

L'UHD ET SES NOUVEAUX ENJEUX



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L'UHD ET SES NOUVEAUX ENJEUX



Laurent Villaume

Président UHD Partners France
DGA Média Industry & Média Logistique



7 avril 2016 : conférence sur le lancement du BD UHD 4K en France.

3 ans (et quelques mois) plus tard...

- Plus de 30 % des foyers possèdent un écran UHD 4K , ils seront 60% fin 2021
- Plus de 450 titres disponibles en BD UHD 4K, dont certains atteignent des scores tout à fait honorables (plus de 40K exemplaires écoulés sur certains titres) , l'adoption du HDR , Dolby Vision , Dolby Atmos , DTS X
- La captation et la retransmission d'événements (Coupe du Monde de Rugby , la F1, la Coupe d'Europe 2020 , Roland Garros etc) , les séries, l'arrivée de décodeurs UHD fibre et/ou satellites
- Un environnement global : le cinéma (salles Dolby 4DX) , la vidéo physique et digitale , le jeu Vidéo (la PS 5 sera équipée d'un lecteur BD UHD 4K).
- L'industrie de la musique vient de signer un accord avec Dolby Atmos (enfin...)

Un public demandeur , des consommateurs de plus en plus avertis,
,
un engouement extrêmement fort (Paris Audio Video Show)

Mais aussi nos réalisateurs.....

The image shows a YouTube video player interface. The video content features a man, Antonin Baudry, holding a Blu-ray case for the movie 'Le Chant du Loup'. He is standing next to a large Blu-ray box set. The video has a play button overlay in the center. The video title is 'TEST : Le Chant Du Loup en Blu-ray AVEC LE REALISATEUR !'. The video has 24,376 views and was uploaded on July 3, 2019. The video player includes standard controls like play/pause, volume, and progress. The video content includes the text 'TEST BLU-RAY', 'LE CHANT DU LOUP AVEC LE REALISATEUR !', and 'ANTONIN BAUDRY' with a red arrow pointing to him. Logos for Dolby Vision and Dolby Atmos are visible in the top right corner of the video frame. A 'PP WORLD' logo is in the bottom right corner of the video frame.

TEST BLU-RAY

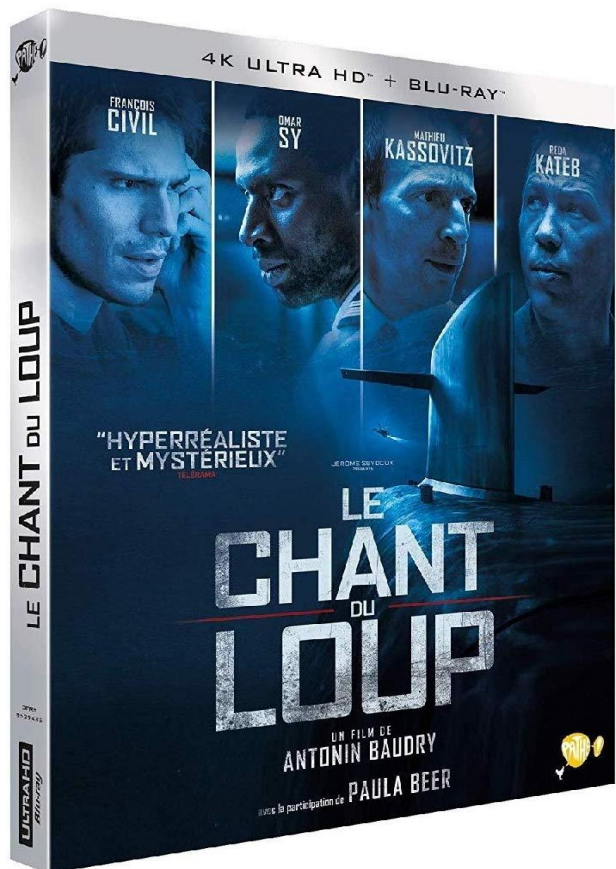
LE CHANT DU LOUP AVEC LE REALISATEUR !

ANTONIN BAUDRY

TEST : Le Chant Du Loup en Blu-ray AVEC LE REALISATEUR !

24 376 vues • 3 juil. 2019

2 K 9 PARTAGER ENREGISTRER ...



“ C’est le seul objet qui restera de mon film dans 10 ans ”

(Antonin Baudry Juin 2019 , Interview PP World)

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Victor Matsuda

Président de la BDA (USA)



Blu-ray Disc Association



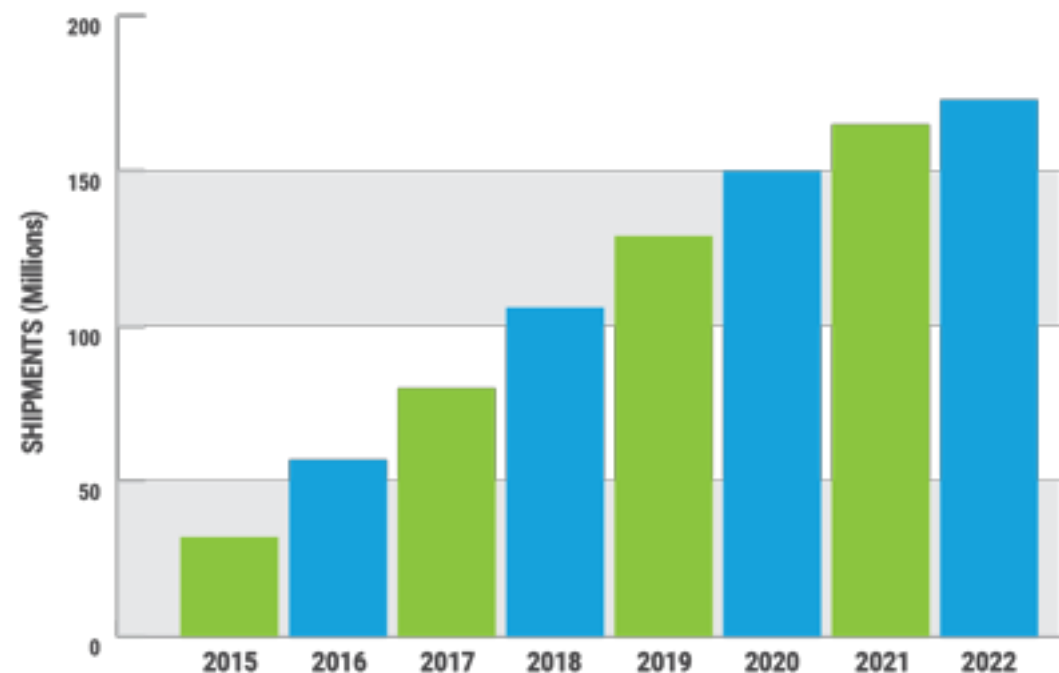
Key Points

- 4K Ultra HD TV Market continues to grow, driving demand for best quality content
- Ultra HD Blu-ray continues to be the absolute best quality/no-buffering content for 4K Ultra HD TVs
- Ultra HD Blu-ray, both hardware and software, experiencing approximately 26% and 56% growth, respectively
- In addition to the increasing number of new theatrical titles, studios are now also releasing new categories of content, including catalogue, local/regional, and episodic TV titles on Ultra HD Blu-ray
- The Blu-ray Disc Association continues its consumer education efforts and format promotion activities, with a special emphasis on targeted EU opportunities

4K Ultra HD TV continues to enjoy significant growth

- 4K Ultra HD TV shipments increased by nearly 33% in 2018 and expected to increase another 21% in 2019 and 16% in 2020
- 2019 will be first year that 4K Ultra HD TV shipments surpass non-4K Ultra HD TV shipments
- 61% of North American households will have 4K Ultra HD TVs by end of 2019

