

Nearly 50% of TVs shipped worldwide in 2018 are 4K UHD models, Futuresource reports-- meaning the TV format is set to hit the mainstream sooner, not later, reaching 37% global household penetration by 2022.



TV display purchases drive the 4K UHD segment, and although a content gap still exists, it is quickly being filled up. The amount of 4K UHD content has grown "significantly" during H1 2018, as is the number of broadcasts in the format. For instance, the February Winter Olympics were broadcast in 4K UHD thanks to the Olympic Broadcasting Services and Japanese broadcaster NHK. All FIFA World Cup matches were also shot in 4K UHD, before delivery via satellite, cable, IP and OTT.

Blu-ray also finds an opportunity with 4K UHD-- currently the market sees the release of up to 30 4K UHD Blu-ray discs monthly, an ideal state seeing how player prices are dropping into the sweet spot. However Futuresource remarks consumer 4K UHD Blu-ray player uptake is still slow, perhaps due to a lack of vendor initiatives and retailer support beyond N. America.

In addition, current 4K UHD SVoD pricing is in a turbulent state, with service providers and rights holders experimenting "extensively" with price points, content bundles and delivery mechanisms. The result is a possibly disjointed and fragmented customer journey, as content providers look to capture as big a slice of the audience as quickly as possible. However the analyst says companies should keep an eye on consistency, in order to ensure consumer confusion remains at a minimum.

Futuresource: 4K TV Heads to the Mainstream

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