

# TV Sets Spotlight Service

## A Spotlight Service Complementing the Consumer Electronics & Display Applications Service Area Package

Detailed shipment, revenue and forecast data, country and feature analysis and expert insights to guide strategic planning in the global TV set business.

“ 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

A Service Complementing the Consumer Electronics & Display Applications Service Area Package

## HOW OMDIA HELPS YOU

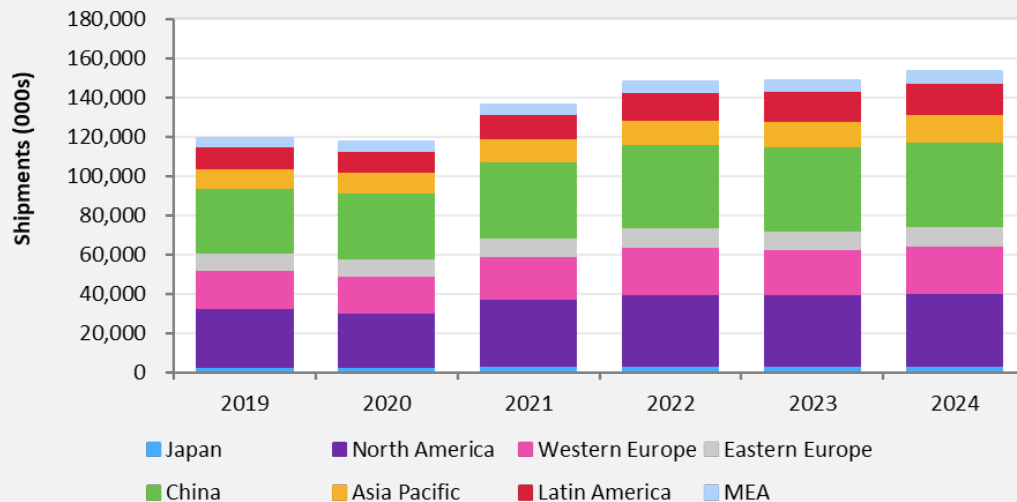
- Gain an end-to-end picture of the TV Sets Market
- Forecast developments in downstream demand for production planning
- Identify key strategic opportunities and trends in TV technology, including country-level differences
- Evaluate and optimize product mix, screen sizes and inventory

## 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?

### UHD TV Shipment forecast

UHD TV shipment forecast by region (000s)



Source: Omdia

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# TV Sets Spotlight Service: Our Expert Analysts

*Over 100 years of combined TV industry experience*



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# TV Sets Spotlight Service: Deliverables



## MARKET TRACKERS

—Quarterly—

- TV Sets (LED & Frame Rate) Market Tracker
  - TV Cost & Price Forecast Model
  - TV Design & Features Tracker
- TV Sets (Emerging Technologies) Market Tracker



## DATABASE

—Monthly & Quarterly—

- TV Sets Price & Specifications Database
- TV Sets Domestic Consumption - Country Level Database
  - TV sets – Country-specific 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 Spotlight Service: Market Trackers

## TV Sets (Emerging Technologies) 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 5 year forecast report detailing the updated global TV market outlook, all delivered on a quarterly basis.

### DETAILS

**Frequency:** Quarterly

#### Regions

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

### COVERAGE

TV Shipments by:

- Brand
- Display Technology
- Screen Size
- Resolution format
- Backlight type (edge or direct)
- Refresh Rate
- Smart TV
- Quantum Dot
- Average Price (regionally-based)
- Revenue
- Screen Area

## TV Cost & Price Forecast Model

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

### DETAILS

**Frequency:** 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

Quarterly (28 quarters)

Annual (7 years, 2 history + 5 forecast)

# TV Sets Spotlight Service: Market Trackers, cont'd

## TV Design & Features Tracker

This report analyzes all video and display features inside TV, linking broadcasting standards, display technology and TV set features trend forecasts

### DETAILS

**Frequency:** Quarterly

**Regions**

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

### COVERAGE

Analysis and forecasts of:

- Digital broadcasting
- UHD broadcasting and TVs
  - HEVC and new video codecs
- High Frame rate
- Smart TV, OS Platforms
- Backlighting technology
  - High Dynamic Range
  - Wide Color Gamut
- OLED and novel display technologies
- Energy consumption
- Video processing and vendors
- Other new features (e.g. Curved, 3D etc)

Trade show reports, product launches

## 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.

### DETAILS

**Frequency:** Quarterly

**Regions**

- North America
- South and Central America
- Asia Pacific
- Western Europe
- Central and Eastern Europe
- Africa and Middle East)

### COVERAGE

- Display Technology
- Screen Size
- Resolution format
- Monthly TV Shipments
- Quarterly TV Shipments
- Backlight unit
- Refresh Rate

# TV Sets Spotlight 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

# TV Sets Spotlight Service: Databases, cont'd

## TV Sets – Country Specific Database

Data and insight into specific brand and size share trends unique to country markets.

