



# High Definition, Ultra HD & Smart TVs

Analysis of the English-Language Market

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# Introduction



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Modern television sets are drastically different than older models. HD (high- definition sets) can display content at resolutions 2-3 times higher than a standard definition TV, and newer Ultra HDTV<sup>^</sup> sets at even higher resolutions. Many newer TV sets are Smart TVs, which can connect directly to the internet, without the need for an external device.

In this report, we examine the penetration of these technologies over time and find the key factors influencing adoption of them.

It is important to remember that HD and Ultra HDTV sets require a source of content (e.g. television receiver, Internet) and in some cases additional technology (e.g. set-top box, game console) in order to display HD or Ultra HD content.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.\*

<sup>^</sup>See our glossary on page 30 for a detailed definition.

\*Data in this report coming from the online portion of the survey will be identified with this symbol +.