

Measat remains at forefront of 4K delivery over satellite

At the recent ABU Digital Symposium in Kuala Lumpur, Malaysia, Measat showcased a live 4K Ultra HD (UHD) demonstration of multiple 4K HEVC at 60p fps over the DVB-S2X and DVB-T2 standards. **APB** asks Jarod Lopez, VP, Broadcast Sales, Measat Satellite Systems, on the company's readiness to deliver 4K UHD channels, and why satellite remains the leading platform to do so.

At the ABU Digital Symposium in March this year, Measat demonstrated a DVB-S2X and DVB-T2 hybrid 4K 60p transmission system, following on Measat's demonstration a year earlier. Can you provide us with an update on this year's demonstration, and does it move Measat another step closer in allowing customers to launch and distribute 4K channels on Measat's satellites?

Jarod Lopez: Following the demonstration of Measat's 4K-readiness, conversations with our customers on 4K have intensified. As such, we expect *Measat-3* to distribute its first regional UHDTV feed before the end of this year.

Does Measat think that satellite remains the leading platform for 4K channels to be launched, particularly in the Asia-Pacific region?

Lopez: Yes. Satellite is the only distribution technology that can and will be able to deliver 4K services to all customers in a country or region. While there may be options for consumers in the major metro areas to use fibre-to-the-home (FTTH) or fibre-to-the-curb (FTTC) for 4K, relying on DSL to deliver such services is problematic, given the limited bandwidth capacity that the technology is able to provide.

Will the introduction of DVB-S2X be a key enabler in the distribution of 4K channels over satellite?



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deliver 4K services to all customers in a country or region.”

— Jarod Lopez,
VP, Broadcast Sales,
Measat Satellite Systems

Lopez: This extension of the existing DVB-S2 standard will be a key enabler for the distribution of 4K over satellite.

With 4K having four times the pixels of 1080p HD, and requiring up to four times the bandwidth, it is key to increase efficiency to reduce transmission costs. The 50%-plus increase in efficiency offered by DVB-S2X can reduce these bandwidth requirements. DVB-S2X, as well as other standards such as HEVC H.265, will help push the drive towards 4K distribution over satellite.