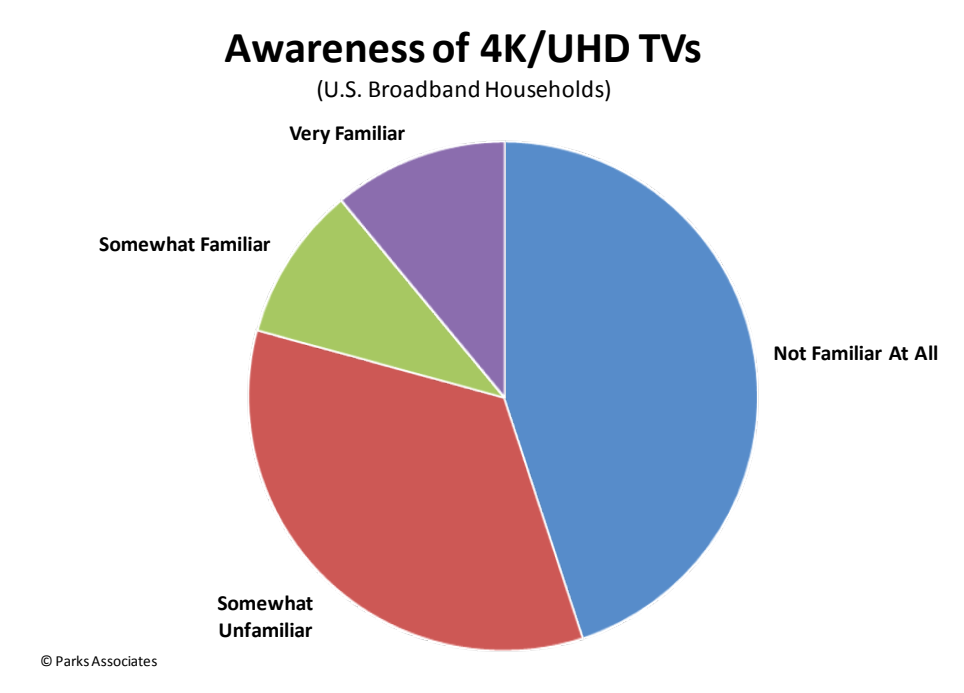


Synopsis **Consumer Awareness of 4K**

The report assesses the timing for display innovations such as OLED, 4K, and ultra-HD TVs to become affordable to the mass market. It also provides trends in consumer adoption and the impact of content streaming on today's adoption patterns. In addition, the report addresses innovations beyond OLED, 4K, and ultra-HD, such as 8K. It provides global forecasts for consumer adoption based on pricing changes that support mass-market affordability.



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"With the exception of early adopters, consumers will purchase 4K UHD TVs on a replacement cycle of 8-10 years," said Barbara Kraus, director, research, Parks Associates. "To speed up adoption, manufacturers need to develop strategies to either reduce the replacement cycle or motivate consumers to think outside their standard TV purchasing patterns."

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Top-Quality Video: The Emergence of 4K (and 8K)

By Barbara Kraus, Director of Research, and Glenn Hower, Research Analyst

3Q 2014

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