

Consumer interest in 4K UHD remains on the up in 2018, receiving a further push due to ASPs reaching parity with HDTVs, Futuresource Consulting reports-- leading to 4K UHD TV shipments for the year to reach over 100 million units.



In addition, the market is set to grow with a double-digit CAGR throughout the analyst forecast period to 2022, while HDR is making its presence felt. Over 50% of 4K UHD TVs sold in 2018 feature HDR, even if consumer understanding of the technology remains limited.

European shipments of 4K UHD TVs are positive, growing by 30% in 2018. Asia Pacific leads in terms of volume thanks to China, the largest single market for 4K UHD, while uptake in N. America is strong thanks to rapidly declining markets and a general preference for larger screens.

The global UHD Blu-ray player market is also growing, with 2018 shipments on track to almost double the installed base of standalone players. UHD-compatible media streamers are also pushing forward, as 2018 shipments are up by 85%, accounting for nearly 50% of all media streamer shipments. Game consoles play a part, increasing the UHD Blu-ray capable home install base as customers update consoles to take advantage of upgrades on both PlayStation and Xbox.

"When it comes to the content, SVoD remains the primary gateway for consumers to get their UHD fix," Futuresource says. "Netflix is the key service driving UHD SVoD spend. Depending on the country, around 20% to 30% of subscribers have opted for the UHD premium tier. UHD Blu-ray content continues to progress ahead of the expectations of many, with global consumer spend on track to reach \$360m this year. UHD Blu-ray has held onto its price premium and, as a result, consumer spend continues to outperform digital sell-through of UHD, despite the volumes being almost identical."

Written by Alice Marshall
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Broadcast UHD also got a boost in 2018 with the February Winter Olympics and the FIFA World Cup accelerating 4K UHD coverage plans of many broadcasters. However, a reduction in the cost of simultaneous UHD and HD broadcast delivery is required for wider uptake. IP delivery is key, at least in the short to medium term.

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