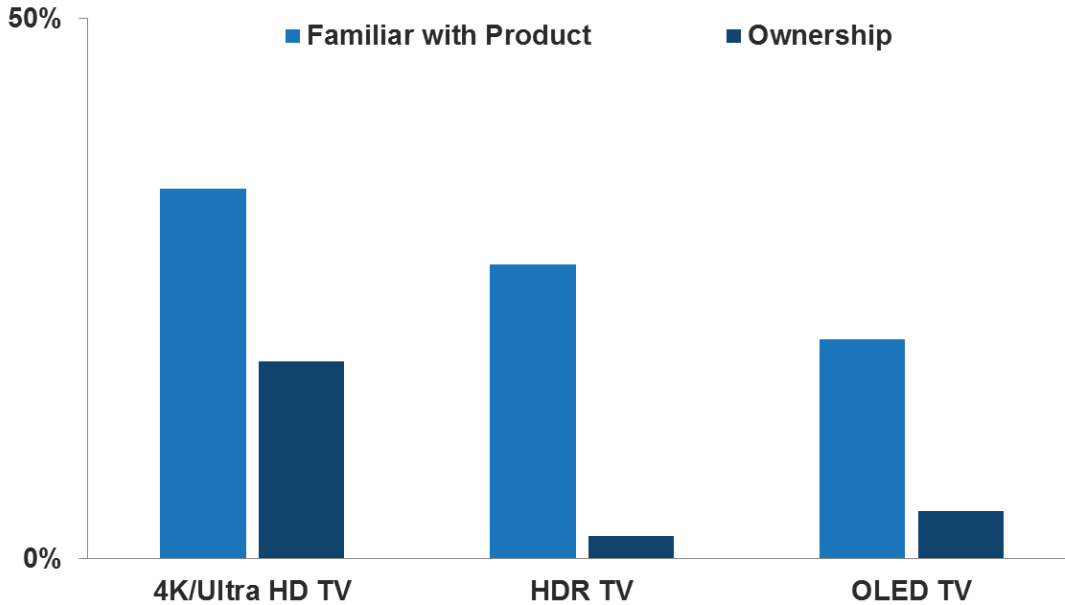


Advanced TV Familiarity & Ownership U.S. Broadband Households with a Flat Panel TV



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SYNOPSIS

Television manufacturers have created a growing list of initialisms including 4K, UHD, HDR, OLED, and QLED leading to potential confusion among consumers regarding what these designations really mean. This research measures adoption and familiarity with emerging advanced picture technology and provides a market snapshot of the dynamic display market.

ANALYST INSIGHT

“4K content is available to watch, but offerings and libraries are limited. HDR content is currently limited primarily to transactional sources, with a handful of subscription players offering HDR content, including Netflix, YouTube, and DIRECTV Now, but there is a potential format war looming. Until the format discrepancies shake out among studios, device makers will need to license chips and hardware for multiple format standards. This will lead to increased hardware costs for OEMs in the short term.”

— John Barrett, *Director, Consumer Analytics*, Parks Associates

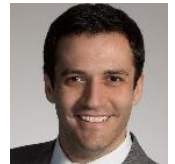
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