4K Ultra HD TV Shipments Worldwide



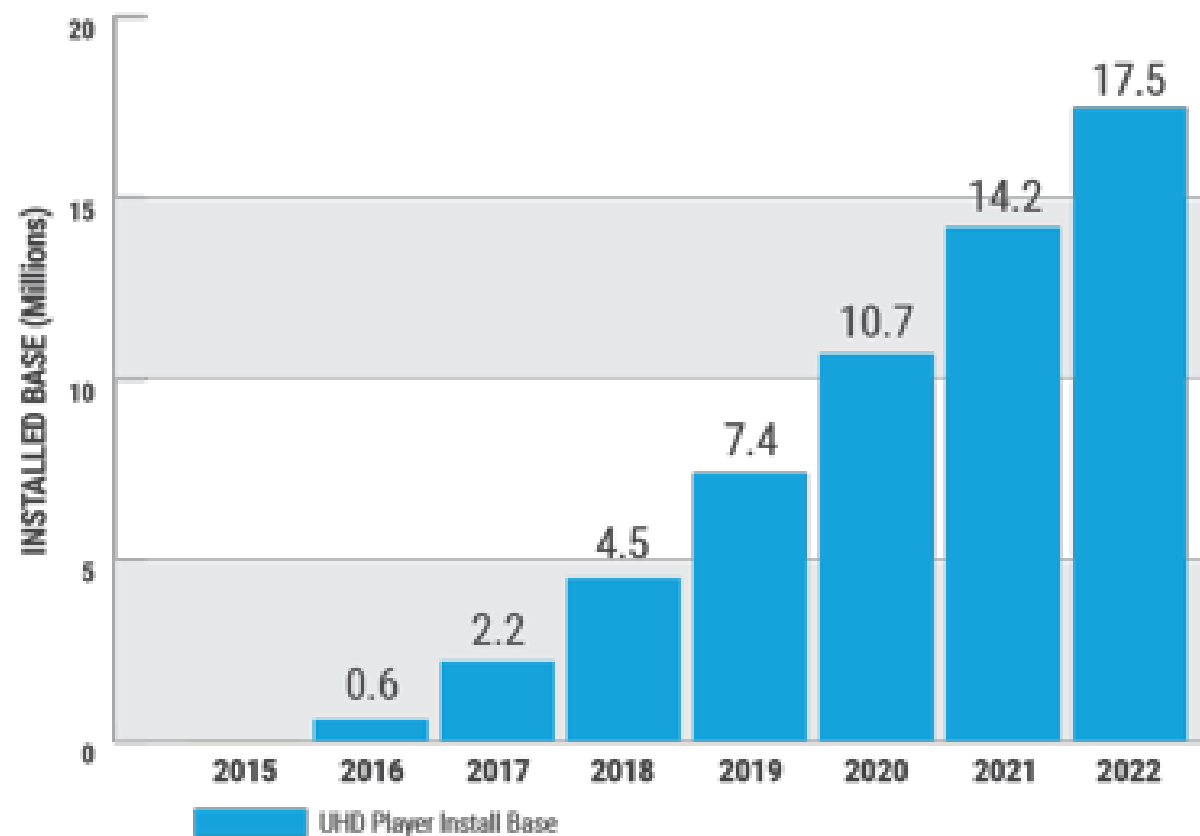
Source: FutureSource

Source: Futuresource

Ultra HD Blu-ray Player Growth

- Standalone Ultra HD Blu-ray player sales are on pace to surpass 2018 by 23% and further growth of 14% forecasted for 2020
- By EOY 2019 the total installed base of Ultra HD Blu-ray players will be 64% greater than it was at the end of 2018
- 23% of all Blu-ray players shipped WW in 2019 expected to be Ultra HD Blu-ray, anticipated to be almost 1/3 next year
- Healthy line-up of Ultra HD Blu-ray devices (as of Dec 1, 2019):
 - 4K UHD BD Players: 14 Models
 - Entry level at \$149

Ultra HD Blu-ray Player Installed Base



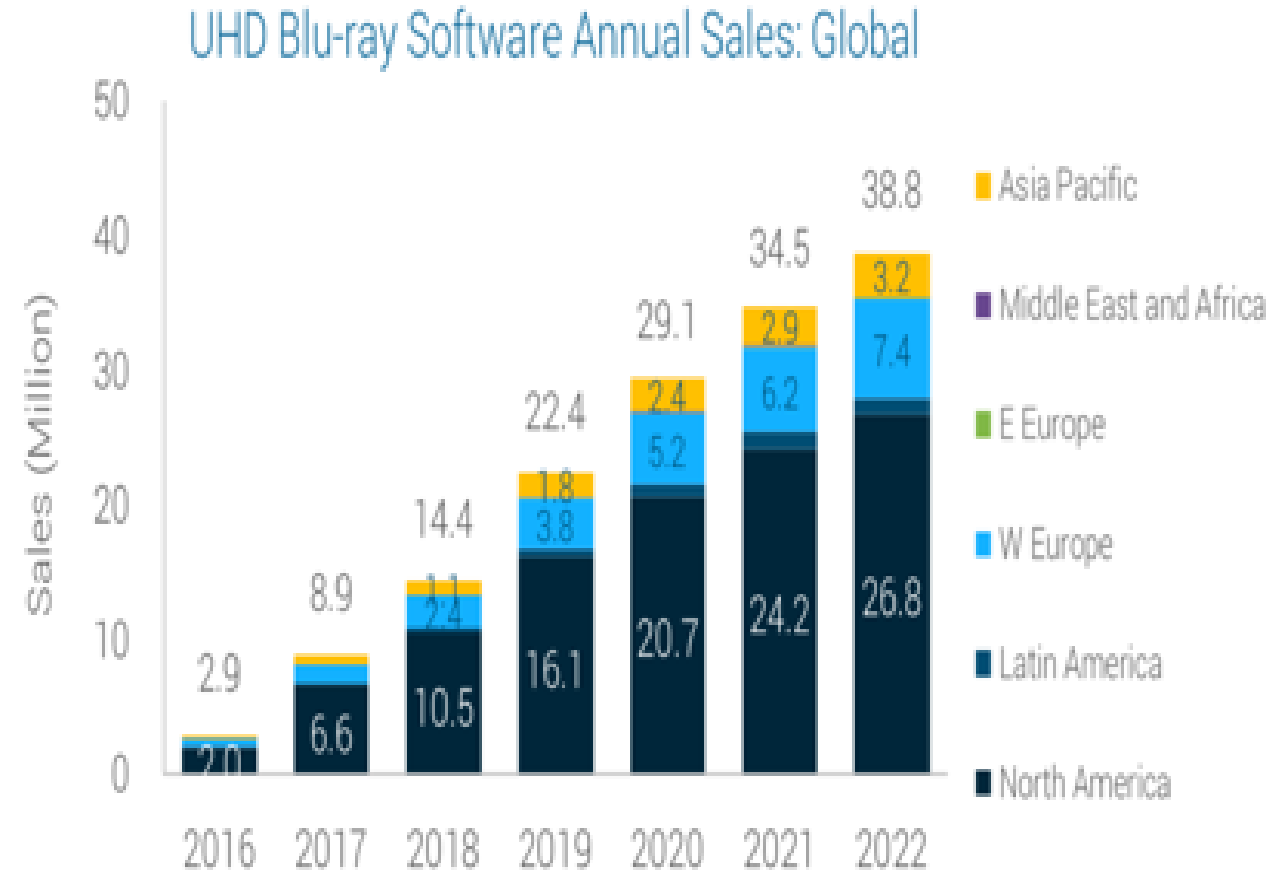
Source: Futuresource

Source: Futuresource

*Data excludes XBOX One sales

Ultra HD Blu-ray Content Growth

- Ultra HD Blu-ray sales continue to grow steadily, with nearly a 60% increase in 2019 vs. 2018, and another 30% increase forecasted for 2020
- Using the U.S. as an example, Ultra HD Blu-rays are expected to account for 16% of Blu-rays sold WW in 2019 and rising to 50% by 2023
- Key factors include the continuous release of the latest theatrical movies on Ultra HD Blu-ray, as well as recent Ultra HD Blu-ray titles from new categories: catalogue, local/regional, and episodic TV titles



Source: Futuresource

Ultra HD Blu-ray Content Growth

- Ultra HD Blu-ray titles available as of December 1:
 - US – 601
 - UK – 439
 - France – 450
 - Germany – 536
 - Japan – 387
- Studios are going deeper into catalog to remaster films for the format, including
 - *The Wizard of OZ*
 - *Alien*
 - *Scarface*



