



The Premium Future TV Experience Enabled by Innovative Technologies

Frank YAN, Deputy Secretary General
China UHD Video Industry Alliance (CUVA)

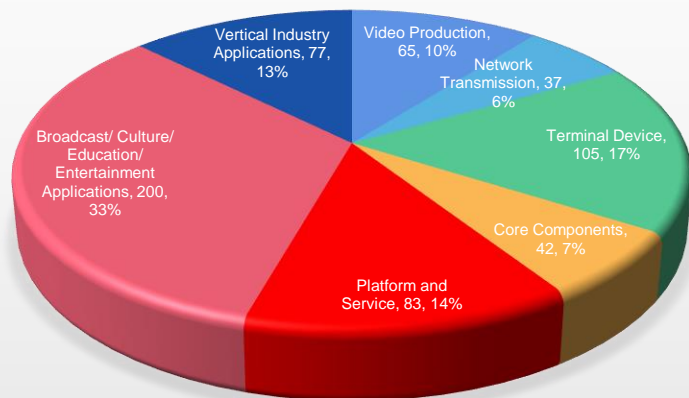
2021.04

中国超高清视频产业联盟
China UHD Video Industry Alliance



China's UHD market is huge, with China's UHD TV shipments ranking first in global market

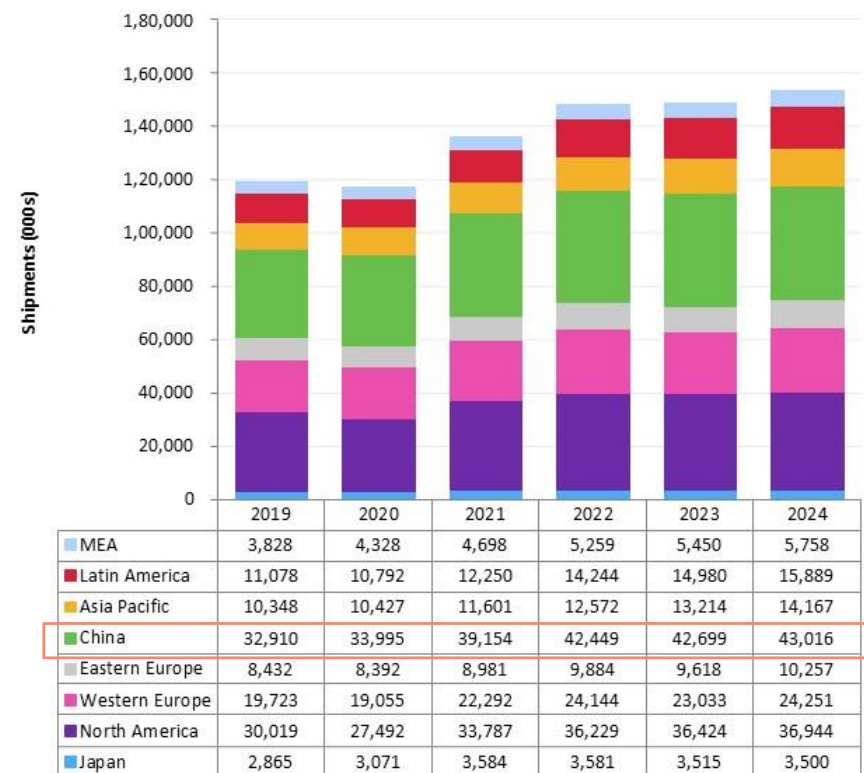
China's Ultra-HD industry is expected to reach **USD 615 billion** in 2022



Industry Chain		Market size in 2022
Terminal Device 17%	TV	USD 77 billion
	Set-top box	USD 9 billion
	Computer	
	Tablet	
	VR/AR	USD 19 billion
	Commercial displays and projectors, etc.	

