

# Convergence of 4k UHD TV Adoption & the Streaming Video Era

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# Three pillars of a 4k streaming future

## 4k UHD TV adoption

...exited the early adopter stage and is quickly penetrating the living room

## Fast, reliable broadband

...and mesh routers are enabling 4k video streaming and quicker downloading

## 100s of 4k titles available

...benefit UHD TV owners who are more likely to be digital video users

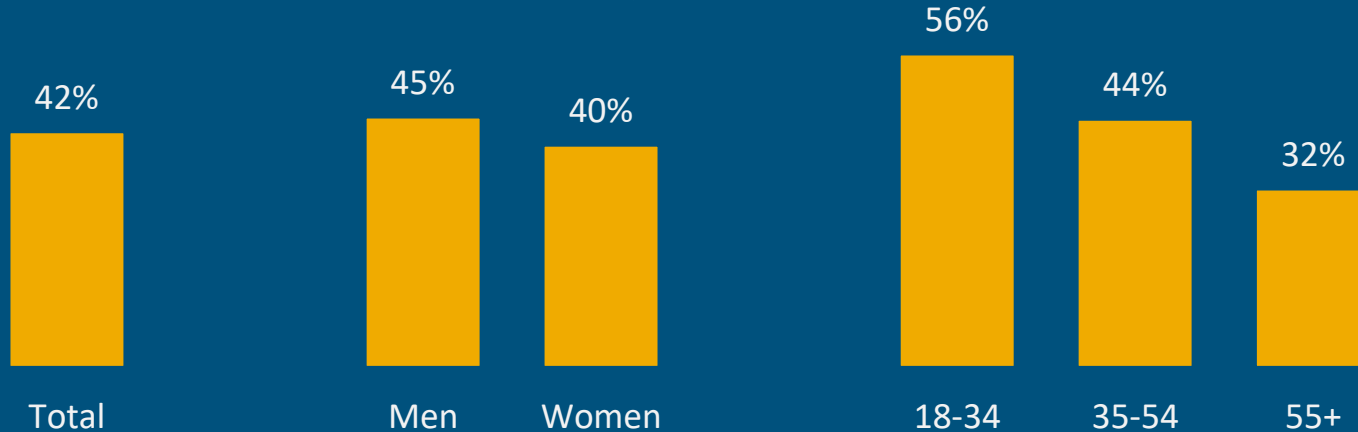


**4k UHD TV adoption exited the early adopter stage & is quickly penetrating the living room**

# Over four-in-ten say they are likely to use a 4k UHD TV

Consumer interest spikes to well over half of Millennials age 18-34

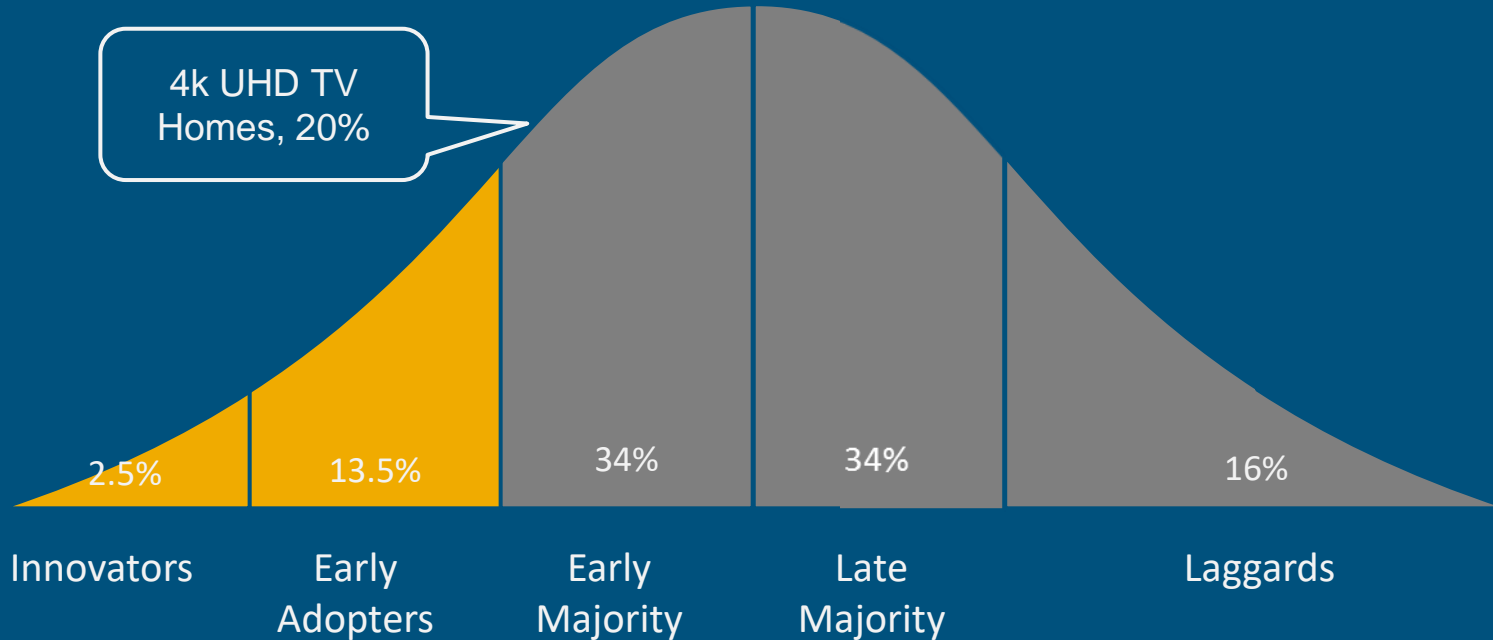
4k UHD TV “Very/Somewhat Likely to Use”  
(August '18)



