

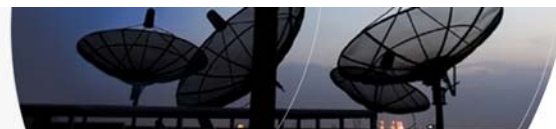
# UltraHD via Satellite

*Evaluating Long Term Viability and Market Opportunity*

Report Briefing



## Report Description



This NSR study analyzes key elements for satellite-based UltraHD demand in terms of market viability, cost considerations, ecosystem development and end user adoption issues. The frequency and solution mix are evaluated in order to determine the market proposition of Standard Definition (SD), High Definition (HD) and the ultimate fit of UltraHD for future requirements. Market forecasts and trends are outlined in 3 distinct market platforms, enabling satellite operators and service providers to plan accordingly in protecting their current market position as well as gaining competitive ground by provisioning more attractive UltraHD channel packages.

### This report answers the key questions concerning the satellite UltraHD market:

- How will the market take hold?
- What is the effect on the market's capacity requirements and revenue prospects?
- Which frequency and technology solutions will be preferred over time?

### The study is a valuable resource that:

- is beneficial to all industry players that need grounded insights and solid rationale into future UltraHD offerings that may or may not radically change the video markets;
- offers an assessment of end user requirements and preferences;
- and provides the impact of this "push technology" on current SD and HD platforms and the shape of future market dynamics.

### Included in this Report:

- **Demand by Video Platform**
  - Cable TV Distribution
  - IPTV Distribution
  - DTH
- **Channel Count**
- **Capacity Requirements**
- **Breakout by Frequency Demand**
  - C-band
  - Ku-band
  - HTS
  - Dedicated Ku-band
  - Dedicated Ka-band
- **New format:** easy to navigate, concise but still rich content, presented in **Microsoft PowerPoint**

### Key assessments undertaken include:

- **Key issues and expected trends** as well as how the outlook of the industry will evolve
- **Emerging market developments** that could drive future growth
- **Next-generation solutions**, specifically HTS

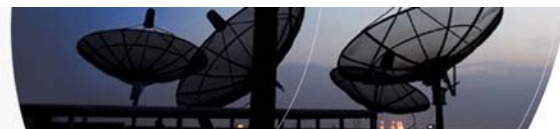
### The report includes the following analytical elements:

- **Channel** forecasts
- Forecast by **Platform - Cable TV, IPTV and DTH**
- **Capacity pricing** movements & trends
- **Bandwidth requirements and compression**
- **Demand trends & ten-year forecasts** by platform, region, and frequency band

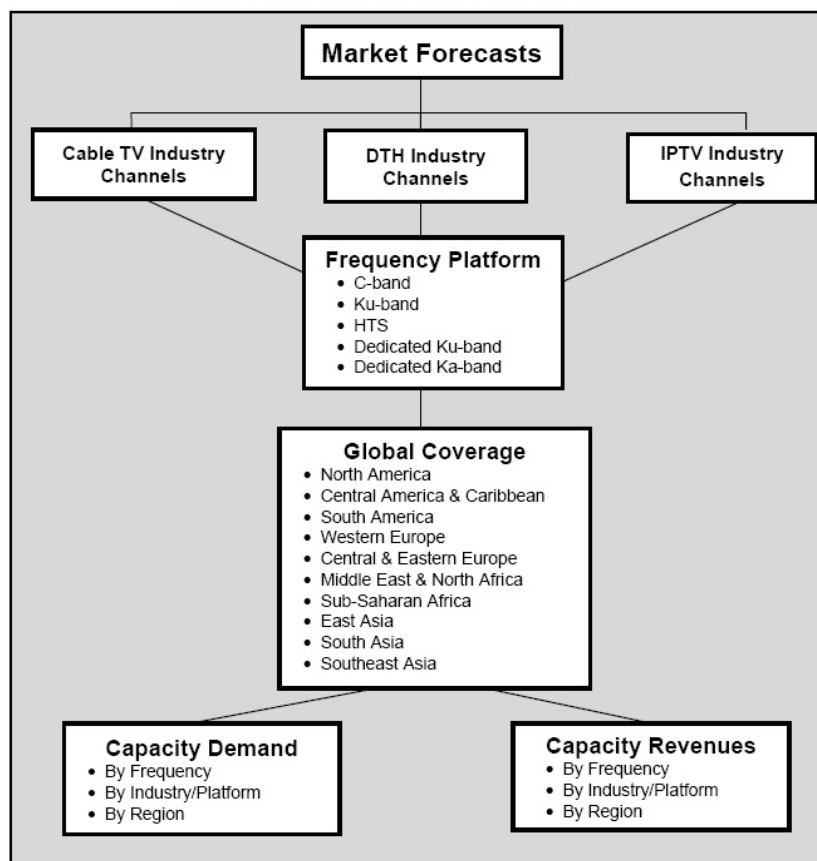
### Detailed Analysis Backed by Industry Input & NSR Expertise

The detailed assessment of the UltraHD market relies on input from key vendors as well as NSR's longstanding, extensive body of work in the video markets and application segments. This provides a solid quantitative and qualitative basis from which a comprehensive analysis of trends and market forecasts can be drawn.

## Key Features



NSR's UltraHD Report Data Segmentation



## Who Should Purchase the Report

- Satellite Operators
- Satellite Service Providers
- Technology Companies
- Trade Associations

## *A Complete Analytical Perspective*

### Elements of this Study Include:

- A **Complete PowerPoint Report Document** containing all quantitative and qualitative analysis
- A **Market Summary Document (PDF)** containing an overview of the report findings and recommendations
- An **Excel File** containing all data and graphs so the client can easily use this work as a basis for their own internal market projections
- Complimentary **1/2 half day of consulting time with the NSR analyst who authored the report** to review report findings and interpret the market.

