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MEGOGO Launches 8K Channel

After our piece on The Explorer's last week and before our company profile next week, this week we talk to MEGOGO, an Eastern European OTT service provider offering an 8K subscription channel in multiple regions. With only sparse public information available on [M] 8K, we reached out to Ivan Shestakov, Chief Innovation Officer, to learn more. Read our Q&A [here](#).

Will Qualcomm Snapdragon 8 Gen 1 Democratize 8K Smartphones?

Qualcomm recently announced its latest high-end mobile chipset. The new flagship is the first silicon to use a 4nm production. This piece explores the Snapdragon 8 Gen1's relevance to 8K smartphones. Read [here](#) whether the Snapdragon 8 Gen1 will enable 8K for all?



Webinar tomorrow: The State of Live 8K Production

Join us for a webinar on Dec 08, 2021, at noon EST.

The 8K Association sponsors this informative webinar to discuss the state of 8K live production. Topics to be covered include 8K broadcast standards, coding standards, encoders, decoders, and demonstrations of live 8K production that have been done to date. The technology and tools to support live 8K production and distribution are here, so listen in to hear for yourself and determine if now is the time to consider a demo or unique event production. Our distinguished speaker is Mauricio Alvarez-Mesa, CEO of Spin Digital Video Technologies GmbH

Register here



Reports: Samsung and Sony to launch QD-OLED TVs

QD-OLED display technology is a new category with a blue OLED layer topped with patterned quantum dot subpixels that create red and green light from the blue OLED layer. It is an emissive display that should be brighter and more optically efficient than current OLED TVs. 34" monitors and 55" and 65" TVs (possibly 8K) are expected to be shown at CES 2022. Read the flatpanelshd piece [here](#).

Refresh rates, the biggest lie told to TV shoppers.

In September, we commented on Geoffrey Morrison's excellent piece explaining refresh rates in detail, which he's been updating since 2015 (that CNET piece is [here](#)).

This week, in Tom's Guide, Brian Westover takes a swipe at TV manufacturers that are less than honest with refresh rates [here](#).



SAMF Discussion on 8K and Interactivity

8K Monitor editor Ben Schwarz was on the spot defending 8K during December's SMAF "streaming about streaming" discussion [here](#). The conversation then moved on to interactivity and immersion, in which 8K has a critical part to play. It looks like a win as a skeptical Dom Robinson seemed more open to the benefits of 8K at the end.

WE ALSO READ THESE...

[Google Project Starline Tech & Feedback](#) (uses a 65" 8K display)

[Grand Theft Auto: New Levels of Realism In New 8K Video](#)

[Incredible Zelda 8K video with global illumination](#)

[Samsung QE65QN900A Review](#)