Source: Connected Intelligence, Device Ownership Trends & Profile Report

# 4k UHD TVs reached an early majority customer base

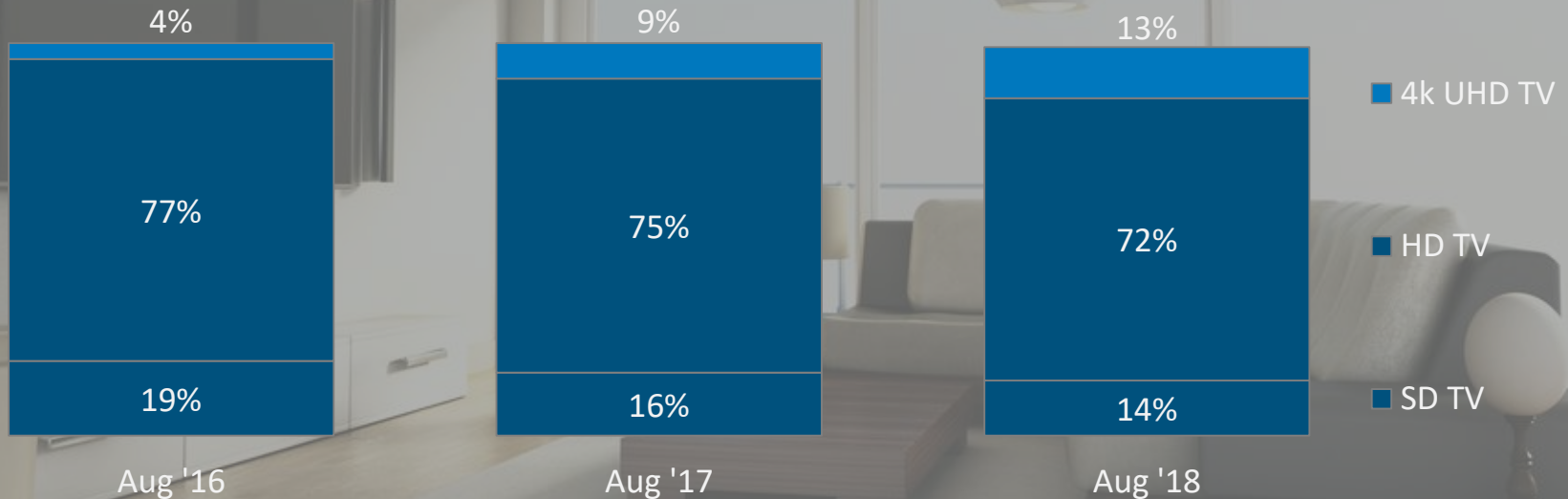
August '18, % of U.S. internet HHs



Source: Connected Intelligence, Device Ownership Trends & Profile Report