Source: CCID, White Paper on the Evolution and Investment Value of China's Ultra HD Video Industry in 2018

UHD TV shipment forecast by region (000s)



Source: Omdia

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China's TV shipments rank **No.1** in global market
12,000+ hours of UHD content production in China in 2019*
248 million subscribers of 4K channels in China in 2019*

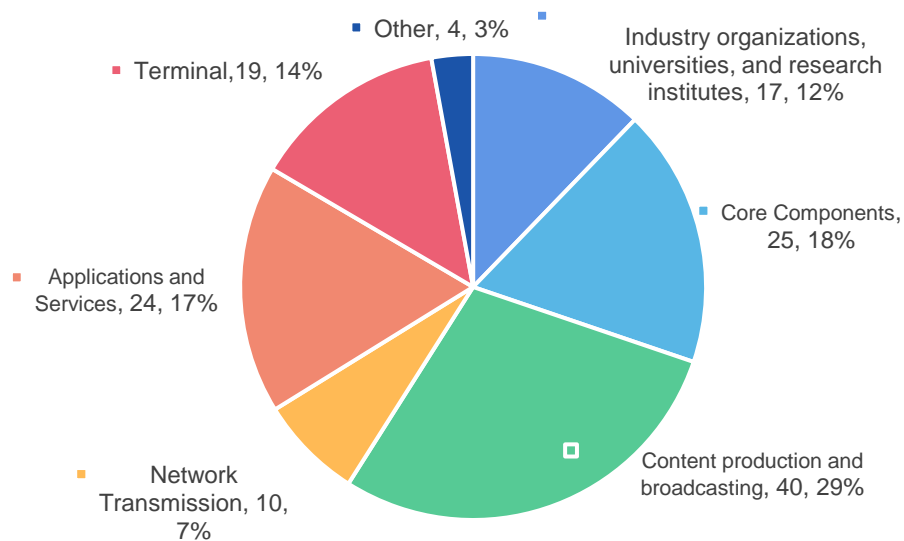
* Liang Hua, Huawei's Chairman : Accelerating 5G+Cloud+4K/8K Convergence and Promoting the Innovation and Development of the Ultra HD Video Industry, @The 2020 World Conference on Ultra HD Video Industry



CUVA members are developing rapidly, and there are leading companies in all aspects of the industry chain

Up to now, the alliance has **141** members, **74** new members than the previous year, an increase of more than **83%**.

Distribution of Industry Chain Alliance Members



Vision

UHD Video Enriches People's Life and Facilitates Digital Innovation

Mission

Provide an open industry platform facilitating close cooperation between UHD industry, and research to aggregate UHD video industry resources and strengths in order to:

- Industry communication and cooperation,
- UHD video technology innovation and product application,
- Incubate new UHD video business models, and
- Build an international advanced UHD video industry ecosystem

