

The Ultra HD Forum DVB Webinar

Codecs, standards and UHD formats

Where is the industry headed?

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UHD Key Features

* UHD service must be have one



Resolution*

4K provides clearer, crisper & more detail-rich picture than HD



WCG
Wide Color Gamut

More realistic and vibrant colors



HDR*
High Dynamic Range

Greater range contrast including dynamic HDR



HFR
High Frame Rate

Motion rendering from 100 fps closest to real



NGA
Next Generation Audio

Immersive, personalized sound perceived as coming from infinite points



Other enabling
technologies

Content Aware Encoding (CAE) puts the bits in the best position in ABR

Global Advocacy for Next-Gen A/V Delivery

<p>Charter</p>	
<p>Contributor</p>	
<p>Associate</p>	

40+ Direct members inc. many organisations

Some key contributions to the industry

- Guidelines (2.2 coming out in April)
- Plugfests
- Evangelisation, over 2K demos given on 4 continents
- A true Forum
 - weekly teleconferences,
 - 2 to 3 F2F meetings per year at events
- Service tracker

Spring 2020 update

- ~150 commercial consumer-facing services WW in our new service tracker
 - From 3B tracked subscribers in total, 300M+ have access to UHD services
 - ~75% of services are predominantly linear with over 125M UHD subs
 - ~25% of services are VoD-based and have over 180M UHD subs
 - ~50% have HDR, ~25% have NGA
- 5 years after our launch, non-linear OTT and live/linear Broadcast UHD is well documented in our guidelines including for HDR deployments
- New in our April 2020 guidelines:
 - Professional Video over IP (ST2110)
 - OTA broadcast (ATSC)
 - Nascent UHD markets – China, South America
- Other new deployment frontiers for 2020 and beyond
 - More on HDR: Seamless Interop, Live OTT, Mobile, Dynamic HDR
 - Stabilize NGA
 - Launch HFR