# Over 1 in 10 (13%) living room TVs are 4k UHD

TVs Installed in Living Rooms  
(August '18)

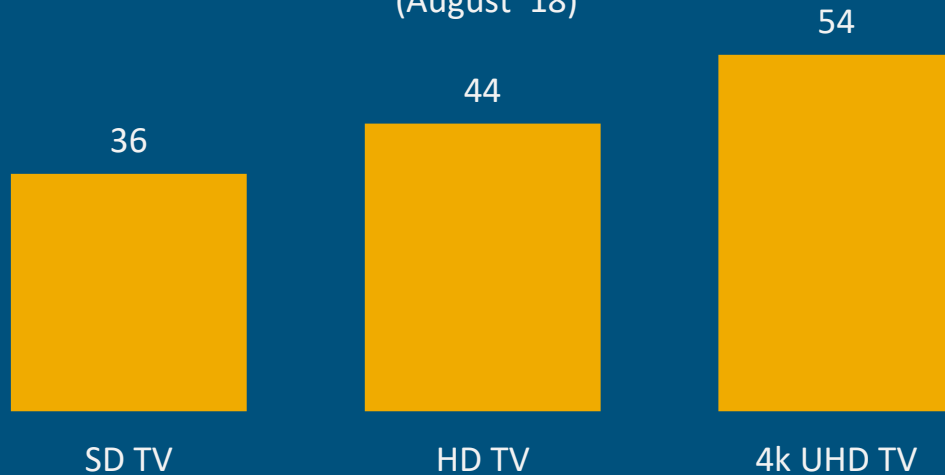


Source: Connected Intelligence: TV Ownership Trends Report

# Migration to 4k UHD

Is driving up the size of installed TVs

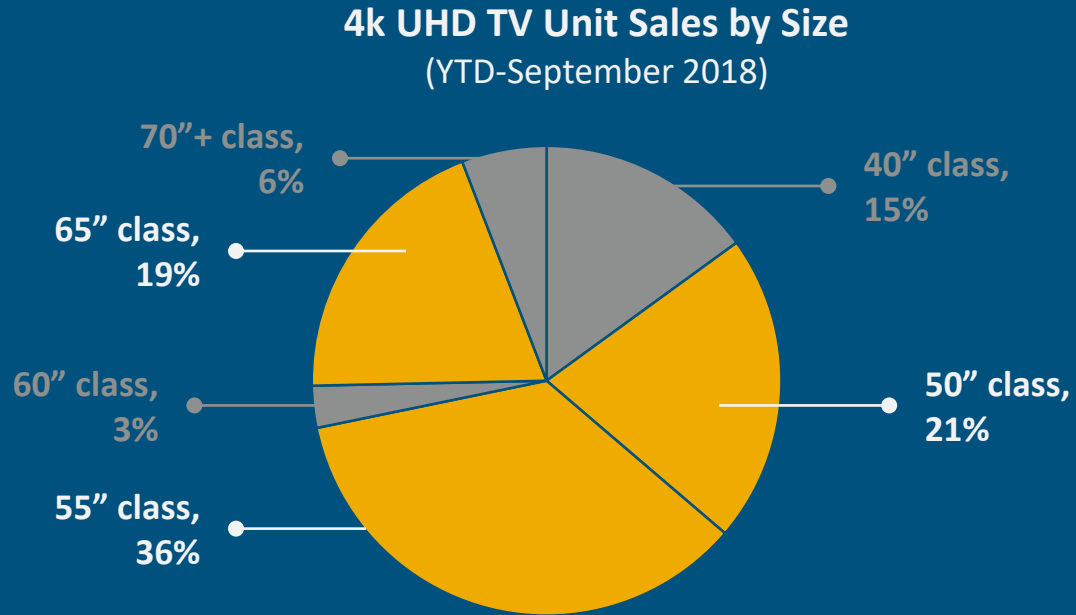
Installed TV Screen Size in Inches  
(August '18)



