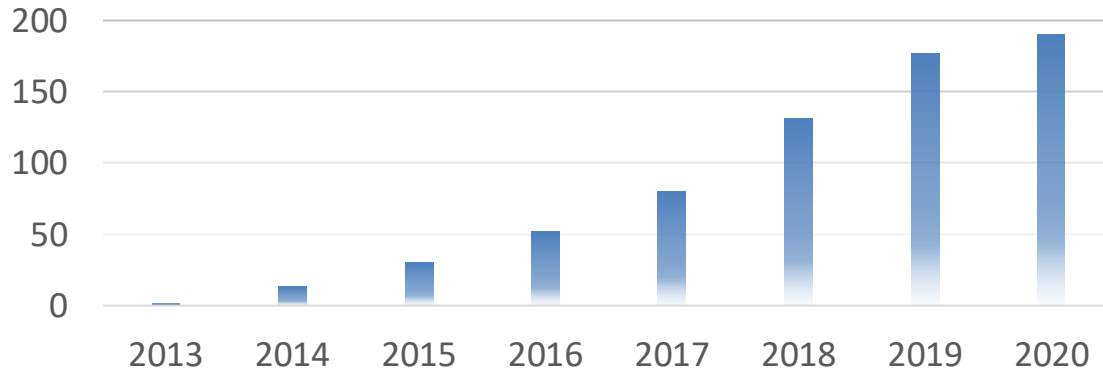


# Fall 2020 UHD Service Tracker

- 190 customer-facing and 70 B2B services tracked
- 450 M subscribers to all tracked UHD services

## B2C COMMERCIAL UHD SERVICES



New in this version:

- first 1080p
- more CAE
- first SL-HDR1



# UHD Key Features

\* UHD service must have one of



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



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



HFR  
High Frame Rate

Motion rendering from 100 fps closest to real



# Audio is a new UHD frontier

- Audio column 1

– Stereo → Surround → Immersive → Personalised

- Audio column 2

Legacy codecs:

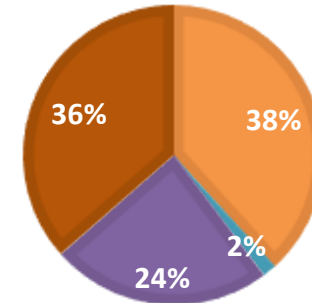
- AAC-LC
- AC-3/DD
- DTS-HD
- HE-AAC
- E-AC-3/DD+
- E-AC-3 w/JoC/Atmos

NGA codecs:

- AC-4/Atmos
- DTS-UHD/DTS-X
- MPEG-H

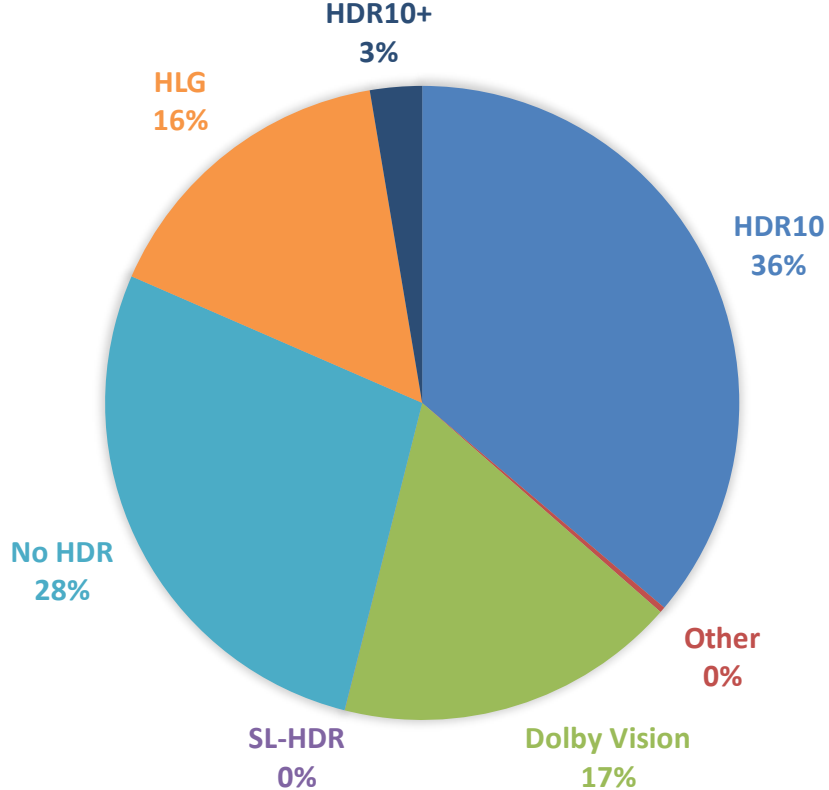
SUBSCRIBER REACH/NGA  
TECH

Info N/A Stereo  
Surround Immersive



# The headstart of SVoD platforms

SUBSCRIBER REACH/HDR TECH



SERVICES/HDR TECH

