

# IABM Media Tech Trends



## Immersive Experiences





## About this Report

IABM Media Tech Trends reports track the adoption of specific emerging technologies within the broadcast and media sector.

The purpose of these reports is to enable member companies to better understand the drivers of emerging technologies' adoption within customer organizations.

This should provide member companies more tools to better address the challenges lying ahead, from new product development to marketing strategy.

## Contents

This edition of the report focuses on UHD and VR and covers the following topics:

- UHD & VR Essentials
- UHD & VR Adoption Trackers
- UHD & VR Deployments





## What is it?

Virtual Reality (VR) relies on headsets (often called goggles) to achieve a full 360-degree view of a virtual world. More specifically, it relies on sending streams with complex processing into headsets.

Headsets are broken up into two main categories; simple holders for handheld devices like smartphones or full-blown headsets that typically require a base station connection. Typically, smartphone type headsets require specialized apps that clearly help the viewer with the VR experience.

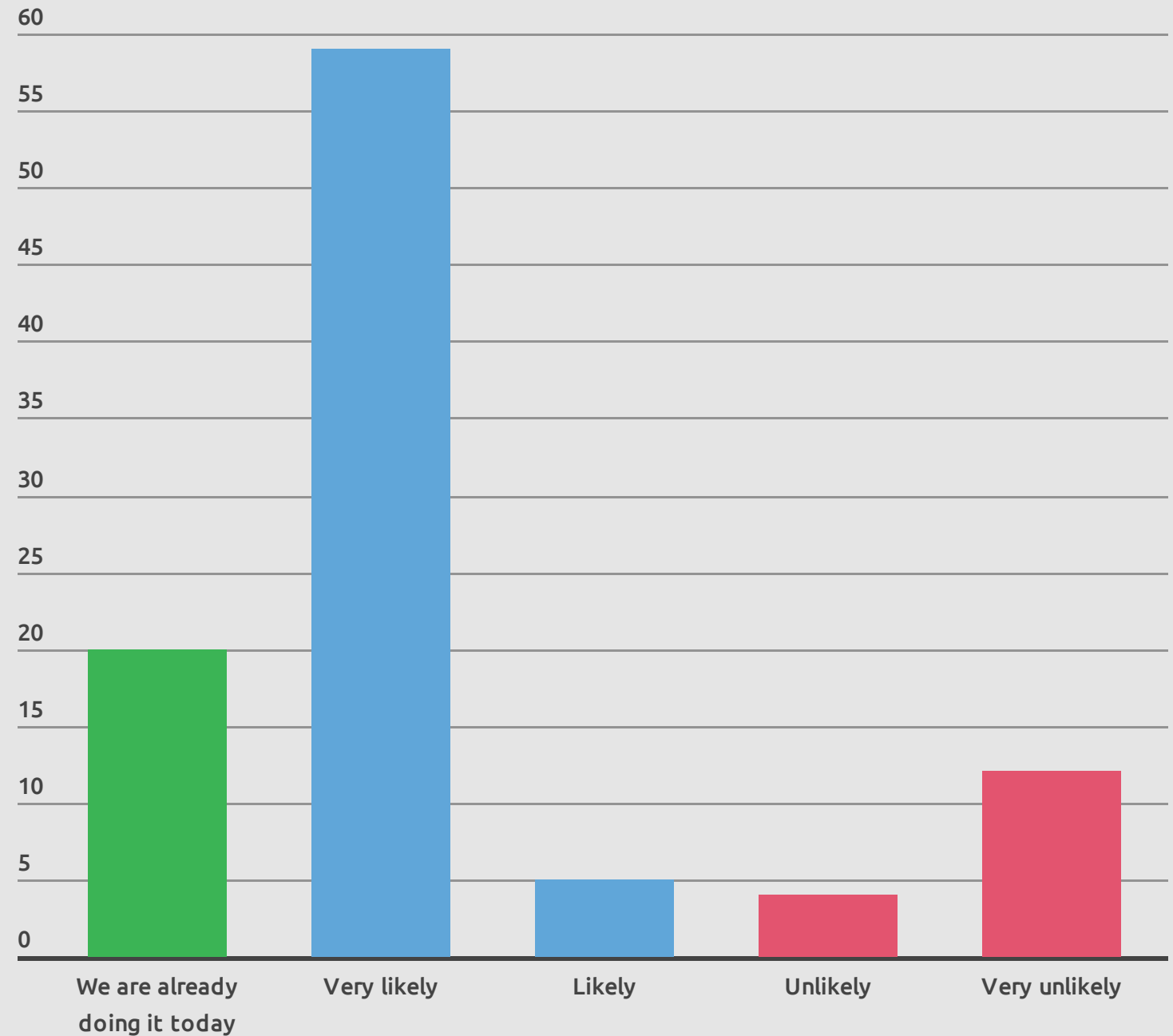
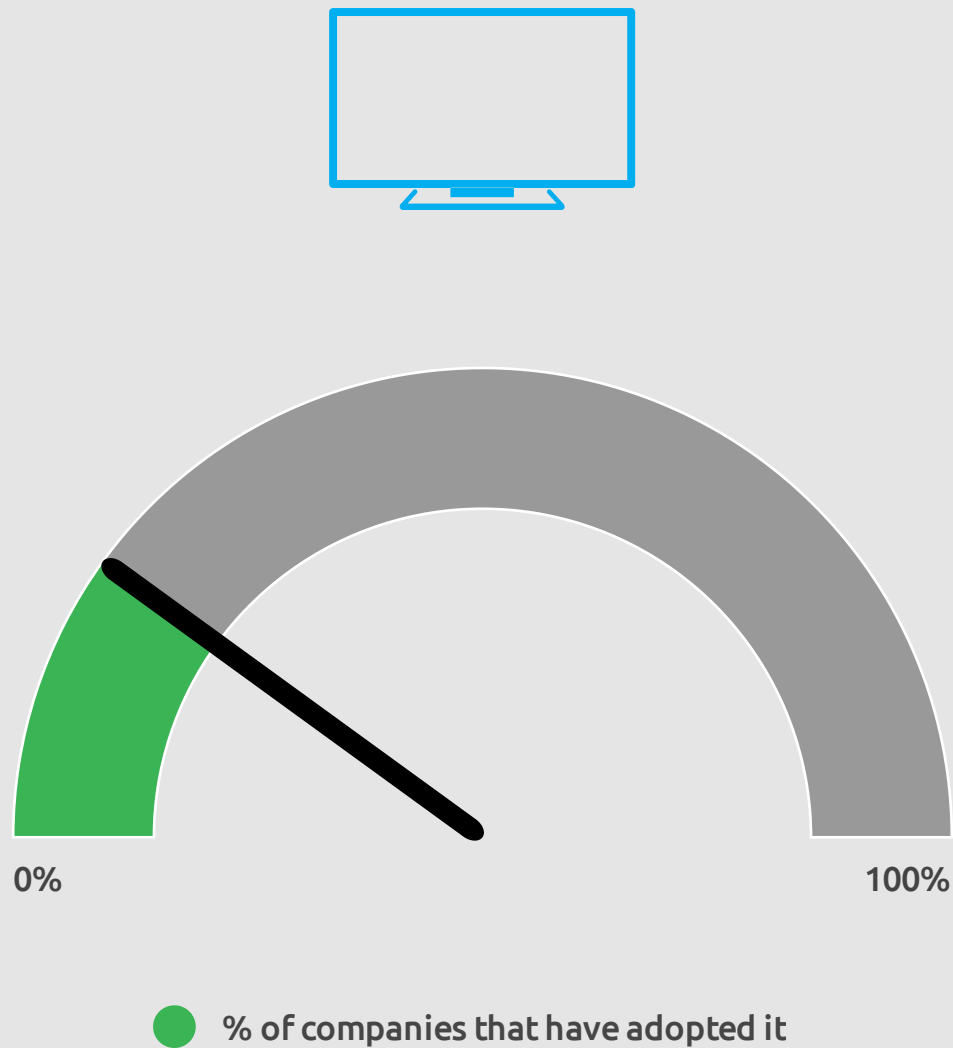
Interest in VR skyrocketed in 2014 when Facebook acquired Oculus for \$2bn. This acquisition led to a flurry of investment into the technology.

