



**8-11 April 2019**  
**Palais des festivals, Cannes France**

PRESS RELEASE

**MIPTV DEBUTS 8K PROGRAMMING**  
**A WORLD'S FIRST FOR THE NEW BROADCAST STANDARD**



**Paris, 07 March 2019** – A new viewer experience is coming to [MIPTV](#) 2019 with the world's first programme of 8K content screenings on Tuesday, 9 April, in the Palais des Festivals.

The international market for TV content development and distribution, MIPTV takes place in Cannes, France from 8-11 April 2019. CANNESERIES runs in the city from 5-10 April 2019.

The industry is rapidly moving forward on new broadcast standards. Major Japanese broadcasters started 4K and 8K transmissions on broadcast satellite from 1 December last year. NHK is broadcasting a full range of programmes 12 hours a day in the very latest 8K Ultra-High Definition standard. On 19 February, Italy's public broadcaster RAI announced it would start regular 8K transmissions with the Tokyo Olympics in 2020.

This is the very first time that such a collection of extraordinary 8K footage has been assembled.

NHK will screen segments from their "Two Hour Tour" series of city visits (real-world Japanese visitors usually spend two hours at each attraction). "The Palais of Versailles" (a co-production between NHK and the Château of Versailles) will be showcased. NHK has also looked closely at its archive and MIPTV delegates will see a digitally-remastered 8K version of Hollywood's perennial musical favourite "My Fair Lady," captured from the original 70mm master.

Also being screened in 8K is music content from France's Paramax Films including a musical tribute to Michel Legrand, as well as a new film (provisionally titled "Music Hole"). In

addition, truly spectacular 8K footage from Italy's Magnitudo Film will be available. The USA's K2 Studios will present "Volcanoes," and their "Rocky Mountain Express" (initially shot for large-screen cinemas) in 8K. Japanese broadcaster WOWOW will show clips from locally produced version of "Cold Case" in 8K.

A special treat for MIPTV will be director and cinematographer Peter Chang (Golden Gate 3D) who will showcase his latest UHD 8K resolution output including "Cuba" (shot for BBC Earth and Giant Screen Films) and "San Francisco Flow." Saint Thomas Productions, which regularly use 8K for their factual and documentary output are just back from filming the spectacular eruption of Anak Krakatoa. NASA TV will also screen impressive 8K footage captured from the International Space Station in 8K.

Kansai-TV will showcase their 8K drama "To Make" which has won many awards including New York Film Festival Short Film category.

The 8K screenings will take place in the SONY UHD THEATRE of the Palais des Festivals, Cannes.

Of course, 4K is not forgotten. Acknowledging that world broadcasters now recognise that 4K High Dynamic Range transmission is commonplace and that the likes of OTT giants Netflix and Amazon Prime are also busy ramping up their 4K commissions, MIPTV will present a comprehensive programme track in which MIPTV delegates can view selected output in the SONY UHD THEATRE as well as on Sony's very latest 98" 8K BRAVIA MASTER Series TV.

France Televisions will showcase their "Tracks through China," and this MIPTV will screen its first 4K animation in the shape of the highly popular "Moominvalley" (a Finnish-UK co-production from Gutsy Animations).

ZDF Enterprises will screen "The Crimson Rivers" (Storia Television, in co-production with Maza Pictures for France TV and ZDF with ZDFE, hitting the spot with a gripping thriller set in the macabre world of gruesome crimes and harrowing rituals. ZDFE will also show "The Greatest Race" (produced by Lion TV in cooperation with Smithsonian Networks, C4, ARTE, ZDF and ZDFE) looking at how young Scopus grows from a slave in ancient Rome to be one of the era's most successful charioteers at the Circus Maximus.

Special 4K panels from India ("Spicing up 4K") and Russia (Tricolor TV), Spain (Moviestar+, MediaPro, Wild Stories/TVE) plus The Museum Channel, Zen TV and The Explorers complete the programme.

**About MIPTV** - MIPTV (8-11 April 2019, Cannes) is the leading international market for content development and distribution. Each April, 10,000 professionals from across the international TV and digital entertainment ecosystem connect to launch and discover new content, forge partnerships, negotiate financing and distribution agreements, find co-production opportunities and explore the latest trends.

MIPTV is preceded by the biggest weekend in unscripted content (6-7 April 2019), comprising MIPDoc, the world's largest screenings library, conference and co-production marketplace for the factual community, and MIPFormats, the discovery showcase for the global formats community. [www.miptv.com](http://www.miptv.com)

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