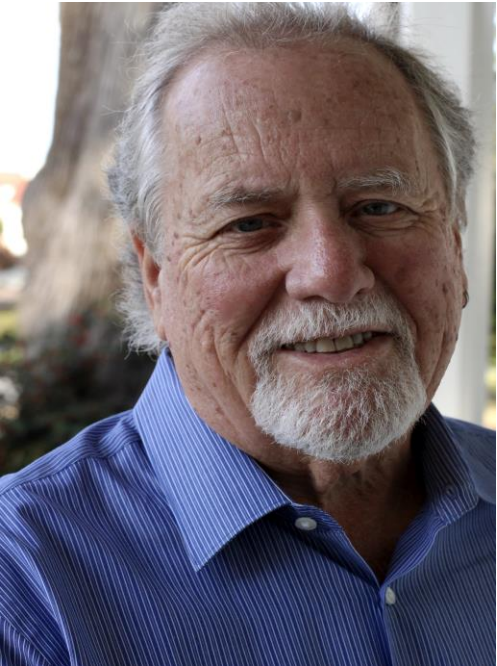
Recent Developments Favoring Ultra HD Blu-ray

- Playstation 5 includes Ultra HD Blu-ray player capability
- The emergence of 8K displays should prove beneficial to Ultra HD Blu-ray as 4K Ultra HD discs will be the best source of content for these displays.
- There is little or no 8K content available, so upscaling will be required on 8K sets and Ultra HD Blu-ray provides the best source for that upscale
- As streaming services continue to venture into 4K and HDR, objective comparisons pointing to Ultra HD Blu-ray as offering the better picture quality

Summary

- 4K Ultra HD TV Market continues to grow, driving demand for best quality content; Ultra HD Blu-ray continues to be the absolute best quality/no-buffering content for 4K Ultra HD TVs
- Ultra HD Blu-ray, both hardware and software, experiencing approximately 26% and 56% growth in 2019, respectively; continued healthy growth forecasted for 2020
- In addition to the increasing number of new theatrical titles, studios are now also releasing new categories of content, including catalogue, local/regional, and episodic TV titles on Ultra HD Blu-ray
- 8K? Ultra HD Blu-ray will be the premier source for viewing on 8K displays entering the market
- The inclusion of Ultra HD Blu-ray in PlayStation 5 will create a large jump in the installed base and bodes well for content sales.
- Best value and utility: Ultra HD Blu-ray, bonus features, and digital copy
- As subscription streaming services multiply, licensing rights can change and digital accessibility is not guaranteed. With Ultra HD Blu-ray, you OWN the movie you purchased!

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Michael Fidler

Président de l' UHDA (USA)





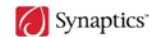
Michael Hoog

Directeur des Communications de l'UHDA (USA)



MAINTAINING
CREATIVE
INTENT

MEMBERS



Membership as of 8.20.19

THE REQUEST

- Leading filmmakers approached the UHDA about developing a uniform solution to preserving creative intent in the home
- The UHDA was eager and ideally situated to engage in this conversation
 - Membership represents the entire home entertainment ecosystem



CREATIVE COMMUNITY QUESTIONNAIRE

Q: "How important is it to you to have a simple way to get your home TV set-up similar to monitors in the color-grading suite for viewing content that YOU created?"



**TOP 2 BOX:
SOMEWHAT/
MOST IMPORTANT**

140
DIRECTORS

122
CINEMATOGRAPHERS

12
COLORISTS

16
**DIGITAL
IMAGING
TECHNICIANS**

51
EDITORS

7
PRODUCERS

12
**VFX
SUPERVISORS**

2
WRITERS

11
OTHER

CONSUMER STUDY

88%

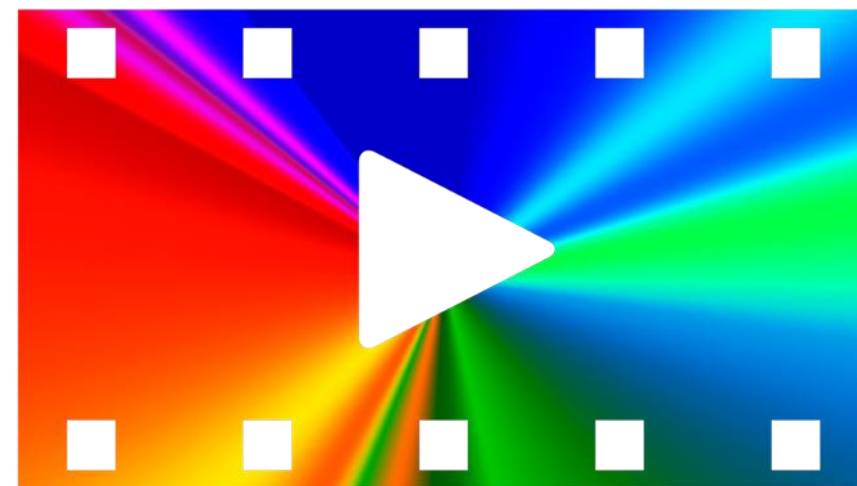
Of consumers would purchase a TV with Filmmaker Mode vs. without – if the TV specs are similar

94%

Amongst 4K TV owners

THE SOLUTION

- UHDA actively engaged the creative community in defining specifications for Filmmaker Mode
 - The home is an increasingly important viewing environment
- Primary goal was to ensure that consumers can access this mode very easily
 - Either automatically through metadata; or
 - Through a button on the remote
- To simplify the messaging for consumers, it was important to agree on a single name for this new viewing mode across manufacturers



FILMMAKER MODE™

THE LAUNCH



Star Wars: The Last Jedi Director, Rian Johnson, delivers keynote address at Filmmaker Mode Launch

“Your Skynet is motion smoothing. ... Luckily our John Connor has arrived, Filmmaker Mode...I want to get down on my knees and offer burnt sacrifices of thanks to the TV manufacturers who are in on this, and I hope others will follow their lead and show the world that they love movies.”

- Rian Johnson

THE LAUNCH



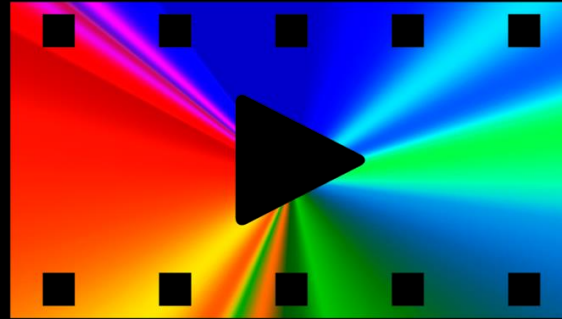
“I’ve now seen the Filmmaker Mode demonstrated up close, watching it instantly adjust an out of the box Vizio 4K consumer display to line up with a \$30K Sony reference monitor used widely by directors to grade their films. It’s stunning how well it works.”

- Bill Hunt The Digital Bits



FILMMAKER MODE™

TV LAUNCH PARTNERS



Panasonic®

VIZIO

HOW IT'S DONE



FILMMAKERS HUB

Technical Specification Overview

Goal: Preserve correct aspect ratio, colors and frame rates.

- Applies to both SDR & HDR content.
 - White Point: D65
- Image & Display Parameters
 - Maintain source content frame rate & aspect ratio.
 - Motion interpolation: OFF
 - Overscan: Only if signaled with the image
 - Sharpening: OFF
 - TV Noise Reduction: OFF
 - Other image "enhancement" processing: OFF

HOW IT'S DONE

Consumer Access

Goal: Easily accessible to viewers

- Filmmaker Mode to be accessible through at least one of the following methods:
 1. A button on the remote; or
 2. Automatic display device switching based on Metadata in the video bitstream
- *Additionally, devices are encouraged to implement other user-friendly access methods, such as touch screen, voice control, etc.*

SUMMARY

- Filmmaker Mode is the result of an industry-first collaboration between the UHD Alliance, Filmmakers, CE Manufacturers and Hollywood Studios
- Filmmaker Mode displays movies and television shows as they were intended by the filmmaker
- Filmmaker Mode disables all post-processing (e.g. motion smoothing, etc.) preserving the correct aspect ratios, colors and frame rates
- Filmmaker Mode will be easily accessible on TVs from multiple manufacturers, without searching through different menus



