TV Sets Intelligence Service

Part of Consumer Electronics & Display Applications
Detailed data, country analysis and expert insights to guide critical planning in global TV

“The industry’s reference for TV shipments – used by all Global brands. Written by industry insiders for industry insiders.”

Paul Gray
Research Manager
TV Sets Spotlight Service

Part of Consumer Electronics & Display Applications

HOW OMDIA HELPS YOU

• Gain an end-to-end picture of the TV Sets Market
• Forecast developments in downstream demand for production planning
• Identify key strategic opportunities and trends in TV technology, including country-level differences
• Evaluate and optimize product mix, screen sizes and inventory

KEY QUESTIONS ADDRESSED

• What are the regional shipments of TV sets and how do features and sizes differ between them?
• Which brands dominate in which regions; how are their shares developing?
• What is happening to revenues and prices for brands and regions?
• What is the installed base by country, how is it evolving?
• What are the hot features, how are they developing?
• What is happening on UHD, which brands and where?
Consumer Electronics & Display Applications: Our Expert Analysts

Over 100 years of combined TV industry experience

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Senior Research Manager
Europe

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Principal Analyst
Malaysia
TV Sets Intelligence Service: Deliverables

**MARKET TRACKERS**
— Quarterly —
- TV Sets (LED & Frame Rate)
- TV Cost & Price Forecast Model

**DATABASE**
— Monthly & Quarterly —
- TV Sets Price & Specifications Database
- TV Sets Domestic Consumption - Country Level Database

**ANALYST INSIGHTS**
— Ongoing —
Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

**PRESENTATIONS**
— Quarterly —
Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.

**ANALYST ACCESS**
— Ongoing —
For prompt responses to urgent and unique questions.
# TV Sets Intelligence Service: Market Tracker

## TV Sets (LED & Frame Rate) Market Tracker

A comprehensive worldwide pivot database and two reports: a worldwide historical shipment analysis report focusing on recent results and implications, as well as a forecast report detailing the updated global TV market outlook, all delivered on a quarterly basis.

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>COVERAGE</th>
</tr>
</thead>
</table>
| **Frequency:** Quarterly | • Display Technology  
• Screen Size  
• Resolution format  
• Monthly TV Shipments  
• Quarterly TV Shipments  
• Backbone unit  
• Refresh Rate |

<table>
<thead>
<tr>
<th>Regions</th>
</tr>
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</table>
| • North America  
• South and Central America  
• Asia Pacific  
• Western Europe  
• Central and Eastern Europe  
• Africa and Middle East |

## TV Cost & Price Forecast Model

An interactive model provides historical and forecasted costs, pricing, and margins for 18.5” and larger TVs, by technology.

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</thead>
</table>
| **Frequency:**  
Quarterly (28 quarters)  
Annual (7 year) | • Display Technology  
• Screen Size  
• Resolution format  
• Monthly TV Shipments  
• Quarterly TV Shipments  
• Backbone unit  
• Refresh Rate  
• Design and Features  
• Price and Specifications  
• Country domestic consumption, installed base and households |

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• Africa and Middle East |

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TV Sets Intelligence Service: Databases

**TV Sets Price & Specifications Database**

This database contains pricing and specification data for TV Sets, collected from 95 retailers across 34 countries.

**DETAILS**
- **Frequency:** Monthly & Quarterly

**Regions**
- Japan
- North America
- Western Europe
- Central and Eastern Europe
- China
- South and Central America
- Middle East and Africa

**COVERAGE**
- Display Technology
- Screen Size
- Resolution format
- Backlight unit
- Refresh Rate

**TV Sets Domestic Consumption - Country Level Database**

Provides total consumption data segmented by country level installed base, shipments, domestic consumption, revenues and TV households for 86 countries across 8 regions.

**DETAILS**
- **Frequency:** Quarterly

**Regions**
- Japan
- North America
- Western Europe
- Central and Eastern Europe
- China
- South and Central America
- Middle East and Africa

**COVERAGE**
- Country shipments, households and installed base by:
  - 7 years (2 history, 5 forecast)
  - Resolution format
  - Smart TV
  - Revenue
  - Average selling price
  - Installed base by brand
  - 86 countries
DATA COVERAGE

