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# Content is king

**From pg. 3**  
 box from your cable provider (if you have one), and it also need a pretty strong level of Internet bandwidth into your home to deliver the signal.

Remember when HD signals started to appear on TV, and for some channels, there were standard definition counterparts? That's likely the hybrid world we are heading into for the next few years.

So you'll be watching mostly regular HD signals on your 4K TV. All the new 4K TVs do HD-upscaling, which should convert the signal to make it look good on the newer set. But results vary, and that is one area you should definitely look at in reviews of any set you are thinking of buying.

The colour factor  
 While 4K resolution has had all the buzz, the new player on the scene is High Dynamic Range (HDR), that is another feature you should be looking for. In fact, if you're buying a TV, you should make sure it has it.

This is a fairly new development, and it has to do with how the colours look on your TV. This new TV technology is instantly noticeable, and is often supplies the 'wow' factor on a newer TV's picture.

There is just one problem: the TV manufacturers have not decided on a standard with this, and there are two competing visions: HDR 10 and Dolby Vision. Dolby Vision is the more ambitious of the two, but it is proprietary. HDR10 is more common.

As with 4K, content needs to be specifically made for this for maximum impact, and there is hope that TV manufacturers actually come to a decision about which to support. Some manufacturers and content creators are supporting both, like Netflix, as

well as manufactures such as LG and Vizio. This is definitely something to check and might be a reason worth waiting to see how it shakes out.

Content is king  
 No point in having 4K, if you can't watch something shot in the higher-resolution format, is there? There are already an estimated 20 million 4K sets in North American homes, and still not that much content.

Sports has been at the forefront of 4K content, and fans of Toronto teams are likely one of the best-served 4K markets in North America. All Blue Jays home games, many Raptors home games and several Leafs games are available on Bell and Rogers.

Just as consumers are trying to future-proof their technology, broadcasters want to do the same with their content. Bell, for example, has already said that all of its original scripted productions must be shot in 4K.

It's going to be coming quicker and you're going to see more next year, because the U.S. television industry has bought in, said Mary Ellen Carlyle, vice-president of Dome Productions, which has produced more than 200 4K broadcasts, including Toronto sporting events. There will be even more in 2018. I can't see us going backwards.

Netflix jumped on 4K early, shooting House of Cards in the format and it continues to expand its library, which includes Stranger Things and Daredevil. It has promised 150 programs by year's end, but it's not there yet. One tracking site pegged the number currently at 26, although that is unconfirmed. Amazon's original shows are also being shot in the format. Most movies for

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