FILMMAKER MODE™

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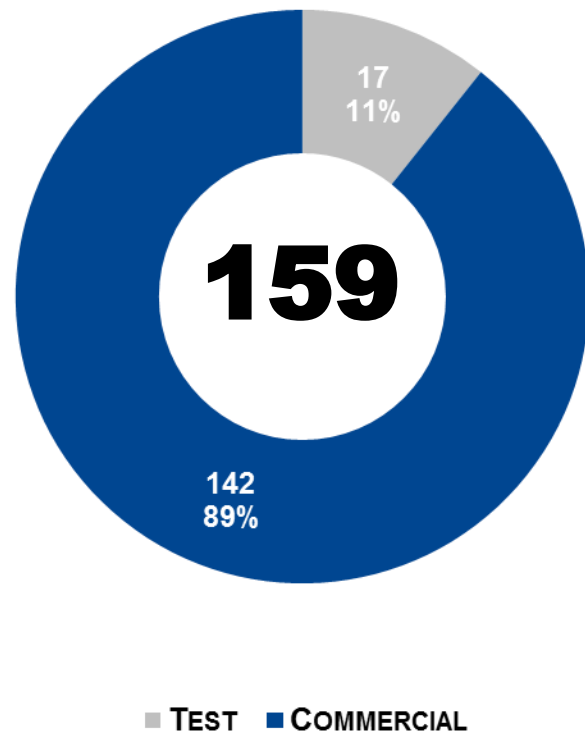
UHD PAR SATELLITE

Tom Christophory

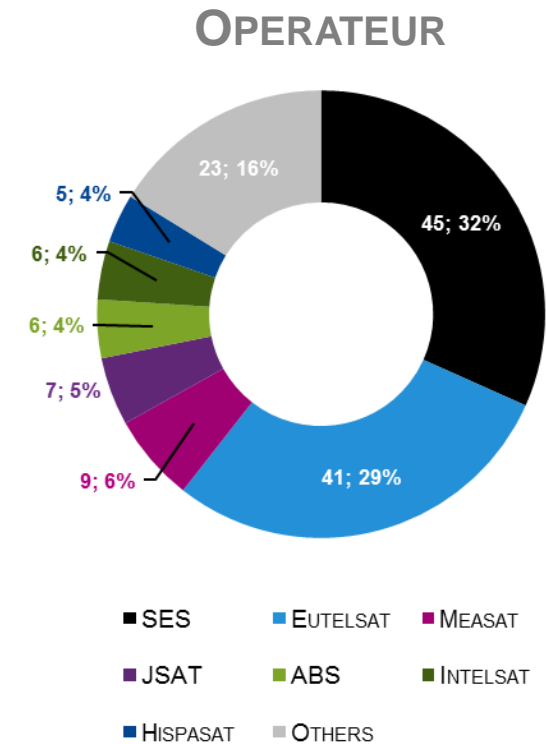
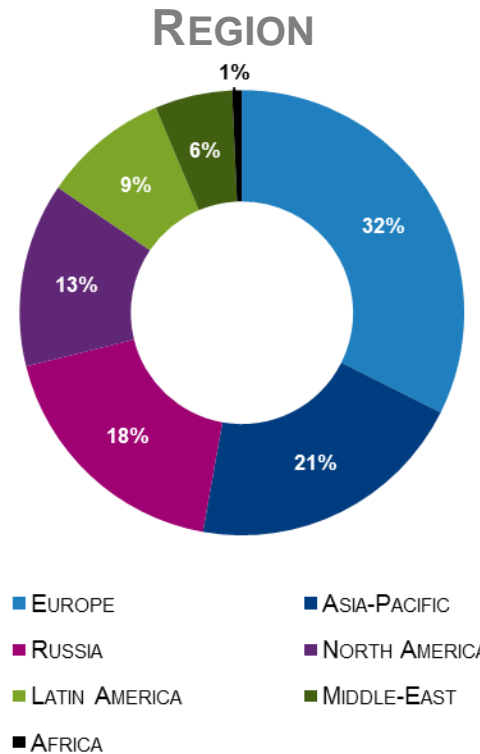
General Manager Video & IP Technology, SES (ASTRA)

SES▲

Monde – Combien de chaînes UHD par satellite en 2019?

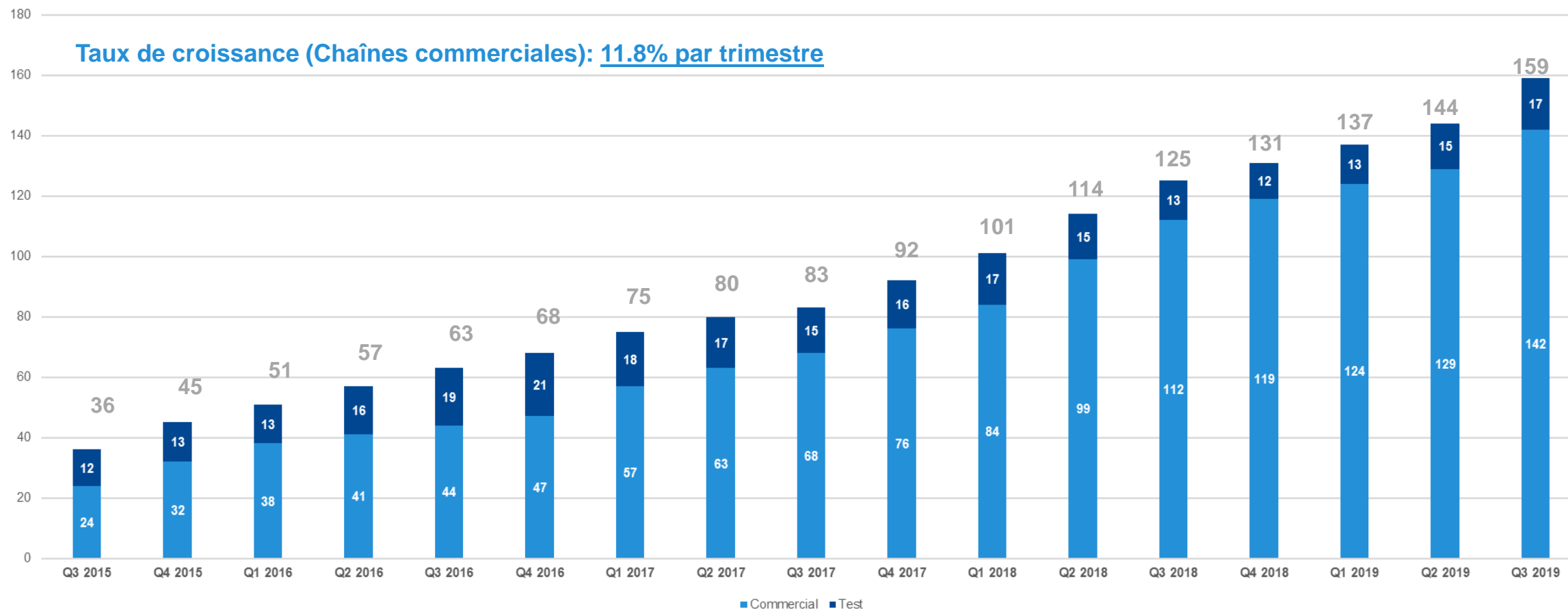


Chaînes commerciales en Ultra HD par ...



