



# TV Technology

Analysis of the English-Language Market

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# Introduction



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Similar to other technologies, TV sets have evolved over time. In addition to screens having better resolution, giving viewers a better picture, TVs can be connected to the Internet via various means. This opens up additional content over and above traditional TV content.

In this report we look at three technologies in particular: Ultra HD/4K TV, Smart TV, and Internet-connected TV.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up online survey.