Source: Connected Intelligence, Device Ownership Trends & Profile Report



# 50", 55" and 65" displays dominate 4k UHD TV sales



Source: The NPD Group/Retail Tracking Service



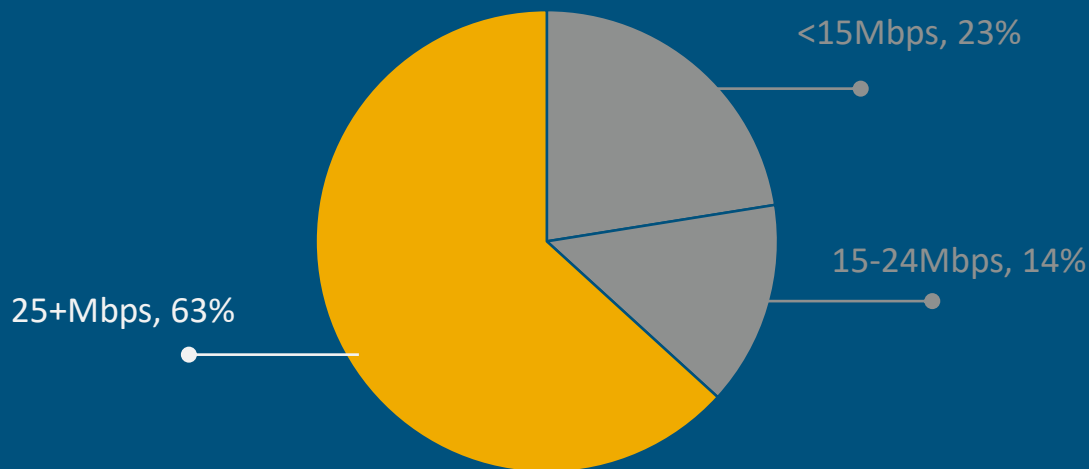


**Fast, reliable broadband and mesh routers are enabling 4k video streaming and quicker downloading**

# 63% of 4k UHD TV HHs have enough bandwidth to stream video in 4k

Some services support 4k streaming at 15-24Mbps, increasing the HH base

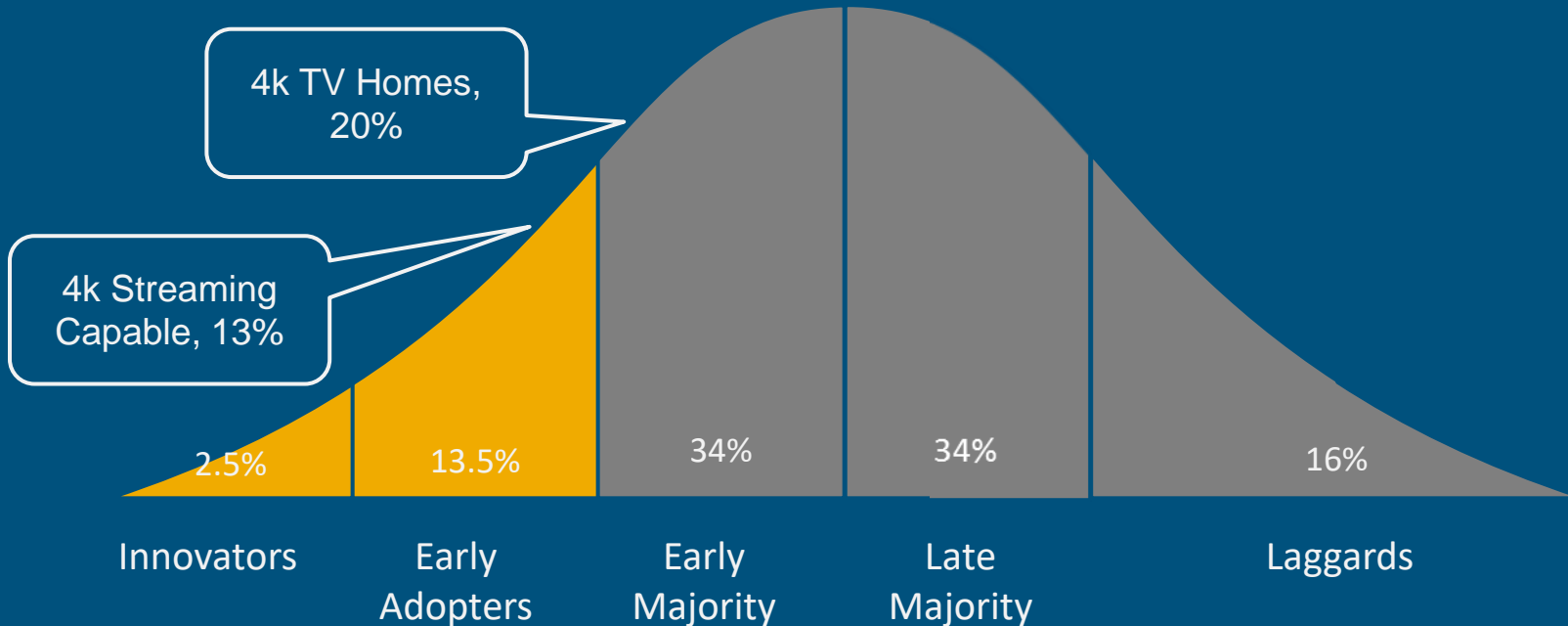
**Observed Broadband Speeds**  
(Among 4k UHD TV HHs)