Content



Service

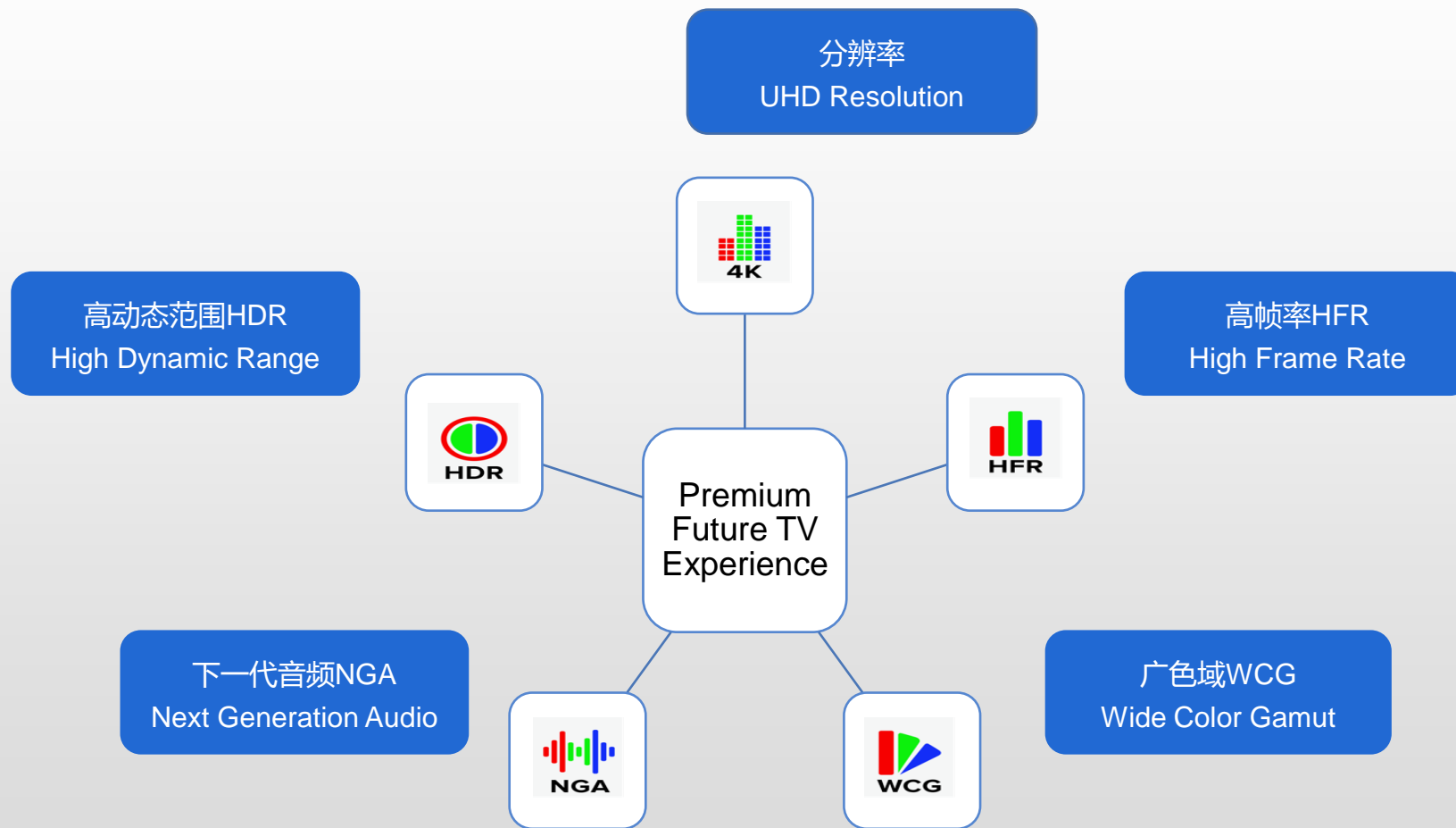


Device



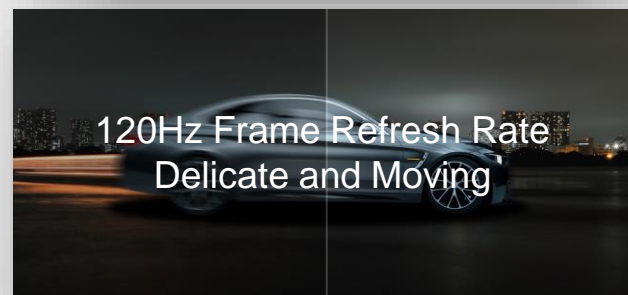
