The Ultra HD Forum DVB Webinar
UHD: Commercial Success or Work in Progress?
May 2020
Service Tracker Presentation

Benjamin Schwarz
UHDF Communications WG Chair
CTOiC
[bs@ctoiC.net]
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