

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

<https://marketpublishers.com/r/T766ADB3445EN.html>

Date: December 2013

Pages: 69

Price: US\$ 3,500.00 (Single User License)

ID: T766ADB3445EN

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.

Contents

1 REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

2 THE NEW LOOK OF VIDEO

- 2.1 Resolution and Aspect Ratios

3 THE 4K UHD VIDEO LANDSCAPE

- 3.1 The 4K UHD Services Market
- 3.2 The 4K UHD Device Market
- 3.3 4K UHD Geographic Markets
 - 3.3.1 China
 - 3.3.2 North America
 - 3.3.3 Western Europe
- 3.4 The 4K UHD Industry Ecosystem
 - 3.4.1 The 4K UHD Device Ecosystem
 - 3.4.2 The 4K Content and Services Ecosystem

4 TECHNOLOGY ENABLERS AND INNOVATIONS

- 4.1 Green UHD
- 4.2 4K UHD Upscaling
- 4.3 Frame Rates
- 4.4 Color Standards
- 4.5 H.265 / HEVC

5 4K UHD CONTENT AND SERVICES

- 5.1 Content Production
 - 5.1.1 Classes of 4K UHD Content and Current Availability
 - Live Content
 - Recorded Content
 - Motion Pictures

5.2 4K UHD Content Services

5.2.1 Broadcast

5.2.2 Pay-TV Services

5.2.3 OTT Services

6 4K UHD ADOPTION

6.1 4K and 8K Timeline

6.2 4K UHD Adoption Drivers and Inhibitors

6.2.1 Consumer Awareness

6.2.2 Pricing

6.2.3 TV Replacement Cycle

6.2.4 Larger Screen Sizes

6.2.5 4K UHD on Mobile Devices

6.2.6 User-Generated 4K UHD Video

6.2.7 Broadband Speed

6.2.8 Network Capacity

6.2.9 Content Availability

7 FORECASTS

7.1 Adoption of 4K UHD TVs

7.1.1 Forecast Methodology

7.1.2 Global Forecast

7.2 Adoption of 4K UHD TV Subscription Services

7.2.1 Forecast Methodology

7.2.2 Global Forecast

8 IMPLICATIONS AND RECOMMENDATIONS

8.1 Original Equipment Manufacturers

8.2 Multiple System Operators

8.3 OTT Providers

8.4 Content Creators

9 APPENDIX

9.1 GLOSSARY

9.2 Company INDEX

List Of Figures

LIST OF FIGURES

Resolution and Aspect Ratios

Desktop Computer Adoption (2009 - 2014)

China Consumer Spending (2004 - 2014)

Examples of Key Industry Players in the 4K Device Ecosystem

Brand of Flat-Panel TV Purchased in the U.S. in 2013

Examples of Key Industry Players in the 4K Content and Services Ecosystem

STB Hardware Support for HEVC

4K ADOPTION TIMELINE

4K ADOPTION DRIVERS AND INHIBITORS

Awareness of 4K UHD TVs

Additional Price Broadband Households are Willing to Pay for 4K Resolution

Screen Sizes of Flat-Panel TVs

Percent of Smart TV Owners Watching User-Generated Video

Online Video Content Accessed on Smart TVs

Forecast Methodology for 4K TV Unit Sales

Forecast for Global 4K TV Unit Sales

Forecast for 4K TV Unit Sales by Global Region

Forecast for Percentage of 4K TV Sales by Global Region

Comparison of Global Unit Sales for All Households and Broadband Households

Forecast for 4K TV Unit Sales in China

Forecast for 4K TV Broadband Household Penetration in China through 2018

Forecast for 4K TV Unit Sales in the U.S.

Forecast for 4K TV Broadband Household Penetration in the U.S. through 2018

Forecast for Broadband Household Penetration of 4K TV Sales by Global Region through 2018

Forecast Methodology for 4K Service Subscriptions

Global 4K Pay-TV Service Subscriptions

4K PAY-TV SERVICE SUBSCRIPTIONS BY REGION

4K PAY-TV SERVICE SUBSCRIPTIONS: SOUTH KOREA

I would like to order

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

Product link: <https://marketpublishers.com/r/T766ADB3445EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T766ADB3445EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970