However, more recently, interest in VR has waned for a variety of reasons. Slow consumer adoption of VR equipment has led major companies with a stake in it such as Facebook to significantly lower prices. The complexities (and costs) of VR content production and post have also contributed to stifling adoption in the media industry. For example, in post-production, 360-degree video needs to be stitched together before editing.

With regards to broadcasting, the main application area remains sports where VR could represent an alternative, or surrogate, to watching a game in the stadium.



# UHD Adoption Tracker



According to IABM data, UHD adoption has slowly grown in recent years, from the 14% reported at NAB Show 2018 to the 20% reported at IBC 2018. Deployments have risen although there is still a high percentage of companies unlikely to launch any UHD offerings.



UHD deployments have so far focused on live events such as sports and concerts although there are some channels that transmit other (non-live) genres such as documentaries and drama.

UHD adoption has been higher at Pay-TV operators.

This is due to the low added revenue potential of UHD in commercial broadcasting as opposed to Pay-TV. In fact, the presence of UHD channels in Pay-TV bundles can constitute a subscription and therefore revenue driver while the same does not apply to a commercial setting – i.e. advertising inventory's value is generally uncorrelated with image resolution.



One of the early adopters of UHD was DirecTV in the US, which announced a UHD offering in late 2014 - the feature is intended as differentiation versus other Pay-TV offerings. In April 2016, DirecTV expanded its 4K offering with three channels for qualified subscribers: a pay per view movie channel, an event channel, and a channel with original 4K content.

In early 2016, Canadian television provider Rogers launched Rogers 4K TV with two dedicated 4K sports channels. Sporting coverage includes NHL and MLB sporting events. As with the above offerings, a special set-top box is required in order to view UHD programming.

In Asia-Pacific, UHD offerings have been launched in developed countries such as South Korea and Japan across Pay-TV operators (cable, IPTV, and satellite) since 2014.

# About IABM

IABM is the international trade association for suppliers of broadcast and media technology. IABM facilitates the important networking and interaction between suppliers that shape and define the unique ecosystem of the broadcast and media technology industry.

IABM supports member companies with a comprehensive range of services across market intelligence, training, events, technology, exhibitions, business standards and best practices. We hold the interests of member companies as paramount, and strive to provide strong guidance and support at every level in all geographies.

We understand that in today's rapidly changing media landscape, our members have never had a greater need for timely, relevant and effective advice and support. IABM's mission is to be an ever more powerful beacon illuminating the way forward, highly responsive to all our members' needs and helping them to successfully navigate change and prosper.

Further information about IABM and its activities can be found at [www.theiabm.org](http://www.theiabm.org).