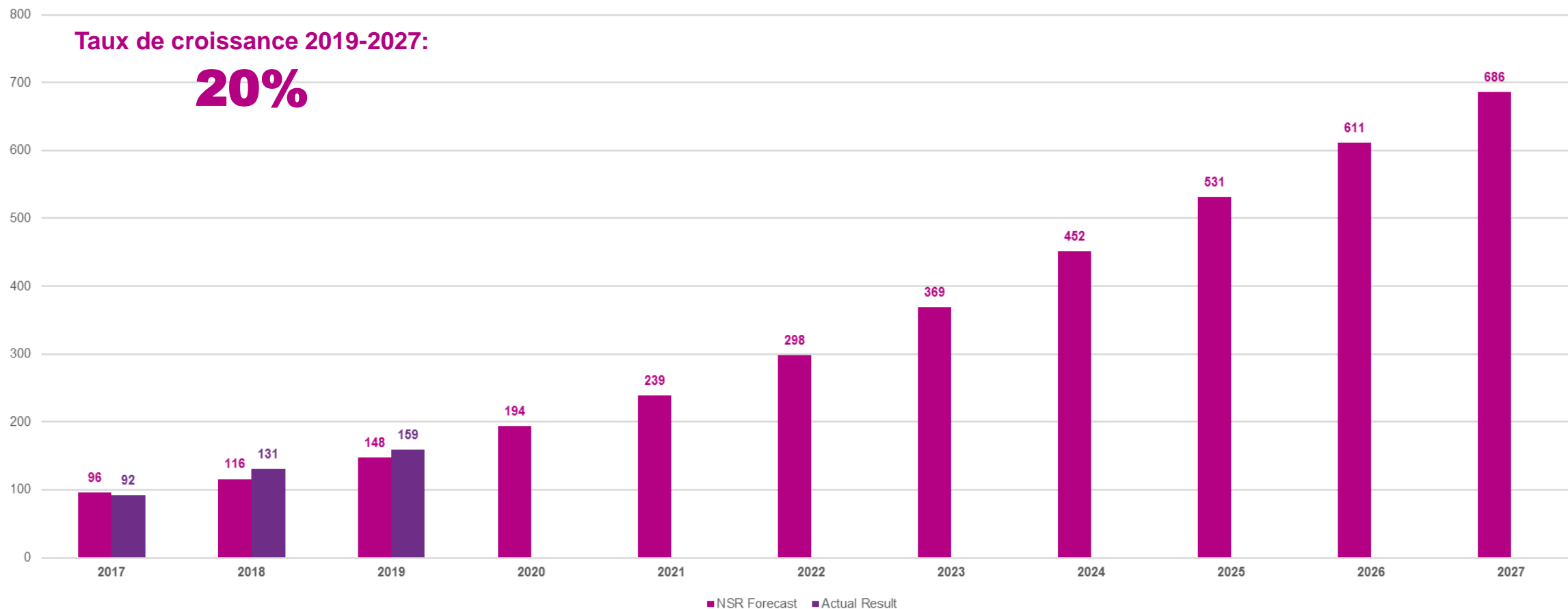
Source: Lyngsat – T3 2019

Monde – Croissance soutenue du nombre de chaînes UHD



Source: Lyngsat – T3 2019

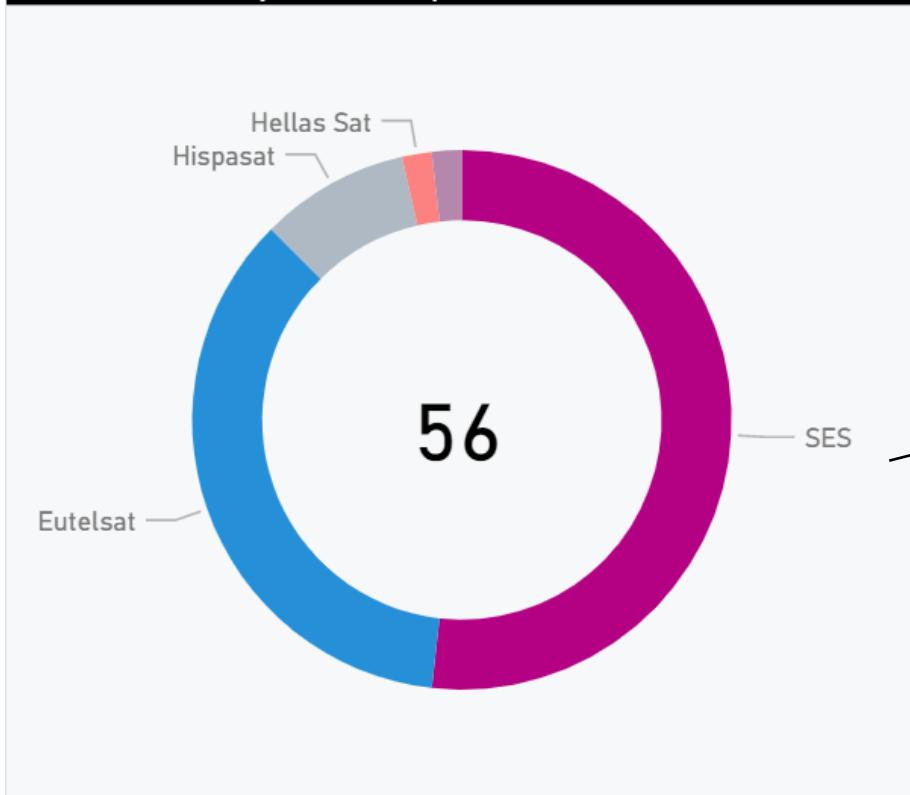
Près de 700 chaînes Ultra HD d'ici à 2027



Source: NSR – “Global Satellite Capacity Supply & Demand, 16th Edition - Juin 2019”

SES diffuse la moitié des chaînes UHD par satellite en Europe

UHD Channels by Satellite Operator



Canal + en Ultra HD promo	3
Insight UHD	2
Canal + France	1
Fashion One 4K	1
NPO 1	1
Pearl TV	1
QVC Deutschland	1
RMC Sport 1	1
RTL UHD	1
Sky Sport Bundesliga UHD	1
Sky Sport UHD	1
Sky UHD 1	1
Sky UHD 2	1
Travelxp 4K Europe	1
UHD 1	1
Viasat Ultra HD	1

20 chaînes commerciales en UHD sur les satellites SES en Europe

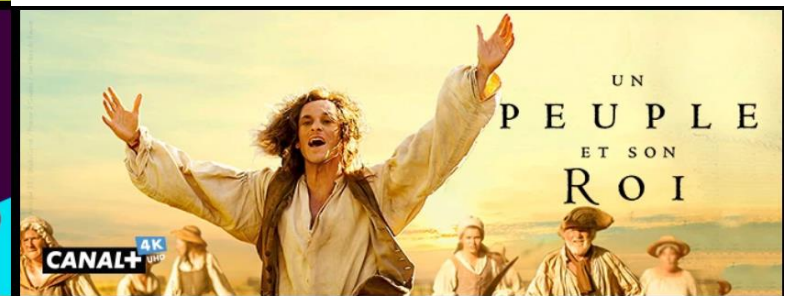
Des contenus par satellite déjà disponibles sur notre flotte



