



# The Ultra HD Forum DVB Webinar

## UHD: Commercial Success or Work in Progress?

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### Service Tracker Presentation

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# My ten minutes of fame

1. Why and How We Got to the Tracker
2. Live Demo
3. Next steps



# Genesis

- In 2017, Harmonic offered a list of ~50 services to the Forum
- Slicing and dicing any market is complex
- We considered counting numbers of
  - UHD channels (more representative of the offer than the demand)
  - Platforms carrying UHD services
  - Transponders dedicated to or carrying UHD
  - 4K VoD titles, HDR Vod Titles
  - (...)
  - UHD Services that a consumer can buy



# Getting the data

- In the end we chose commercial B2C services
  - Most representative of customer reality
- What to capture?
  - Fields went from 6 in 2019 to 21 in 2020.
    - e.g. as project initiated in 2016, when all services were 4K, by 2019 2K and 8K services appeared, so we needed a maximum resolution field
  - We naively thought that capturing subscriber reach would be easy
    - But we only got partial data and managed to drown in that
    - Paul Gray sent us a lifebuoy and we finally managed to UHD subscriber bases



## Demo of new 150-UHD-service tracker

- Celebrating a tripling of Services from 2018 to 2020
- Data from three billion subscriptions
- 10% of subscriptions have UHD services



# Some next steps under planning

- Create dynamic chart
- Dedicated feedback form & scrollable notes or info button
- Clarify
  - what qualifies as NGA
  - what's a single service vs. several services in the table
  - Multiple HDR and NGA technologies and commercial sensitivity
- Finish capture of spec, estimate that over 50% are DVB-based
- Consider a metric for proportion of UHD content per service
- Members' view with more data or prettify the shared excel