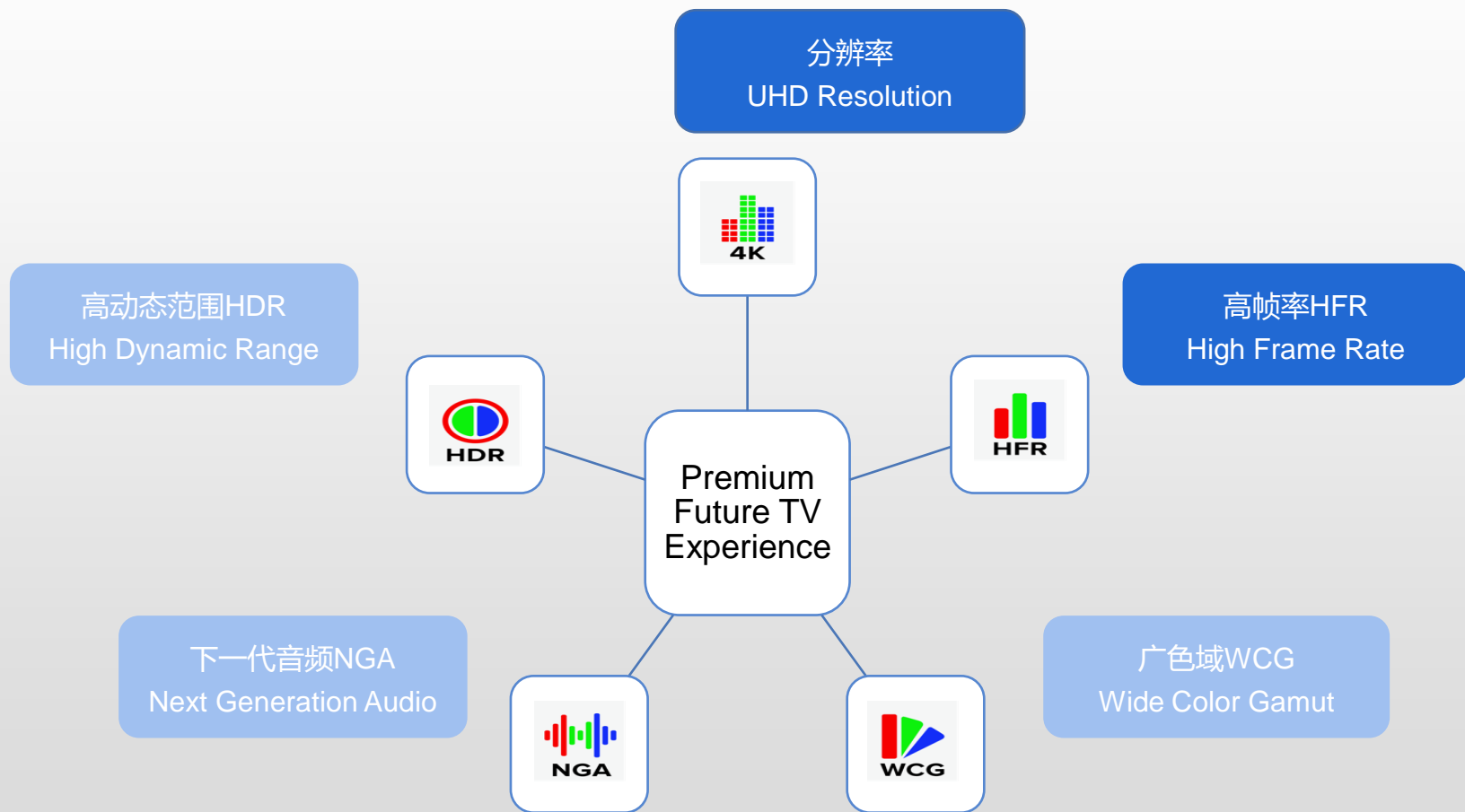


UHD technology provides the premium immersive experience, meeting demands of people for a better life



