

# Alternative HD Content: HDTV Cinecast Concept

**Yves Panneels**

Alfacam - Euro1080

Kuurne, 6th April 2006



Alfacam

The background is a deep blue, starry field, possibly representing a galaxy or a star cluster. The stars are of various sizes and brightness, with some appearing as distinct points of light and others as soft, glowing clouds. The overall color palette is monochromatic, ranging from dark navy to bright cyan. At the top and bottom edges, there are thin, horizontal grid lines, suggesting a technical or scientific context.

Euro1080



**An example:  
Winter Olympics Torino 2006**

# Alfacam in Turin

- 8 OB vehicles + 2 audio vehicles
- 100 camera systems
- 22 staff members
- images of the opening ceremony, 7 sports disciplines, and the closing ceremony



# Euro1080

- Acquired the HDTV broadcast rights for:
  - Belgium
  - Luxembourg
  - Sweden
  - Ukraine
  - Russia
  - ...
- HD2: non-stop 24/7 during the Olympics
- Live cinecast event in HDTV

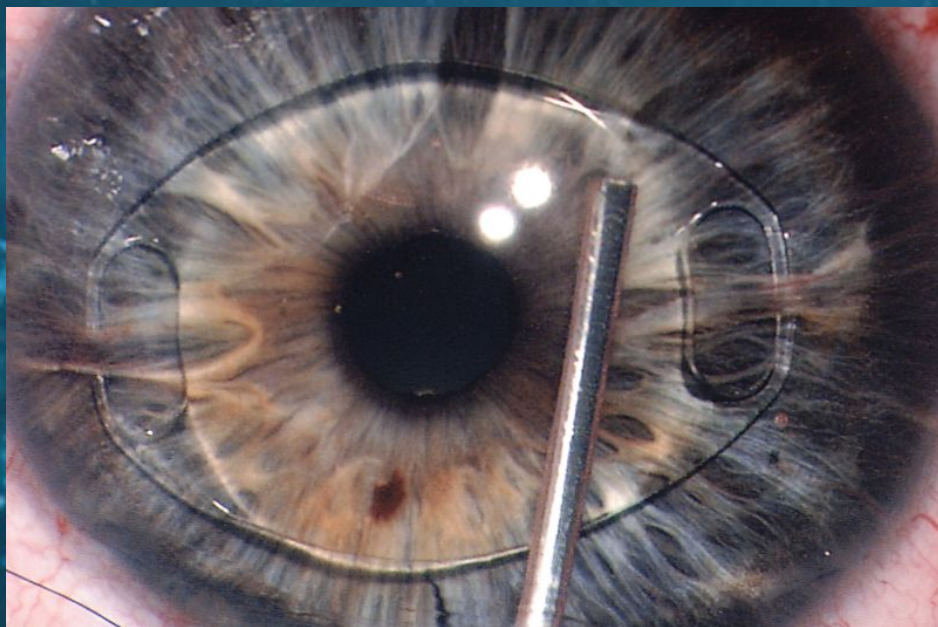
# The focus channel

*Focus:*

- Geographically
- Movie theatres and concert halls
- Free-of-charge or paying
- B2B