#C4K360



CANAL+ 4K UHD



LE NOUVEAU DECODEUR CANAL
UN VÉRITABLE CONCENTRE DE TECHNOLOGIES



LE DECODEUR CANAL

SATELLITE / INTERNET
4K-ULTRA HD
PROCESSEUR DUAL CORE
WIFI AC 4*4 QUANTUM
8 TUNERS

SUPER ENREGISTREUR DE 320 GO A 1 TO

QVC vient de lancer sa deuxième chaîne Ultra HD



Lancement: 1^{er} Décembre 2017



Lancement: 1^{er} Octobre 2019

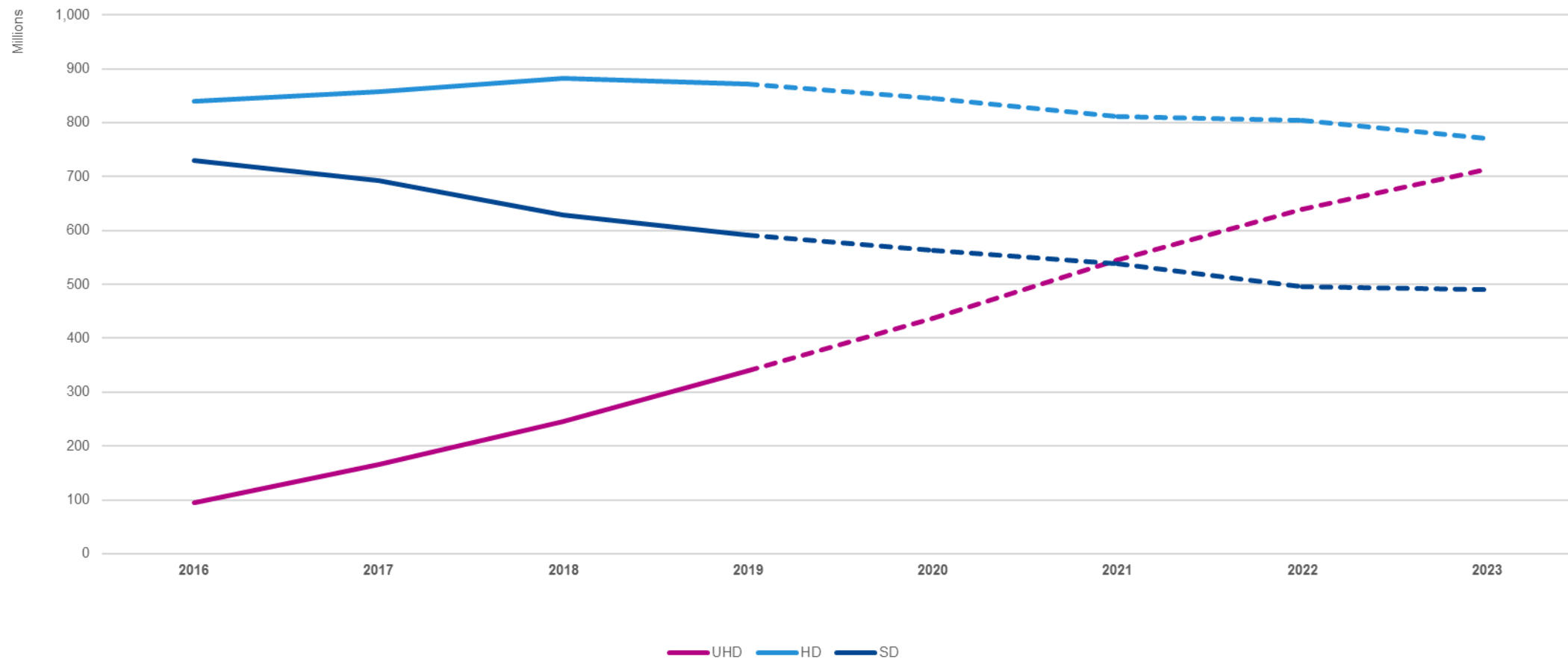


Le satellite contribue au déploiement à grande échelle de l'UHD



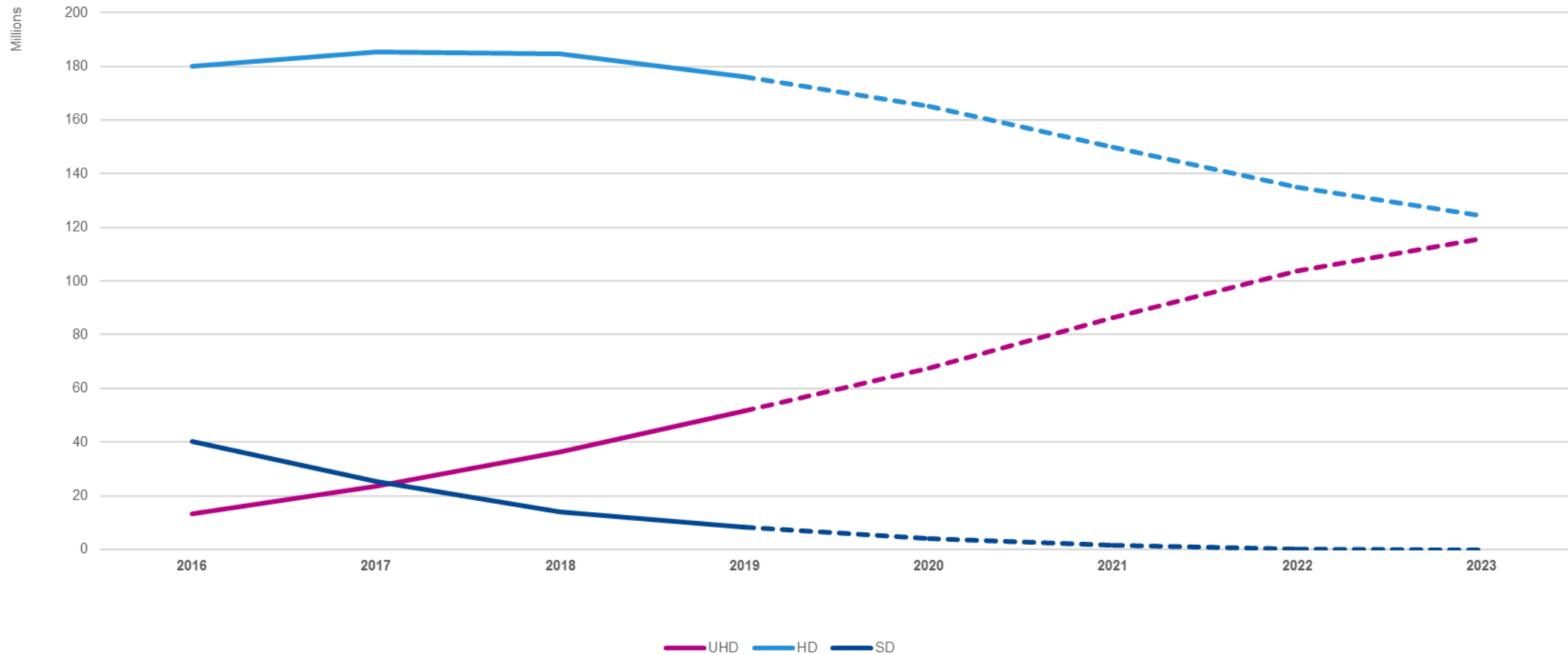
- Convergence sur **les normes et standards** pour la diffusion des contenus HDR au niveau mondial
 - Adoption progressive du HLG
- De plus en plus de **contenus 4K tournés** dans le monde
- Un parc de téléviseurs **installé de plus en plus important**
- Déploiement à **grande échelle en France** avec le lancement de l'offre 4K-UHD du groupe CANAL
 - Le satellite est la **solution technique pour la 4K live** en France
 - Couverture immédiate à 100% avec une qualité d'image et de service inégalée (vs Fibre, ADSL, TNT)
 - Déploiement massif du nouveau décodeur 4K UHD CANAL

Monde – Des foyers qui s'équipent de + en + en UHD



Source: Dataxis 2019 – Evolution de la résolution des écrans dans le monde

Europe – Forte pénétration des écrans UHD dans les foyers



Source: Dataxis 2019

Conclusion

- Le satellite est **la solution de diffusion de l'Ultra HD 4K**
 - Couverture immédiate à 100% avec une qualité d'image et de service inégalée
 - Facteurs économiques favorables pour un déploiement à grande échelle
- Le Business du satellite aujourd'hui se situe dans la **conversion des programmes vers la HD et l'UHD**
- La 8K débute mais nécessite **des débits trop élevés**
 - Objectif: un codec plus efficace pour atteindre un débit 8K entre 30-40 Mbit/s soit deux chaînes 8K par répéteur
 - Lancement des transmissions 8K (hors Japon et Corée) attendu au delà de 2025

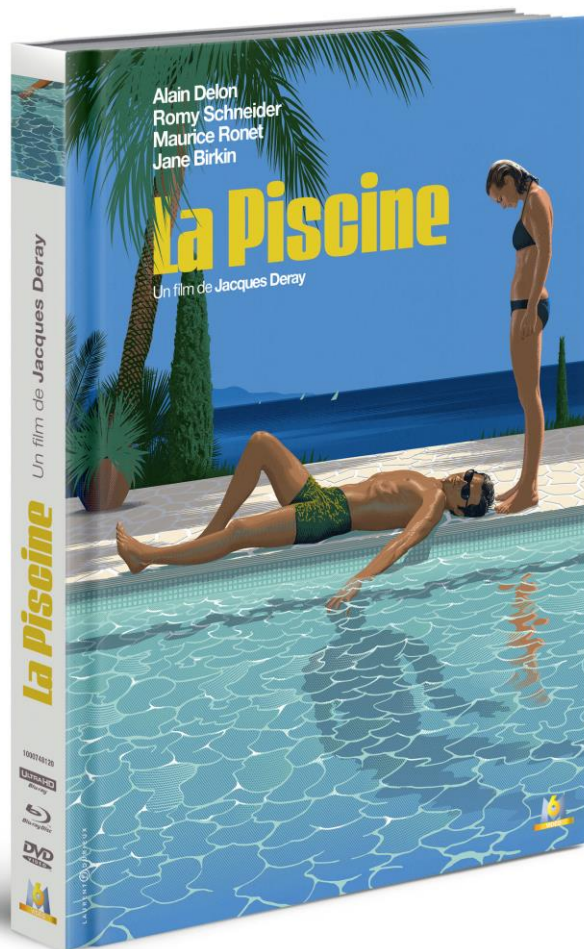
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Jérôme PICQUARD

