

HEAVY READING Cable Industry insider

4K Ultra HD: Big Opportunities, Big Challenges for Cable

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Report Highlights

With consumer electronics companies pushing 4K Ultra HD TV, cable MSOs are exploring how to deliver UHD should it take off

Comcast is taking the lead with an Xfinity 4K app for Samsung UHD TVs and 4K-capable X1 set-top boxes later this year

UHD requires cable to make significant upgrades throughout the content distribution chain

UHD is accelerating MSO interest in high-efficiency video coding (HEVC) and IP bandwidth strategies

UHD forays by Netflix and other OTTs could put pressure on cable bandwidth, but UHD uptake will evolve gradually

Home gateway prototypes that support UHD will hit the market this year

UHD provides an opportunity to reinvigorate premium content and VoD

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