## Executive Summary

### Market Overview

The UltraHD via satellite market is still in its infancy and is expected to reach the development stage by 2015. Although still a few years away from becoming a commercial reality, ecosystem development has begun, spearheaded by TV manufacturers and content generators.

The satellite industry has joined the fray to hasten market development such as Eutelsat's demonstration Ultra HD channel for Europe on the Eutelsat 10A satellite. Other areas where the satellite industry is likely to contribute to ecosystem development during the next several years include:

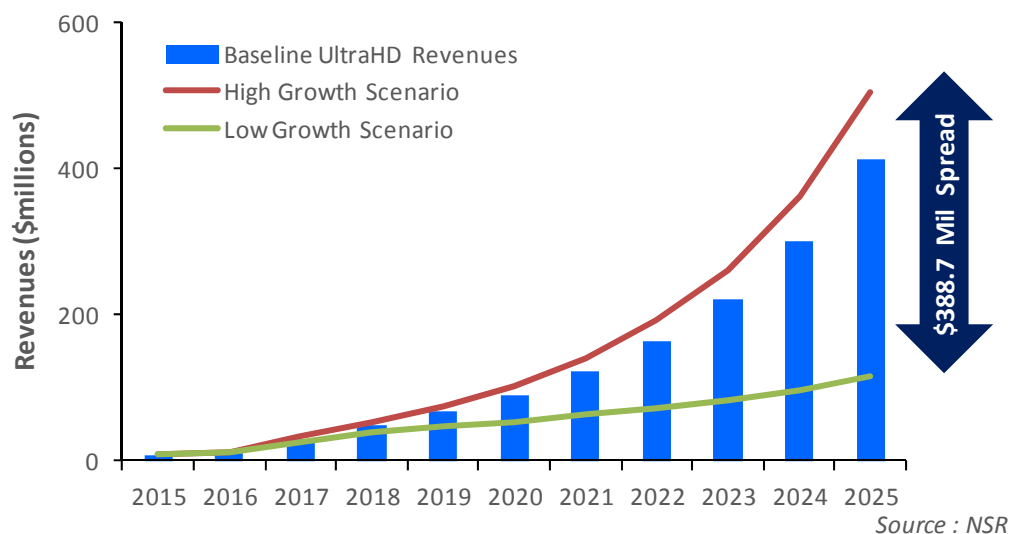
- Test beds on the space and ground segments; and
- The development of HTS services specific to supporting UltraHD to provide more favorable cost structures.

Although regarded as potentially “the next big thing” or the largest revenue driver for satellite communications, **it is NSR's view that UltraHD will be a small niche with minimal impact in revenue terms and channel carriage over the long term.**

### Core Research Findings

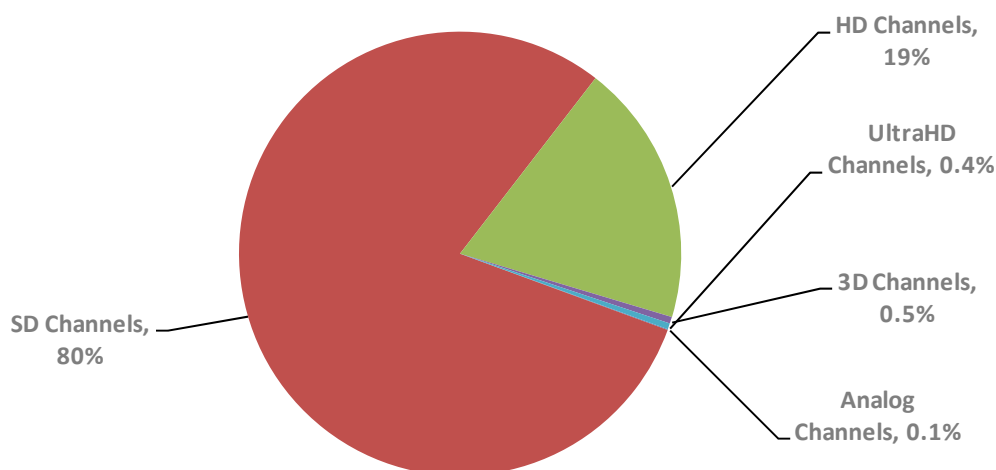
- Revenues are **expected to grow at increasing levels annually**, starting from less than \$10 million in 2015 when the market ensues to over \$400 million by the end of 2025.

#### Global UltraHD via Satellite Revenues By Scenario



- Although exhibiting high market growth levels in NSR's Baseline and High Growth forecast scenarios, **UltraHD via satellite is expected to be a small percentage in the overall video distribution market** where SD and HD channels should continue to dominate.

### Channel Demand by Platform, 2021 (%)



Source: NSR

- In terms of pay-TV platforms, the **DTH industry is expected to lead in UltraHD deployment**. CATV is expected to be at a distant second, while IPTV is expected to enter later in the market cycle.
- Regionally, the market should experience the highest impact in **North America given consumer behavior, particularly in terms of channel deployment in both commercial satellites and dedicated DTH programs. On the revenue side, Western Europe is expected to lead all regions**, while East Asia should come in third for both channel deployment and revenue streams.

## Bottom Line

Cost and physical space considerations associated with pay-TV households as well as the value proposition of purchasing higher-priced UltraHD bouquets compared to current and already high-quality HD programs, point to a **relatively small base of subscribers**. As such, **UltraHD is not expected to be a game changer** as its revenue impact is likely to be nominal given the challenges faced by service providers in terms of risk taking and tackling ROI considerations, given a fairly limited addressable market.

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