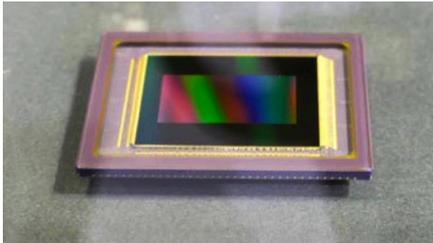

Netflix Rolling Out AV1 Content to TVs and More

AV1-encoded content is now being made available on TVs, including some 8K ones from major brands. The codec is now also supported on the PS4 Pro game console and some Amazon Fire TV devices. A key benefit comes from the lower bit rates needed for the same quality compared to HEVC or AVC and the smaller file sizes. Read Chris Chinnock's article [here](#).



OUR COMMENTS ON THESE...



Panasonic 8K Camera With 35MP Super 35mm Organic Sensor Spotted

Panasonic claims big benefits in dynamic range and global shutter control with this organic photoconductive DCI-8K 35-megapixel (8192 x 4320) sensor. It was supposed to be used in the Tokyo 2020 Olympics but missed the 2021 event as well. Unfortunately, this remains an R&D project according to the Panasonic managers. Read the YMCinema magazine article [here](#).

"Wife of a Spy" International Thriller and 8K Proof of Concept Production

This is a rare example of long-form content that was captured, produced, and distributed in 8K. It was a learning experience for the Japanese crew and they did not detail any further plans for 8K movie content. Interestingly, the trailer is only available in 1080p on YouTube which has the capability to host in 8K with the AV1 codec. Read NAB Amplify's story [here](#).



NEP UK and Imagine Communications Partner in Effort to Continue to Capitalize on the Demand for High-quality Live Premium Sports Coverage

According to John Mailhot, CTO Networking & Infrastructure at Imagine Communications, "Our SNP appliance supports 8K signals as quad UHD streams, with correct VPIDs for 8K 2SI format. This allows SDI/IP transport, color correction, HDR adjustment, and other processes across the 8K signal. We are planning additional 8K support, including single-stream 2110-20 8K and JPEG-XS support of 8K for future applications. We are doing this

in the context of a lead customer who requires the capability." Read the Press Release [here](#).

WE ALSO READ THESE...

[AV Access 8K Optical HDMI for High-Speed A/V at Home](#)

[Sony Teases a new CineAlta Camera: An 8K Cinema Flagship?](#)

[Watch This Space: 8K TV To Go Mass Market by End of the Decade](#)

[CES 2022 Innovation Award for TCL 8K OD Zero Mini LED TV & Smart Home App](#)

