

# 4KUNIVERSE™

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## 4KUNIVERSE launches on HOTBIRD over Europe, Middle East and North Africa

On the occasion of MIPCOM 2018, 4KUNIVERSE, a 24/7 4K HDR general entertainment TV channel, airing original TV series, movies, documentaries, sports and primetime programming, all in 4K HDR, has confirmed that it will be launching on the popular HOTBIRD video neighbourhood on November 1st, 2018. Once positioned on HOTBIRD, the channel will be capable of reaching key cable and IPTV networks, reaching tens of millions of subscribers. 4KUNIVERSE is encrypted and encoded with Wide Colour Gamut, at 50 frames per second (50p), HLG HDR and colour space enabling 1.07 billion colours.

*"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 sports offering promises to delight and enthrall new audiences across Europe, Middle East and North Africa,”* stated Gerry O’Sullivan, Eutelsat’s Executive Vice President Global TV and Video.

*“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,”* says 4KUNIVERSE’s Founder & CEO, Matthew Mancinelli.

## **About 4KUNIVERSE**

4KUNIVERSE is the new 24-hour 4K HDR general entertainment TV channel, airing original TV series, movies, documentaries, sports and primetime programming all in stunning 4K HDR. 4KUNIVERSE is available as a 4K HDR cable TV channel and as a direct-to-consumer streaming service priced at \$10/month.

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## About Eutelsat Group

Eutelsat Group is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. The Group was formed through the combination of the Company and OneWeb in 2023, becoming the first fully integrated GEO-LEO satellite operator with a fleet of 34 Geostationary satellites and a Low Earth Orbit (LEO) constellation of more than 600 satellites. The Group addresses the needs of customers in four key verticals of Video, where it distributes more than 6,500 television channels, and the high-growth connectivity markets of Mobile Connectivity, Fixed Connectivity, and Government Services. Eutelsat Group’s unique suite of in-orbit assets and ground infrastructure enables it to deliver integrated solutions to meet the needs of global customers. The Company is headquartered in Paris and the Eutelsat Group employs more than 1,500 people across more than 50 countries. The Group is committed to delivering safe, resilient, and environmentally sustainable connectivity to help bridge the digital divide. The Company is listed on the Euronext Paris Stock Exchange (ticker: ETL) and the London Stock Exchange (ticker: ETL)

Find out more at [www.eutelsat.com](http://www.eutelsat.com)

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