### DETAILS

**Frequency:** Monthly

#### Regions

- Brazil and India
- CIS, Russia, and Ukraine
- US and Canada

### COVERAGE

TV Shipments by:

- Brand
- Display Technology
- Screen Size

## TV Design & Features Tracker

This report analyzes all video and display features inside TV, linking broadcasting standards, display technology and TV set features trend forecasts

### DETAILS

**Frequency:** Quarterly

#### Regions

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

### COVERAGE

Analysis and forecasts of:

- Smart TV
- OS Platforms
- By brand, screen size, display technology
- Region



# TV Sets Spotlight Service: Research Coverage

## 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
- **Country domestic consumption, installed base and households:** by display technology, resolution format, wide color gamut and Smart TV in 86 countries
- **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

## 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
- Iceland
- 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 vs. Spotlight Service

## TV Sets Intelligence Service

The Intelligence Service includes all continuous flow of research:

- ✓ TV Sets (LED & Frame Rate) Market Tracker
- ✓ TV Cost & Price Forecast Model
- ✓ TV Sets Price & Specifications Database
- ✓ TV Sets Domestic Consumption - Country Level Database
- ✓ Analysis and insight in TV design & features – e.g HDR, Quantum Dot, Smart, UHD, Smart TV OS platforms
- ✓ Direct Analyst Consultation

## TV Sets Spotlight Service


The Spotlight Service includes all standard deliverables, plus monthly delivery of the TV sets market tracker, and:

- ✓ TV Sets (Emerging Technologies) Market Tracker
- ✓ TV Cost & Price Forecast Model
- ✓ TV Sets Price & Specifications Database
- ✓ TV Sets Domestic Consumption - Country Level Database
- ✓ Analysis and insight in TV design & features – e.g HDR, Quantum Dot, Smart, UHD, Smart TV OS platforms
- ✓ Direct Analyst Consultation
- ✓ TV Design & Features Tracker
- ✓ TV Sets (Emerging Technologies) Market Tracker
- ✓ TV sets databases – country specific

# TV Sets Spotlight Service: Feature Overview

<b>Price &amp; specification data</b>	x	<b>Annual installed base data for 86 countries</b>	X
<b>Cost model data</b>	X	Brand	X
<b>Monthly shipment data (global)</b>	X	Resolution	X
brand	X	Smart TV	X
display technology	X	<b>Annual household data for 86 countries</b>	X
screen size	X	Brand	X
resolution	X	Resolution	X
<b>Quarterly shipment data (8 regions)</b>	X	Smart TV	X
brand, display technology, screen size & resolution	X	<b>TV and Smart TV brand share data for 20 countries</b>	X
frame rate	X	<b>Analyst commentary</b>	X
LED backlight	X	<b>Topical reports</b>	X
Quantum Dot	X	<b>Quarterly report</b>	X
Smart TV	X	<b>Monthly reports</b>	X
Average Selling Price and revenue by region	X	<b>Design &amp; Features</b>	X
<b>Annual domestic consumption data for 86 countries</b>	X	Smart TV and Operating System	X
Brand	X	Wide color gamut	X
Revenue, average selling price	X	High Dynamic Range	X
resolution	X	Broadcasting standards	X
Smart TV	X	<b>Smart TV Analysis</b>	x
		<b>Support</b>	Customizable

# Related Content: Consumer Electronics & Display Applications Service Area Coverage



**Service Area Package: Consumer Electronics & Display Applications**

- Desktop Monitor Market Tracker
- Home Appliance Intelligence Service
- Mobile PC Intelligence Service
- Smart Home Intelligence Service
- Medical Imaging Specialty Displays Tracker
- Consumer Electronics Viewpoint Service
- Digital Signage & Prof Display Intelligence Service
- LED Video Displays Intelligence Service
- Smartphone Intelligence Service
- TV Sets Intelligence Service
- Digital Signage & Prof Display Spotlight Service
- Smartphone Spotlight Service
- TV Sets Spotlight Service
- World Cellular Handset Spotlight Service

## About Omdia's Consumer Electronics & Display Application 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: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE			
Consumer Electronics & Display Applications	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Display Manufacturing, Technology & Components
<p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• TV Sets</li> <li>• Smart Home</li> <li>• Mobile PC</li> <li>• Home Appliance</li> <li>• Smartphone</li> <li>• Desktop Monitor</li> <li>• LED Video Displays</li> <li>• Digital Signage &amp; Prof</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Consumer Electronics Viewpoint</li> <li>• TV Sets Spotlight</li> <li>• Smartphone Spotlight</li> <li>• Digital Signage &amp; Prof Spotlight</li> </ul>	<p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• TV Display &amp; OEM</li> <li>• Notebook/ Tablet Display &amp; OEM</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Display Long-Term Demand Forecast</li> <li>• Display Production &amp; Inventory</li> <li>• Large Area Display Price</li> <li>• Large Area Display Market</li> <li>• Large Area Display Production Strategy</li> <li>• Large Area Display Product Roadmap</li> <li>• Monitor Display &amp; OEM</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Viewpoint</li> <li>• Display Dynamics Spotlight</li> </ul>	<p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• Smartphone Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Small Medium Display</li> <li>• Small Medium Display Supply Chain</li> <li>• OLED Display</li> <li>• Automotive Display</li> <li>• Touch Panel</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Automotive Touch &amp; Interface</li> <li>• Display Fingerprint Tech</li> <li>• Touch Panel Cover Lens</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Viewpoint</li> <li>• Automotive Display Spotlight</li> </ul>	<p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• OLED &amp; LCD Supply Demand &amp; Equipment</li> <li>• OLED &amp; Flexible Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• OLED Display Roadmap</li> <li>• Display Backlight</li> <li>• Display Glass</li> <li>• Display Optical Film</li> <li>• Display Driver IC</li> <li>• OLED Materials</li> <li>• OLED Display Cost Model</li> <li>• Large Area Display Cost</li> <li>• Smartphone &amp; Tablet</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Foldable Display Tech</li> <li>• Micro LED Display Tech</li> </ul> <p><b>Viewpoint Service</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Viewpoint Service</li> </ul>

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

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- Get the most out of your subscription
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**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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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.