# Oops!





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PROUDLY PRESENTS

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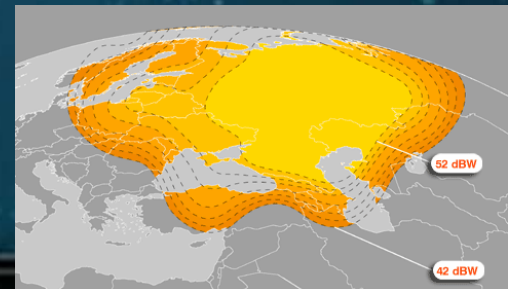
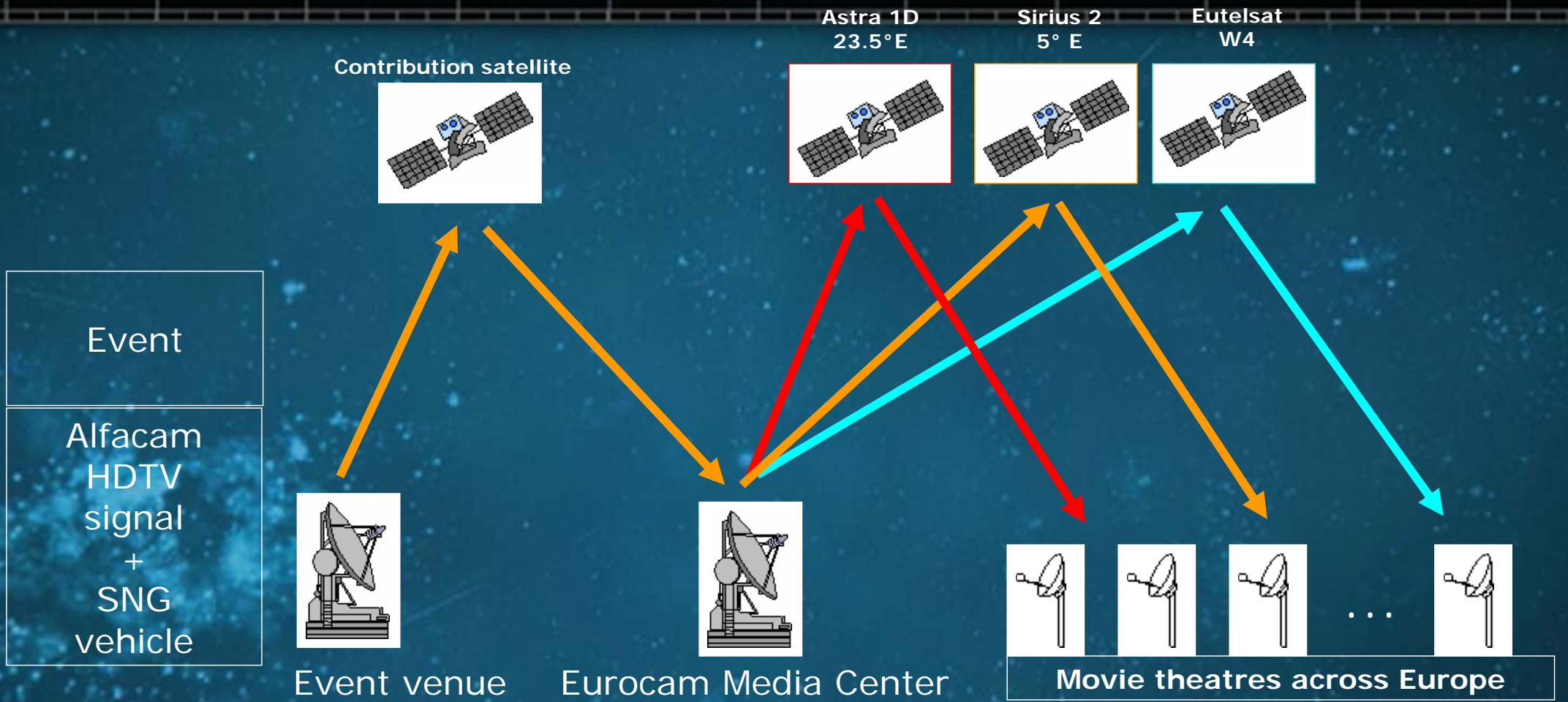


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# Upcoming alternative content

- Operas
- B2B projects
- FIFA World Cup 2006  
All 64 games in HDTV  
€5000-9000/cinema



Thank you for your attention

[yves.panneels@euro-cam.com](mailto:yves.panneels@euro-cam.com)

Cinecast Bookings:  
[annemie.van.hove@euro1080.tv](mailto:annemie.van.hove@euro1080.tv)  
+32 (0)3 454 20 10