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2018: THE YEAR OF LIVE HDR TV

In the year of Winter Olympics and FIFA World Cup, live HDR content has been successfully offered in many markets.

FREMONT, CA – September 6, 2018 – Along with an in-depth focus on **HDR** technology and marketing, the Forum will again share early findings from their annual industry research into operators' UHD expectations during its IBC 2018 UHDF Masterclass, at 10:45 a.m. on Monday September 17th in **Room G102/103** at the RAI in Amsterdam. IHS Markit will help the Forum analyze trends from its survey.

Forum president Thierry Fautier said, "After a few small-scale tests in 2017, this year will go down as the year of live **HDR** with the Winter Olympics and FIFA World Cup content widely available. We also saw some of the first major **HFR** tests with the EBU producing the European track and field championship last month. I'm also excited to welcome UHD-pioneer BBC as one of the Forum's latest members."

Next Gen Audio trials have also continued in 2018, for example during European track and field championship last month and the French Tennis Open.

All of the Forum's "Phase B" technologies are now either being deployed or actively trialed showing that the Forum's Guidelines accurately reflect the industry's Ultra HD transition. A snapshot of the current leading edge is provided with clear guidance to other players wishing to become fast followers.

The Forum has brought four demonstrations to IBC: Consumer **HDR** experience, **CAE** (Content Aware Encoding), **HFR** (High Frame Rate) interoperability and **SHVC** (Scalable HEVC). We welcome IBC visitors to the **Hall 8, Future Zone, booth 8F.22** throughout the exhibition.

About the Ultra HD Forum

Formed in 2015, the Ultra HD Forum is the global organization promoting market adoption of Ultra HD by defining industry best practices for the phased introduction of technologies facilitating the next-generation television experience. The organization facilitates interoperability testing and collaborates with industry standards bodies to align standard development activities. A list of member companies and additional information about the organization is available at <http://ultrahdforum.org> and by following [@UltraHDForum](https://twitter.com/UltraHDForum) on twitter.

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