Source: Connected Intelligence, Device Ownership Trends & Profile Report

# 4k streaming capable HHs are reaching an early majority

August '18, % of U.S. internet HHs

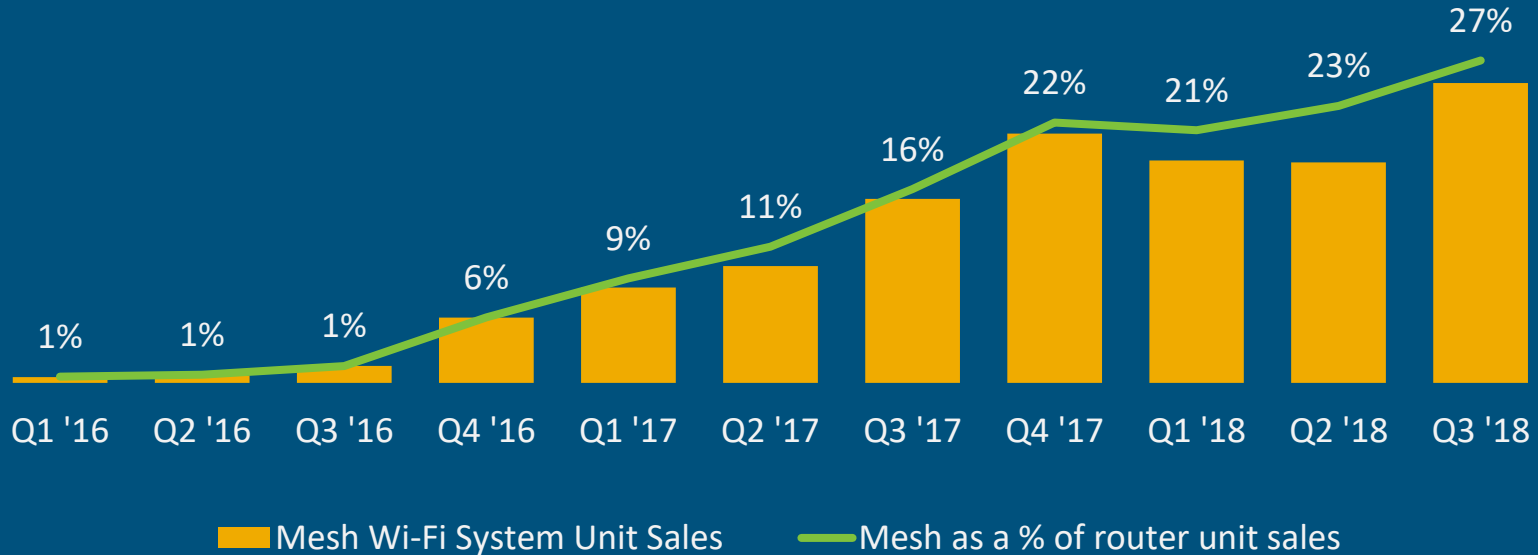


