

Teaser Version

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**4K**  
ULTRA HD

**ULTRA**  
**HD**

**UHD**  
Ultra High Definition

**ULTRAHD**  
**PREMIUM**

**4K**  
ULTRAHD

**4K**ULTRA HD

**VEED**

video services intelligence

State of UHD Offerings in  
the German VoD market

**veed snapshot**

December 2016

# Overview: UHD is still in its early stages in Germany

## About UHD:

- UHD applies to *Ultra High Definition*, a digital video format with enhanced resolution and a better picture quality than Full HD
- Most services do not distinguish between UHD (3.840×2.160 pixels) and 4K (4.096×2.160 pixels) video quality
- An UHD capable display is necessary for the intended consumption upgrade



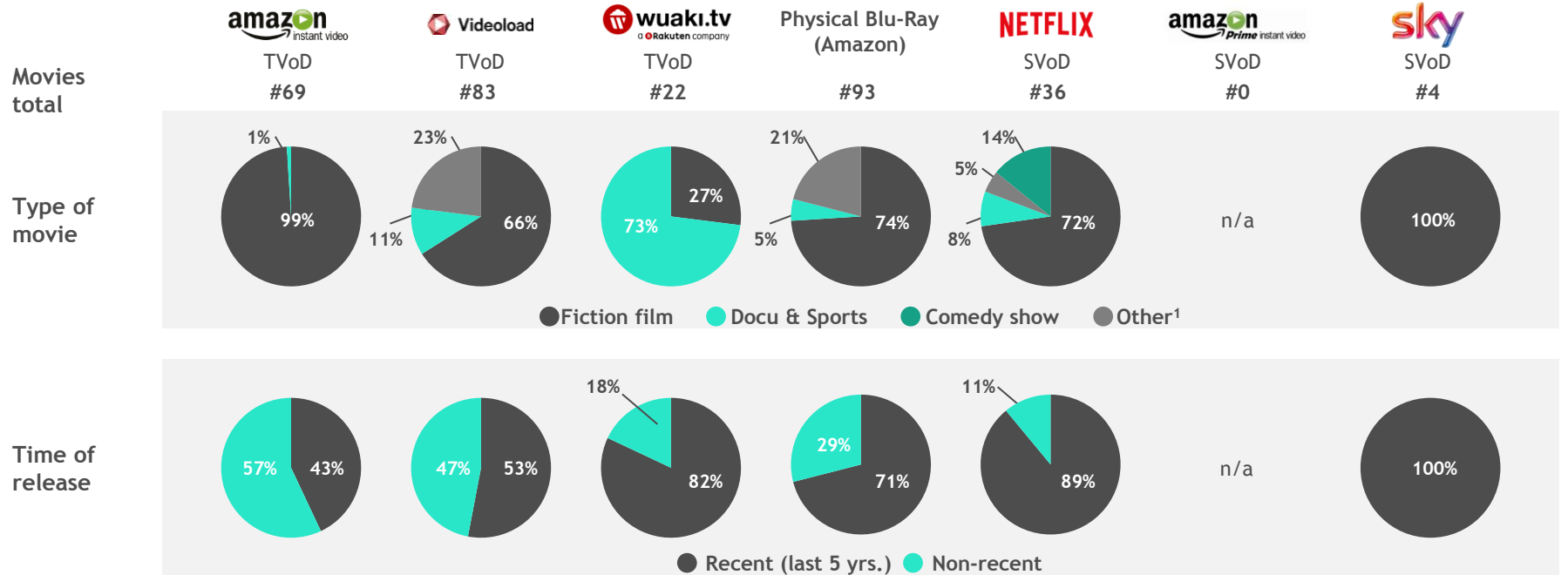
## UHD Content:

- Only very few VoD services offer UHD content in Germany so far
- Most UHD assets are available as part of TVoD business models
- Price per movie in UHD quality reaches up to 29,99€ in purchase models and varies from 3,99€ to 7,99€ in rent models

## Devices:

- **Market driver:** Demand mainly driven from UHD Smart TV penetration
- **TVs and game consoles:** Current Smart TVs and game consoles are typically UHD capable starting at 549,00€ (LG Smart TV) and 199,99€ (NVIDIA Shield)
- **Streaming clients:** Amazon Fire TV for 99,99€ is currently the cheapest UHD solution on the German market
- **Set Top Boxes:** Sky has launched a new UHD Set Top Box Sky+ Pro in October 2016 for 99€

# Deep-Dive Content: Movies



1) Other - e.g., "Aquarium 3D"

Amazon Prime Video not considered here, as it offers only series

UHD within Sky on Demand became available in October 2016

A film or TV movie is considered recent if it was produced in the last 5 years

Non exhaustive list of services; prices as of 16/Q4

Source: veed analytics

# Summary & Outlook

## Summary:

- UHD content is not yet a significant driver for Blu-ray sales
- Revenue from UHD content is still low for most providers
- The market is still dominated by HD content and services
- Sky and Amazon are leading in UHD content offerings

## Linear

- Sky and Amazon are leading in UHD content offerings

## Outlook

- Increasing competition might become a driver for more high quality content in UHD, but it is still unclear to which extent UHD can be monetized on top of HD quality

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If you would like to test various UHD offerings, please get in touch with:

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