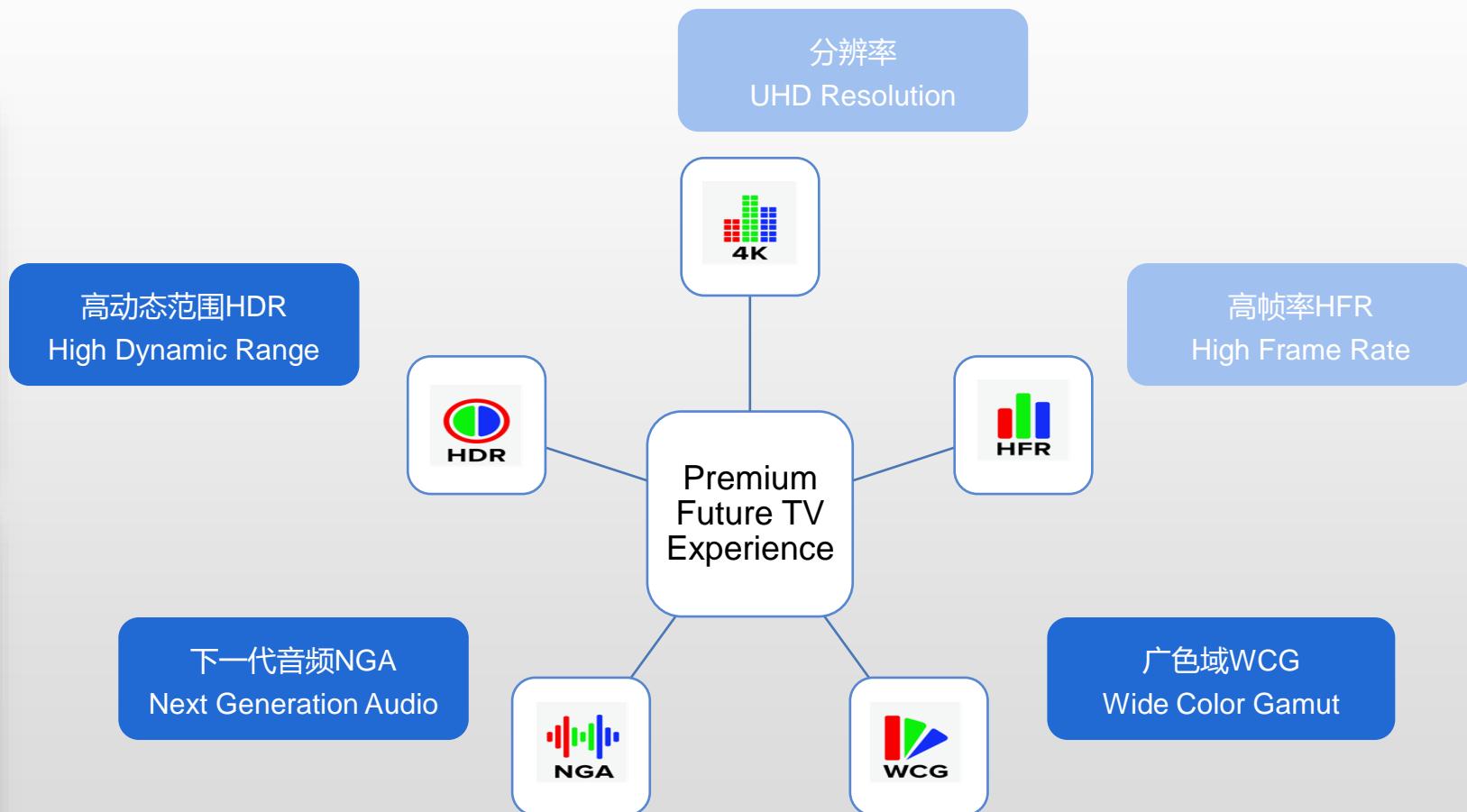
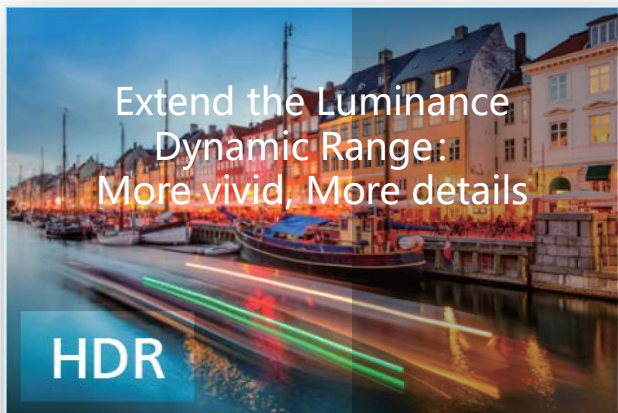


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Alliance accelerates the establishment of Ultra HD standard system