Source: Connected Intelligence, Device Ownership Trends & Profile Report

# Mesh is installed in 2m homes & unit sales are up 63% Y/Y in Q3

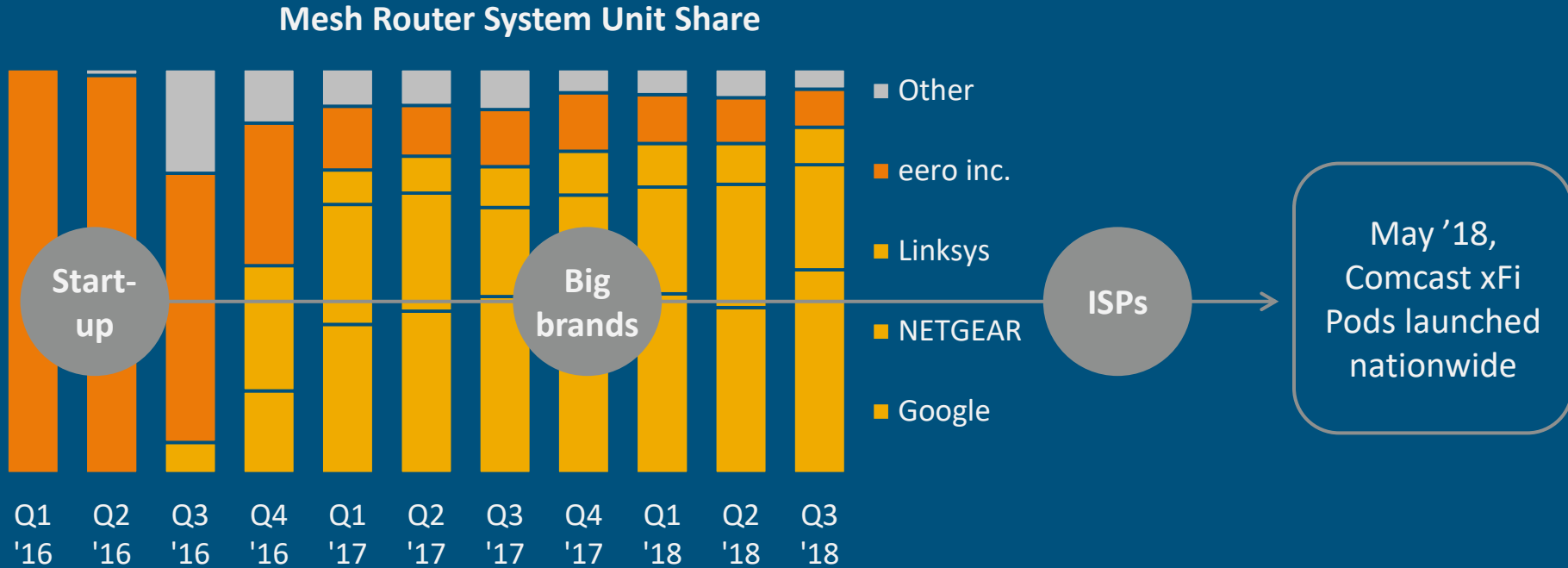
Mesh enables better streaming, 4k & faster digital video downloads

