TV Sets
Spotlight Service

Part of Consumer Electronics & Display Applications
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

**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?

[Graph showing UHD TV Shipment forecast]
Consumer Electronics & Display Applications: Our Expert Analysts

Over 100 years of combined TV industry experience

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TV Sets Spotlight Service: Deliverables

MARKET TRACKERS
—Monthly & Quarterly—
• TV Sets (Emerging Technologies) Market Tracker
  • TV Sets Market Tracker, Monthly
  • TV Design & Features Tracker
  • TV Cost & Price Forecast Model

DATABASE
—Quarterly & Annual—
• TV Sets Price & Specifications Database
• Global TV Households – by Feature
• TV sets – Country-specific Database (US/Canada/Brazil/India/Russia/Ukraine)

PRESENTATIONS
—Quarterly—
Qualitative insights and analysis of results, forecasts and market dynamics. Analyst market briefings available upon request

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

ANALYST ACCESS
—Ongoing—
For prompt responses to urgent and unique questions.

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TV Sets Spotlight Service: Market Trackers

**TV Sets (Emerging Technologies) Market Tracker, Quarterly**

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
  - Eastern Europe
  - China
  - Asia & Oceana
  - Latin America & the Caribbean
  - Middle East & Africa

**COVERAGE**

- TV Shipments by:
  - Brand
  - Display Technology
  - Screen Size
  - Resolution format
  - Backlight type (edge or direct)
  - Refresh Rate
  - Smart TV
  - Quantum Dot
  - Units
  - Average Price (regionally-based)
  - Revenues
  - Price Range
  - Screen Area

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**TV Sets Market Tracker, Monthly**

A rapidly updated monthly look at global TV shipments by brand, display technology, screen size and resolution. Includes a short-term 3 month forecast by brand.

**DETAILS**

- **Frequency:** Monthly

**Regions**

- Global

**COVERAGE**

- Brand
- Display Technology
- Screen Size
- Resolution format
### TV Sets Spotlight Service: Market Trackers

#### 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
- Eastern Europe
- China
- Asia & Oceana
- Latin America & the Caribbean
- Middle East & 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 Cost & Price Forecast Model

A BOM model that provides historical and forecasted costs, pricing, and margins for 18.5” and larger TVs, by technology.

**DETAILS**

**Frequency:** Quarterly

**Regions**
- North America basis

**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: 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

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

**Regions**
- Japan
- North America
- Western Europe
- Eastern Europe
- China
- Asia & Oceania
- Latin America & the Caribbean
- Middle East & Africa

**Global TV Households –by Feature**

Provides total consumption data segmented by country level installed base, shipments, domestic consumption, revenues and TV households for 91 countries across 8 regions.

**DETAILS**
- **Frequency:** Annual

**COVERAGE**
- Country shipments, households and installed base by:
  - 7 years (2 history, 5 forecast)
  - Resolution format
  - Smart TV
  - Revenue
  - Average selling price
  - Smart TV shipments by OS
  - Brand shipment estimations

**Regions**
- Japan
- North America
- Western Europe
- Eastern Europe
- China
- Asia & Oceania
- Latin America & the Caribbean
- Middle East & Africa
- 91 Countries
## TV Sets Spotlight Service: Databases

### TV Sets – Country Specific Database

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

**Frequency:** Monthly

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

**TV Shipments by:**
- Brand
- Display Technology
- Screen Size
TV Sets Spotlight Service: Recent and Planned Enhancements

### Recent Enhancements

**Smart TV**
- Shipment history and forecast brought into main TV shipment report

**Global TV Households**
- Updated Model
- Added smart TV OS

### Planned Enhancements

- None announced at this time

*Planned enhancements are subject to change based on industry developments.*
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 (edge and direct)
- Refresh Rate: 60Hz, 120Hz and 240Hz

GLOBAL COVERAGE

- 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

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 Spotlight Service: Feature Overview

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TV Sets Spotlight Service
# TV Sets: Intelligence Service vs. Spotlight Service

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<tr>
<th>Intelligence Service</th>
<th>Spotlight Service</th>
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<tbody>
<tr>
<td>The Intelligence Service includes all continuous flow of research:</td>
<td>The Spotlight Service includes standard Intelligence Service deliverables, plus:</td>
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</table>
| ✓ TV Sets (LED & Frame Rate) Market Tracker | ✓ TV Sets (Emerging Technologies) Market Tracker  
 ✓ Adds coverage of quantum dot and smart TV |
| ✓ TV Cost & Price Forecast Model | ✓ TV Cost & Price Forecast Model |
| ✓ TV Sets Price & Specifications Database | ✓ TV Sets Price & Specifications Database |
| ✓ Global TV Households | ✓ Global TV Households – by Feature  
 ✓ Adds coverage by resolution, smart TV and brand |
| ✓ Direct Analyst Consultation | ✓ Direct Analyst Consultation |
| | ✓ Analysis and insight in TV design & features – e.g HDR, Quantum Dot, Smart, UHD, Smart TV OS platforms |
| | ✓ TV Design & Features Tracker |
| | ✓ TV Sets Market Tracker, Monthly |
| | ✓ TV sets databases – country specific |
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.
## SERVICE AREA PACKAGE

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<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>
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<td>OLED &amp; LCD Supply Demand &amp; Equipment</td>
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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, Ovum’s support team is here to help.

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- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

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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.