

PROTELEVISION TECHNOLOGIES CONTRIBUTES TO THE LAUNCH OF THE FIRST COMMERCIAL UHD TERRESTRIAL SERVICES IN SOUTH KOREA



UHD broadcasting has started. A new era of next generation broadcasting has started.

The three terrestrial broadcasters launched last Wednesday 31st of May an ultra-high definition (UHD) broadcast starting in the Seoul metropolitan area. The next-generation broadcasting era has opened up to four times more clear picture quality as well as two-way service. The three terrestrial broadcasters met on a co-opening ceremony the same day before they introduced the UHD broadcasting to viewers.

"UHD broadcasting is a next-generation broadcasting that is radically different from existing broadcasting. It is expected that consumer convenience will increase dramatically through economic services as well as interactive services."

SBS Policy Director

Broadcasters, manufacturers and research institutes have cooperated together in order to commercialize terrestrial UHD broadcasting for the first time in the world.

"Because of ProTV's a passionate effort, we can successfully launch our UHD service for first time on an SFN ATSC 3.0 network in the world. It has been a pleasure working with ProTelevision Technologies for the buildup of our ATSC 3.0 SFN network in Korea"

Jaehwan Joo
New Media Development Team Manager
SBS Seoul

"We hope that this initiative will lead us to the next wave of terrestrial broadcasting and ultimately to an era in which all citizens enjoy terrestrial broadcasting services."

Moon Jae-in Presidential Video Message

UHD programming will expand in South Korea from 5% this year to 10% next year and to 15% in 2019. Particularly next year, during the Pyeong Chang Winter Olympic Games, it will be provided a variety of competition information and VOD services along with regular programming.

The Broadcast viewing area will also expand sequentially from December 17 to March 18, first addressing the Pyeongchang Winter Olympic Games area, and then expanding to the whole country within 2021.