## Mesh Router System Unit Sales



Source: NPD Retail Tracking Service

# Major brands entered the retail market & ISPs are now distributing mesh systems



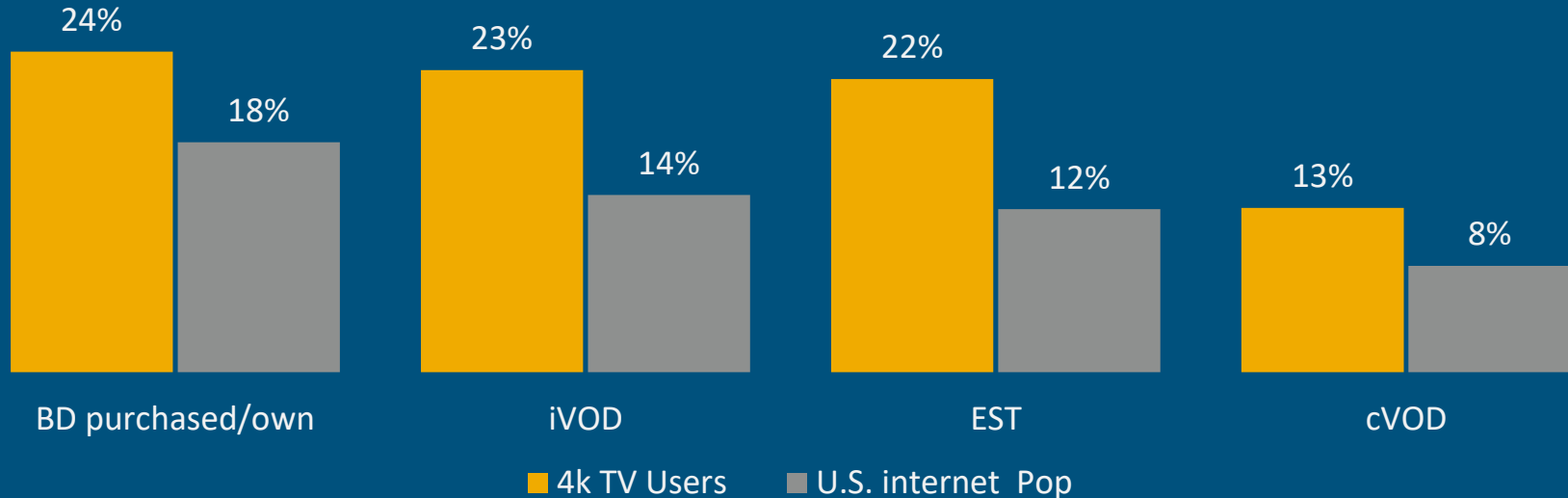
Source: NPD Retail Tracking Service



**100s of 4k titles available benefit UHD TV owners who are more likely to be digital video users**

# 4k UHD TV users are more likely to buy and rent videos

4k UHD TV User's Video Purchase & Rental Behavior  
(Incidence of Activity, August '18)



Source: Connected Intelligence, Device Ownership Trends & Profile Report

# Hundreds of 4k UHD titles are available to buy and rent

576

**4k UHD titles**

available to purchase  
or pre-buy digitally\*

418

**4k UHD titles**

have been available to rent  
digitally since inception\*

415

**4k UHD titles**

available to rent on-demand  
from DirecTV\*\*

424

**4k UHD BD titles**

have been available to buy  
since inception\*\*\*

*\* Source: Warner Bros. as of 10/22/18*

*\*\* Source: AT&T as of 10/25/18*

*\*\*\*Source: NPD Videoscan as of 10/20/18*



# The future is airing in ultra-high definition

4k UHD streaming video is reaching an early majority audience that is engaged with digital video

20%

of homes have a 4k UHD TV

13%

of homes are 4k UHD streaming capable

50"–65"

is the new living room TV size bringing benefit to 4k UHD content

100s

of 4k UHD titles are available to buy and rent

