

The Market Opportunity for Ultra-High Definition Video

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Report Summary

While the market for High-Definition TV (HDTV) has hit the mainstream, the industry has already started speculating about the commercialization of Ultra-High Definition (UHD). Ultra-High Definition (UHD) video includes 4K (3840 x 2160 pixels) and 8K (7680 x 4320 pixels) resolution. While the market will take many years to develop there will be ample opportunities for technology companies, manufacturers, service providers and media companies to experiment with business models and strategies to make UHD a strong business in the long term.

This report covers the availability of ultra-high definition TV units and the availability of ultra-high definition services around the world.

The following areas are explored:

- Timing for UHD in digital cinemas
- Timing for UHD broadcasts
- 15-year regional forecast for 4K and 8K TV units
- Associated manufacturer's ASP and revenue forecast
- Key companies involved in each market segment
- Regional and worldwide household penetration of UHD TV sets
- Early market segments to target for UHD screens

HIGHLIGHTS

- The UHD mass market materializes between 2023 and 2024, when UHDTVs reach 10% global household penetration.
- The rising popularity of high resolution digital cinema and widespread availability of UHDTVs will seed the market.
- The first 4K UHD broadcasts should start around 2017, while the first 8K UHD broadcasts should begin around 2022.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

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