- **Display Technology**: CRT TV, LCD TV, PDP TV, OLED TV and RPTV (All TV Sets products)
- **Screen Size**: exact size for all available TV models
- **Resolution format**: SD, HD, FHD, UHD
- **Monthly TV Shipments**: by display technology, screen size, resolution, backlight unit, and refresh rate
- **Quarterly TV Shipments**: by display technology, size, resolution, backlight unit and refresh rate, wide color gamut, curved and Smart TV
- **Backlight unit**: CCFL and LED
- **Refresh Rate**: 60Hz, 120Hz and 240Hz
- **Design and Features**: Wide color Gamut, Curved, Quantum Dot, HDR, HEVC
- **Price and Specifications**: monthly data for all models available in 95 retail outlets in 34 countries
- **Country domestic consumption, installed base and households**: by display technology, resolution format, wide color gamut and Smart TV in 86 countries

GLOBAL COVERAGE

**North America**
- Canada
- USA

**South and Central America**
- Argentina
- Brazil
- Chile
- Colombia
- Ecuador
- Mexico
- Peru
- Uruguay
- Venezuela

**Asia Pacific**
- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Pakistan
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

**Western Europe**
- Austria
- Belgium
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- Malta
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- UK

**Central and Eastern Europe**
- Armenia
- Belarus
- Bulgaria
- Croatia
- Czech
- Republic
- Estonia
- Georgia
- Hungary
- Latvia
- Lithuania
- Macedonia
- Moldova
- Montenegro
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Turkey
- Ukraine

**Africa and Middle East**
- Algeria
- Bahrain
- Egypt
- Iran
- Israel
- Jordan
- Kenya
- Kuwait
- Lebanon
- Libya
- Morocco
- Nigeria
- Oman
- Qatar
- Saudi Arabia
- South Africa
- Syria
- Tunisia
- UAE
## TV Sets Intelligence Service: Recent and Planned Enhancements

### Recent Enhancements

- **8K UHD**
  - Shipment and forecast added

- **Extra brands**
  - Xiaomi and Huawei

### Planned Enhancements

None announced at this time

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*Planned enhancements are subject to change based on industry developments.*
About Omdia’s Consumer Electronics & Display Applications Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.
## Related Content: Consumer Electronics & Display Applications Service Area Coverage

### SERVICE AREA PACKAGE

<table>
<thead>
<tr>
<th>Consumer Electronics &amp; Display Applications</th>
<th>Large Area Display &amp; Supply Chain</th>
<th>Small &amp; Medium Displays &amp; Touch Interface</th>
<th>Display Manufacturing, Technology &amp; Components</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intelligence Services</strong></td>
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</tr>
<tr>
<td>TV Sets</td>
<td>TV Display &amp; OEM</td>
<td>Smartphone Display</td>
<td>OLED &amp; LCD Supply Demand &amp; Equipment</td>
</tr>
<tr>
<td>Smart Home</td>
<td>Notebook/ Tablet Display &amp; OEM</td>
<td></td>
<td>OLED &amp; Flexible Display</td>
</tr>
<tr>
<td>Mobile PC</td>
<td>Display Dynamics</td>
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<td>Home Appliance</td>
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<td>Smartphone</td>
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<td>LED Video Displays</td>
<td></td>
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<tr>
<td>Digital Signage &amp; Prof</td>
<td></td>
<td></td>
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<tr>
<td><strong>Viewpoint &amp; Spotlight Services</strong></td>
<td><strong>Trackers</strong></td>
<td><strong>Reports</strong></td>
<td><strong>Trackers</strong></td>
</tr>
<tr>
<td>Consumer Electronics Viewpoint</td>
<td>Display Long-Term Demand Forecast</td>
<td>Automotive Touch &amp; Interface</td>
<td>Micro LED Display</td>
</tr>
<tr>
<td>TV Sets Spotlight</td>
<td>Display Production &amp; Inventory</td>
<td>Display Fingerprint Tech</td>
<td>OLED Display Roadmap</td>
</tr>
<tr>
<td>Smartphone Spotlight</td>
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<td></td>
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<td></td>
<td>OLED Materials</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>OLED Display Cost Model</td>
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<tr>
<td><strong>Spotlight Services</strong></td>
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<td><strong>Touch Panel Cover Lens</strong></td>
<td>LCD Display Cost</td>
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Our “Ask an Analyst” Service Provides Best in Class Customer Support

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- **Tom Coate**
  - Customer Success Manager

- **Kären Dyer**
  - Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
# Intelligence Service vs. Spotlight Service

<table>
<thead>
<tr>
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<th>Spotlight Service</th>
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<td>The Intelligence Service includes all continuous flow of research:</td>
<td>The Spotlight Service includes all standard deliverables, plus monthly delivery of the TV sets market tracker, and:</td>
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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.