

# Top-Quality Video: The Emergence of 4K (and 8K) 3Q 2014

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## Abstracts

The report assesses the timing for display innovations such as OLED, 4K, and ultra-HD TVs to become affordable to the mass market. It also provides trends in consumer adoption and the impact of content streaming on today's adoption patterns. In addition, the report addresses innovations beyond OLED, 4K, and ultra-HD, such as 8K. It provides global forecasts for consumer adoption based on pricing changes that support mass-market affordability.

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