Program Production Standard

- **HDR Vivid**
- 3D Audio

Make standards with truly leading technologies

Interface Standard

- Media high-speed short-range interface

Make international standards with an open mind

Certification Test Standard

- Conformity, consistency testing

Implementation Application Guide

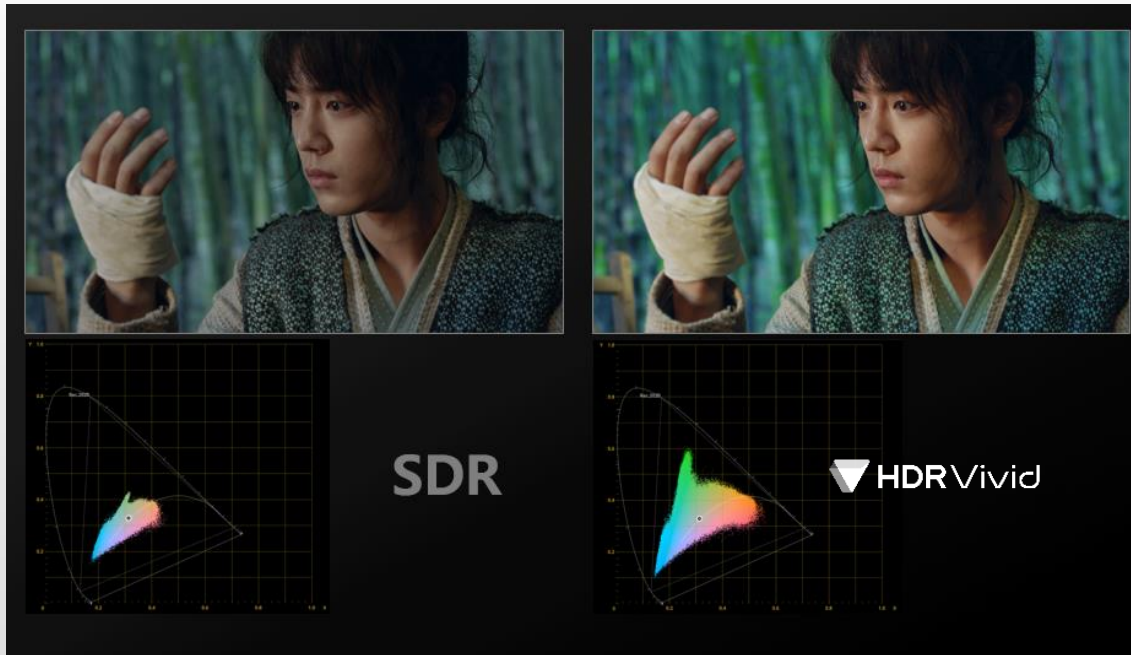
- End-to-end system integration

Promote a wide range of end-to-end applications



HDR Vivid, well preserved the content creator's intention

SDR VS. HDR



- HDR Vivid launched by CUVA is an **open** HDR video standard
- Preliminarily completed the HDR Vivid End to End standard system establishment by CUVA Alliance.



High dynamic range + Wide color gamut + Dynamic metadata



HDR Vivid has made positive momentum in ecosystem establishment



Content Production

sobey



Service Platform



Transcoding



SoC



MEDIA TEK



Device



KONKA

SHARP

Skyworth

长虹
CHANGHONG

Hisense

TCL



Open standards and friendly industrial policies greatly reduce the development costs of eco-partners, and enable the industry to continue innovation and optimization.



Some HDR Vivid Content on Tencent



Fortune Diary
Mainland China Movie
Ranking 1



Bomb Disposal Expert 2
Mainland China Movie
Ranking 4



Emergency Rescue
Mainland China Movie
Ranking 6



The Legend of Shaolin Temple
Mainland China Movie
Ranking 7



Cold Blood Feast
Mainland China Movie
Ranking 17



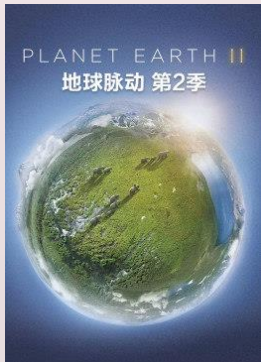
Douluo Continent
Mainland China TV Series
Ranking 1

Movie

TV series



A Perfect Planet
Documentary Ranking 6



Planet Earth 2
Documentary Ranking 7



Flavors Of The World
Documentary Ranking 8

Documentary



CCTV Spring Festival Gala



Variety Show

Note: The data comes from the Tencent video APP. The rankings are based on popular searches in the past seven days on February 24 2021.

The logo for CMA, consisting of the letters 'CMA' in a stylized, white, sans-serif font. The 'C' and 'M' are connected, and the 'A' is separate. The background of the slide is a vibrant, multi-colored wavy pattern transitioning from blue on the left to red in the center, and then to yellow and green on the right. A white rounded rectangular border frames the content, with a white plus sign in the top right corner.

CMA

Thanks

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