well created, produced and top quality library with two hundred hours of 4K content.

Probably I am the only content manager out there who has rejected the most offered 4K content up to now.

**Which distribution channels are you using to distribute the channel and its contents?**

So far we have built our satellite distribution and broadcasting on Eutelsat as an FTA channel. We will be encrypting our signal in the first quarter of 2016 when we launch the channel commercially. Also we will be distributed on cable as well as on VOD.

**Having been involved in the 4K/Ultra HD development for some time now, what future do you foresee for this technology?**

4K technology will change the experience of watching TV indefinitely.

With so many different media in the industry we do watch everything everywhere and anytime. This does place TV in a far background in our lives. I believe 4K experience will bring the audience back in front of the TV screens again. Once you experienced a movie, a documentary or a concert in Ultra HD in your living room, you will want to come back to it the first chance you get.

**Describe the perfect moment to tune into FUNBOX 4K/UHD on your TV?**

When you wanted to be transformed somewhere else just out of your living room instead of sitting right in front of TV that is your moment for FUNBOX 4K UHD.

You have gathered all your family together and want to give them a real hand experience of climbing the Everest, diving in the middle of Pacific Ocean with whales, sitting in a cockpit of a fighter jet, jumping out of the helicopter and skiing down from the peak of the mountain on an untouched powder snow, that is your moment for FUNBOX 4K UHD.

You want to convert your living room into a concert hall or a private movie theatre for friends visiting from out of town for the weekend, that is also your time to tune into FUNBOX 4K UHD.

You want to feel like the guy behind the camera in the middle of Savana filming an amazing moment of life without borders, that is your moment to tune into FUNBOX 4K UHD.