

Global Super Hi-Vision Market 2016 Share, Trend, Segmentation and Forecast to 2020

Super Hi-Vision Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Market Forecast to 2020

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Television market has continuously been dynamic since 2010 with the emergence of LED TV, followed by 3D TV and then Smart TV in the market. The second half of year 2013 came up with new developments in this market when companies launched UHD TVs, with the inception of Super High Resolution TVs. Ultra High Definition Television (UHD-TV) also known as 4K-TV and 8K-TV is estimated to grow at a faster pace and is expected to witness double digit percentage penetration by 2020. UHD TV has low entry barriers as compared to OLED in terms of technology and cost. Broadcasting standards, regulations, storage devices and limited transmission bandwidth are the major restraints for the market. [Super Hi-Vision](#), is a digital video format referred to as ultra-high definition (UHD) picture quality with impressive 3D sound. This technology is capable of producing more in-depth information and lifelike clarity to the picture. Super Hi-Vision can provide new dimensions to television broadcasting and commercial electronics, camera lenses, medical science, space science and defence sectors. This technology also leads to new products such as displays, sound systems, lenses and cameras which can be used across different industries. Super Hi-Vision also brings in new video and audio codec formats. With the capability to impact key applications in many industries, particularly broadcasting and commercial electronics, this technology is the future of high-resolution display technology. Major companies like Samsung and LG are facing tough competition from Chinese companies due to the low-cost panels offered by the Chinese suppliers and are trying to implement this technology with new applications constantly being explored.



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The report states that increasing use of UHD displays in the commercial sector, including the retail, government and hospitality sectors is the key driving factor of the global ultra-high definition panel market. Additionally, escalating use of UHD TVs in the media and broadcasting sector is contributing to the growth of the ultra high definition panel market. UHD TVs offer features such as a wide dynamic range, extensive colour gamut, and high picture resolution, which will aid open new genres and entertainment fields.

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High-profile sports events offer tremendous opportunities for major players in the UHD TV market. The Olympics and the FIFA World Cup are some of the rampantly popular sports events that create high demand for UHD TVs. For example, in June 2014, the British Broadcasting Corporation (BBC) made an announcement that the matches of the 2014 FIFA World Cup would be telecast on Sony UHD TV in the U.K. Further, the UHD content was televised on selected BBC research and development locations, which augmented the sales of UHD TVs. Additionally, UHD TVs will find increasing application in advertising and signage, publishing, and in cinema complexes for display of non-movie content such as music and sports events. UHD TVs can also be used in art and culture to preserve and display objects and also for the creation of new pieces of artwork in art galleries, museums and others. These factors are collectively driving the Super Hi-Vision market.

The key vendors dominating this market space are Samsung, LG Electronics, Sony, Panasonic and Sharp.

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