Directeur marketing vidéo et digital
SND – M6 vidéo





POUR LES 50 ANS DU FILM QUI A RENDU LE COUPLE SCHNEIDER/DELON MYTHIQUE, LA VERSION RESTAUREE 4K DANS UNE EDITION ULTIME

Un packaging élégant

- Une illustration exclusive de Laurent Durieux
- Médiabook 3 disques : BD 4K – BD - DVD
- *La Piscine d'hier à aujourd'hui, signe des temps* : Livret inédit de 32 pages par Marion Laporte

Un contenu exhaustif avec bonus exclusifs

- La version anglaise du film sous-titrée,
- La fin alternative (UHD)
- Les bandes annonces française et anglaise (UHD)
- La course de natation : archives (UHD)
- 50 ans plus tard : Documentaire inédit réalisé par Agnès Vincent-Deray avec la participation de Alain Delon, Jane Birkin, Jean-Claude Carrière et Alain Page

La restauration 4K réalisée à partir du négatif original 35 mm et supervisée par Laurence Deray et Marina Girard-Muttelet, chez Filmo et Hiventy, est exceptionnelle



Une projection événement, en avant-première, au Festival Lumière dans sa section *Grandes Projections* !

Une ressortie cinéma par Unzero Films, au 23 octobre concomitamment à la sortie vidéo

