

Sky and BT are preparing for 4K/UHD broadcasting the Telegraph reports, with both companies supposedly testing out next-generation STBs and streaming in time for launch before the 2015 Champions League.



Reportedly dubbed "Project Ethan," the Sky 4K STB is to offer advanced features such as multiscreen viewing on smartphones and tablets, as well as cloud-based storage of recorded programs, the Telegraph says. Apparently the broadcaster was planning to introduce 4K broadcasting in 2016, but has since accelerated such efforts in order to capture the "early adopter" audience.

Sky is something of a broadcasting pioneer, if with mixed results-- its HD broadcasts are a major source of growth, yet it saw failure with 3DTV.

Meanwhile BT is said to start 4K streaming trials on May, before an autumn launch in time to carry high-profile Champions League matches. The company is also supposed to be working on a 4K-capable STB.

Another cable operator reportedly running 4K trials is Virgin Media.

"Innovation is at the very heart of Sky's business," Sky tells the Telegraph. "We have a proven track record of leadership in the industry as we continually strive to find new ways to enhance the customer experience."

Go [Sky Accelerates New STB Launch \(The Telegraph\)](#)