“I think it’s brought the world a lot closer together, and will continue to do that. There are downsides to everything; there are unintended consequences to everything. The most corrosive piece of technology that I’ve ever seen is called television – but then, again, television, at its best, is magnificent”

Steve Jobs
Rolling Stone, Dec. 3, 2003
HIGH DYNAMIC RANGE (HDR)
HDR is more than just increased Dynamic Range!!

Increased Colour Gamut – BT.2020

Increased Bit Depth – 10 or 12 bit

±16,8M colours with 8 bit
+1B colours with 10 bit

Increased Frame Rates – min 50fps

Smooth motion
- Transition SD >> HD not equal to HD >> UHD

- UHD TV sales +240%  
  *(SNL Kagan, 2016)*

- Consumers pay +10-30% for UHD content  
  *(SNL Kagan, 2016)*

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UHD Hardware available  
High Consumer Penetration

LIMITED UHD CONTENT
“INsight is an inspiring TV channel created for the “young at heart”-viewers; who wants to watch real trending content told through incredible stories. Viewable in their own time. Wherever and whenever they want, in Ultra HD.”
CHANGING VIEWING HABITS

Linear broadcast (satellite)

INsight smartphone & ipad app
Linear stream / VOD-OTT

INsight browser platform
Linear stream / VOD-OTT

INsight smart tv app
Linear stream / VOD-OTT

SMART

Linear stream / VOD-OTT
**TARGET AUDIENCE**

**Target group:** millennial audience:

- **Primary:** Male (18-34)
- **Secondary:** Female (18-34)

*(millennials = people born after 1980>2001)*

- Millennials care about real experiences
- Always looking for the next best thing *(trending topics)*
NEW RANGE OF CAMERAS
4K – HIGH FRAME RATE – HDR
STORAGE PRODUCTION PROBLEMS
10s of TBs worth of footage per production!
HIGH DYNAMIC RANGE
LIMITED CAMERAS
CHALLENGES WITH STANDARDS
POST-PRODUCTION IS DIFFERENT

New tools!
THE ENTIRE BROADCAST PLAY-OUT IS DIFFERENT!
INCREDIBLE STORIES
PROGRAMMING HIGHLIGHTS
In this extraordinary series, social influencers and magicians Magical Bones and Pete Heat travel to Europe and Asia to reveal a new and spectacular breed of street dance and magic.

The popularity of street magic may be truly international in its appeal now, but the art of such illusions lie in traditions that date back thousands of years, many of which originated in Asia.

For example, around 2,500BC the Chinese were performing their Linking Rings trick.

These traditions have developed throughout the centuries and now it's the turn of Magical Bones and Pete Heat.
The gaming industry is as big as the movie business.

We will tell amazing stories of how gaming these days effects reality.

The gaming industry is as big as the movie business.

Incredible Stories in Entertainment Reality

Game or Reality?

Entertainment Reality | 10 x 24''

Production Company: Blammo Media

This series will venture in the world of the biggest entertainment industry in the world: Gaming. At this point the yearly turnover of the gaming industry exceeds Hollywood. (Source: PriceWaterHouseCoopers)

Gaming videos are also the most watched videos online. (source: Statistica) In Insight Gaming we will tell amazing stories about how the digital world of video games is influencing our reality and vice versa.

Example episode: we will follow a gamer of 19 who is the best at playing “online football manager”. He became so good that he is now the “talent manager” at Arsenal.

Example episode: Nissan is organising every year a “test drive event” in Dubai. Where they are asking gamers of the game “Gran Turismo” to come and race in real cars. Because Nissan experienced that gamers are often the best new talents for their race cars.

Example episode: In Korea and Japan not singers or actors are the celebrities, but gamers are. Packed stadiums of around 100.000 people are watching these pro-gamers play. And they are becoming multi-millionaires by playing games.
RUNNING THE WORLD

PRODUCTION COMPANY : MIDDLECHILD UK

Following the global trending topic of ‘free running’ we found a group of social influencers who are famous for doing the most crazy free run acts!

Visiting beautiful and exciting locations across the globe: Running the World will give you a view of this amazing world as you’ve never ever seen it before.

We followed our daredevil free runners Benj and Max Cave, as they challenges themselves to run, jump and leap across some of the most beautiful cities and landmarks, while never letting there feet touch the ground.

In ten of our episodes, our free-runners will dare themselves to complete a challenging route that hopes to explore the location’s history, identity and culture, from a never-seen-before perspective.

Our free runners will meet with a local fixer and fellow free runner who will show them the very best spots to ‘run’. With the aid of their local guide they’ll both plan and go and create the perfect ‘free run’.
The F2’s - Billy Wingrove and Jeremy Lynch – have used their skills to establish themselves as top football freestylers.

Can they hustle their way across the continent, visiting 12 of the top footballing capitals of Europe - armed only with a football, their skills and of course, their charismatic personalities!

- 12 Episodes
- 12 different football capitals of Europe
- 12 different stadiums
- 12 different massive football matches
- 12 different great football stars

From the Stade de France to watch PSG, the Bernabeu to see Real Madrid and the Allianz Arena to watch Bayern – they have a list of 12 high profile games they have to make it to... sitting in the stands to watch the game – with only their tricks to get them there.

Can they blag a free ride by impressing a taxi driver with a double crossover? Can they earn enough money by performing on the street to buy themselves lunch? Can they wow their way to a free hotel room? And most importantly, can they get themselves a ticket to the game on their list?
THE LINE is simple, but epic. Two teams of 9 contestants battle it out over a season of 8 episodes of 48 minutes.

Every episode they compete along a 20-mile straight line somewhere in the country, that is literally drawn across the terrain, be it cities, suburbs, swamps, factories or even golf courses.

Each team will race from one end to the other, starting in opposite positions, hoping to be quicker than their opponents, passing each other somewhere midway through.

But the catch is that while it may be 20 miles long; the line is always only 50 yards wide. And each time you step outside of the line, your team is penalized.

That means the teams will have to negotiate raging rivers, bizarre obstacles and unfriendly locals... just stay insight The Line.
SVOD IN HDR UHD HEVC

- True native 4K-Ultra HD
- High frame rate (50 frames per second)
- HEVC
- High Dynamic Range (HDR – 2020 color space)