La commercialisation d'affiches collector par *Nautilus Art Print* et *Plakat*

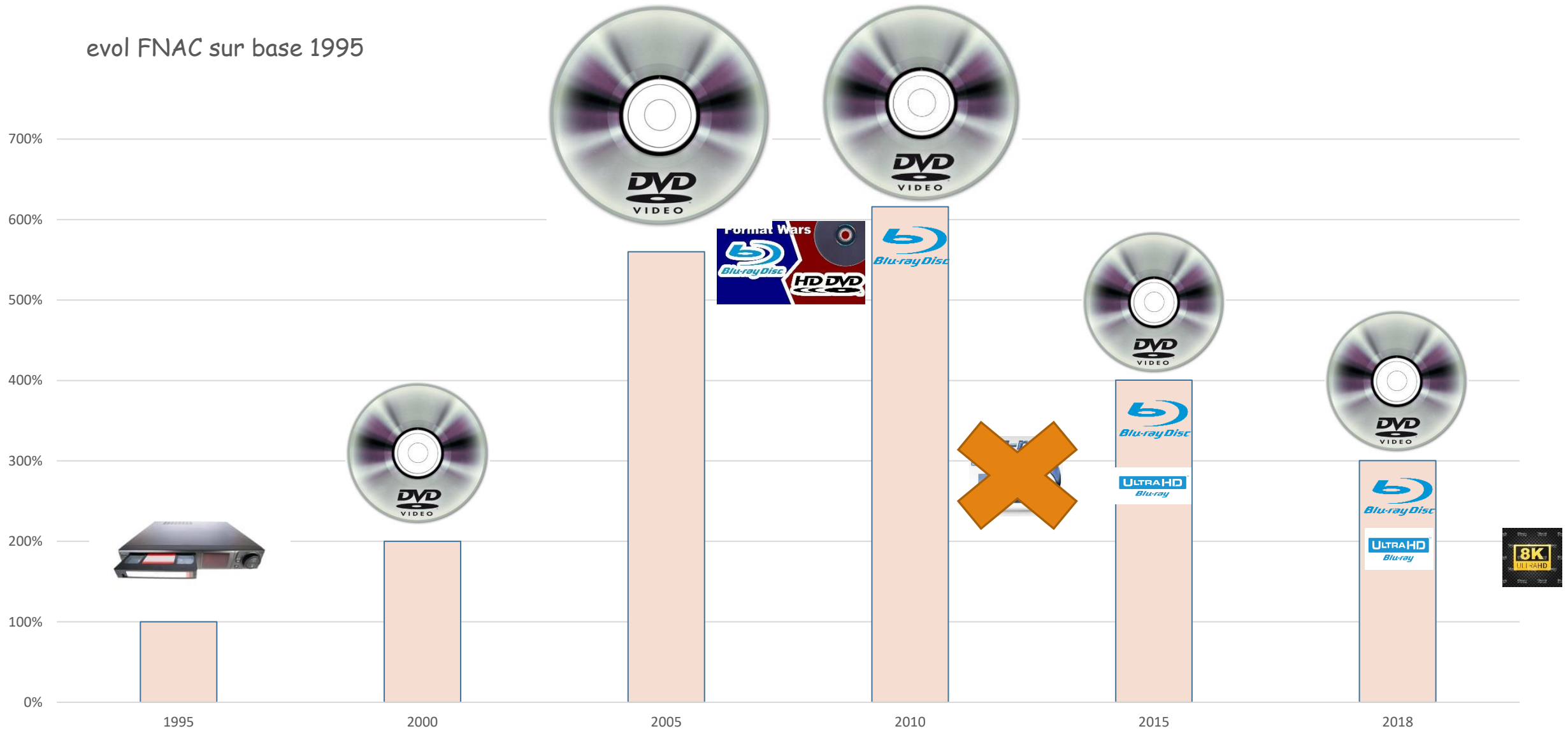




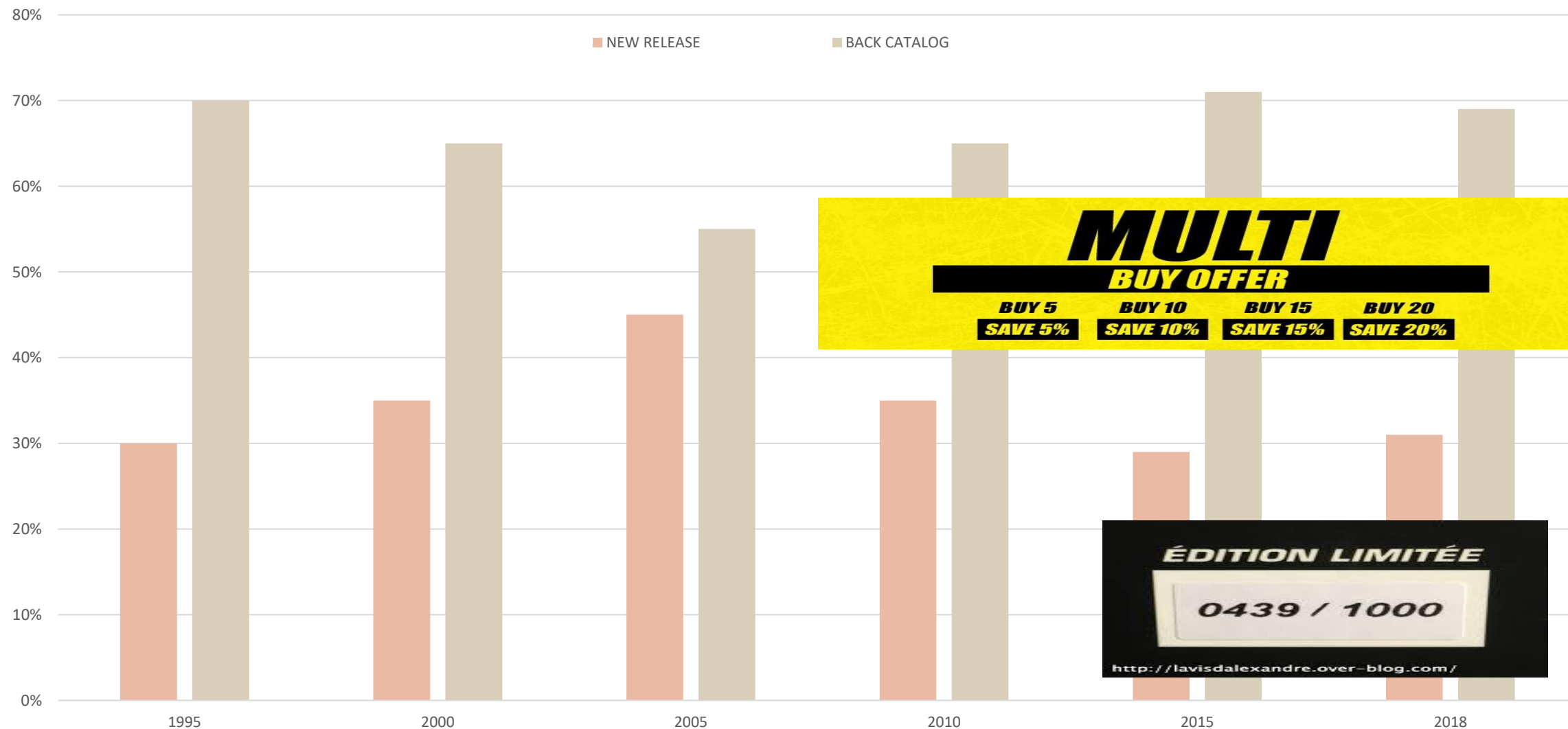
Bruno Jan

Chef de secteur vidéo enregistrée
Fnac/Darty

evol FNAC sur base 1995







FAVORISEZ LA PRE RESA ET UPGRADER LA VALEUR



L'UHD ET SES NOUVEAUX ENJEUX



Patrick Marteau
Éditeur/Rédacteur en Chef
LES ANNEES LASER

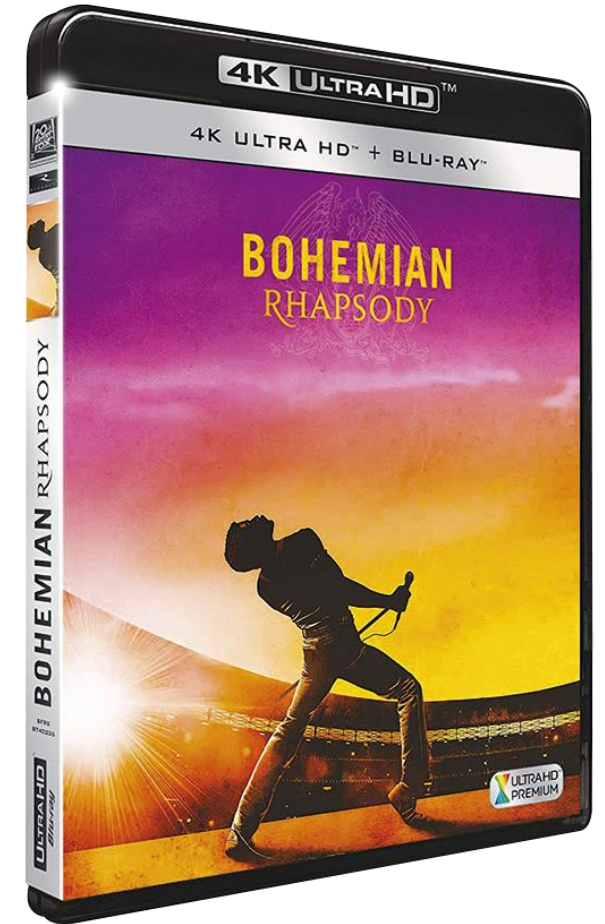


Hugo La Hutte
Directeur du développement
et de la stratégie Marketing
Son-Vidéo.com





Meilleur Son Bohemian Rhapsody 20th Century Fox



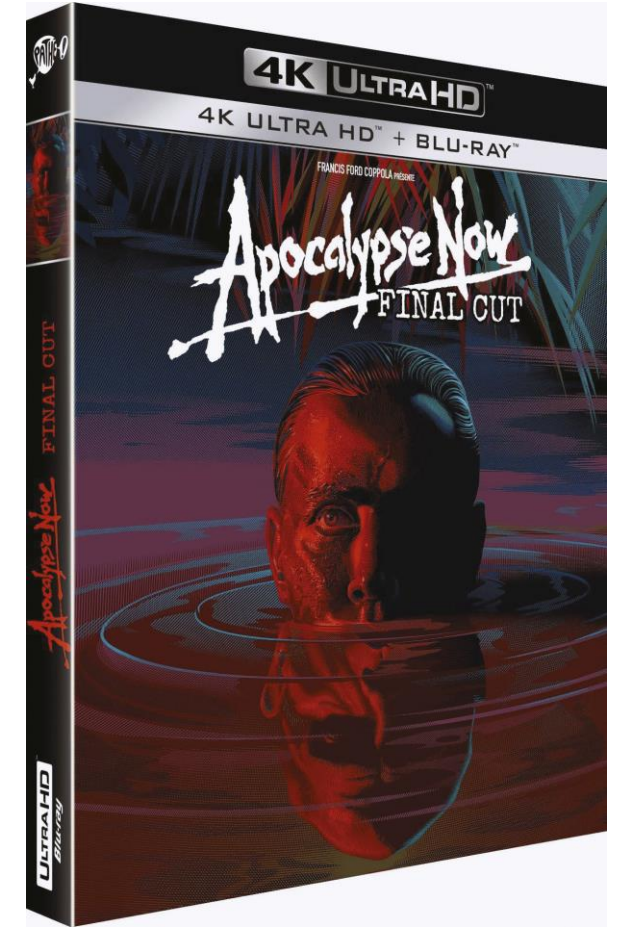


Meilleure Image
Alita battle angel
20th Century Fox





Meilleur film de Patrimoine Apocalypse Now Pathé



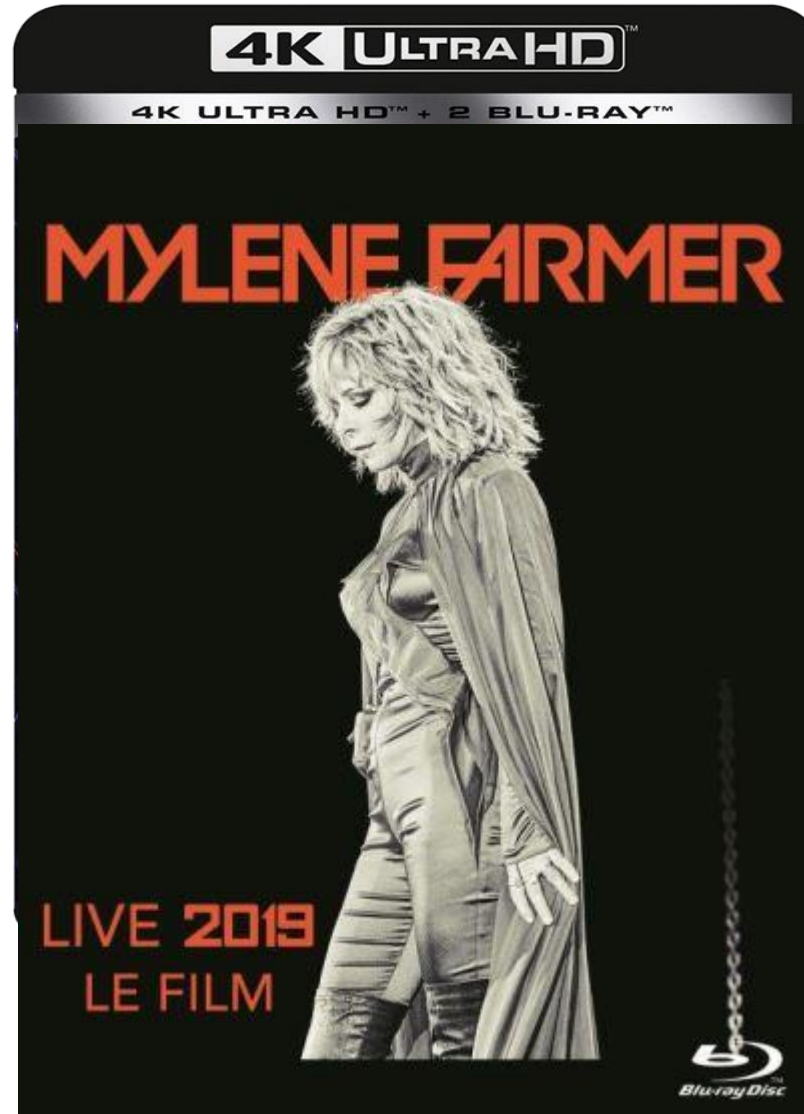


Le "Meilleur des Meilleurs" Avengers : Endgame Marvel





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