

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

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HOW OMDIA HELPS YOU

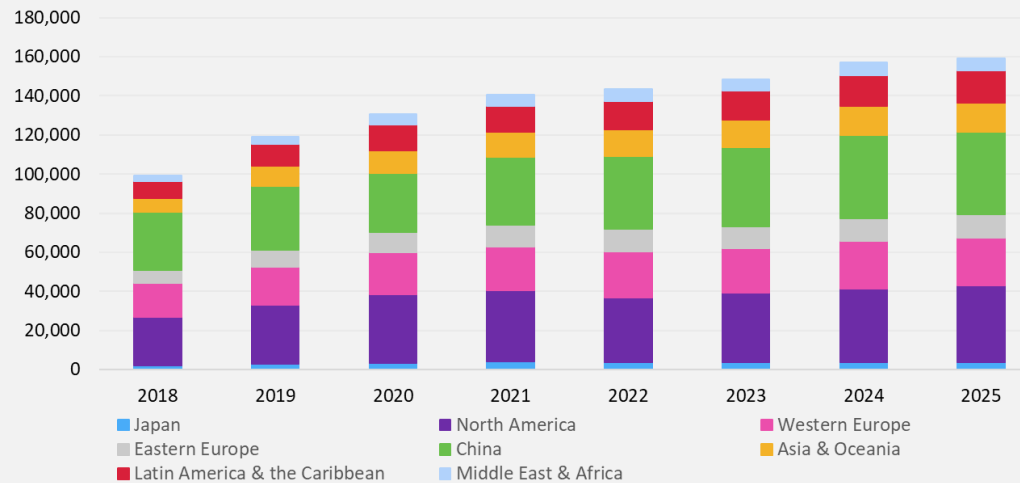
- Gain an end-to-end picture of the TV Sets Market
- Forecast developments in downstream demand for production planning
- Identify key strategic opportunities and trends in TV technology, including country-level differences
- Evaluate and optimize product mix, screen sizes and inventory

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 Shipments by Region (000's)



Source: Omdia

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Consumer Electronics & Display Applications: Our Expert Analysts

Over 100 years of combined TV industry experience



Paul Gagnon
Senior Research Director
Americas



Paul Gray
Senior Research Manager
Europe



Ken Park
Senior Research Manager
Korea



Hisakazu Torii
Chief Analyst
Japan



Bing Zhang
Senior Principal Analyst
China



Nina Rao
Research Analyst
Americas



Helma Hassan
Principal Analyst
Malaysia

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)



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



PRESENTATIONS

—Quarterly—

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



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

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 & Oceania
- 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

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 & Oceania
- 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

Regions

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

COVERAGE

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

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

Regions

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

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

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

- **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 Spotlight Service: Feature Overview

Price & specification data	x
Cost model data	X
Monthly shipment data (global)	X
brand	X
display technology	X
screen size	X
resolution	X
Quarterly shipment data (8 regions)	X
brand, display technology, screen size & resolution	X
frame rate	X
LED backlight	X
Quantum Dot	X
Smart TV	X
Average Selling Price and revenue by region	X
TV household data for 91 countries	X
Shipments, Households and Install base	X
Brand	X
Revenue, average selling price	X
resolution	X
Smart TV operating system	X

TV and Smart TV brand share data for 20 countries	X
Analyst commentary	X
Topical reports	X
Quarterly report	X
Monthly reports	X
Design & Features	X
Smart TV and Operating System	X
Wide color gamut	X
Display technology	X
Backlight technologies	X
High Dynamic Range	X
Broadcasting standards	X
Smart TV Analysis	x
Support	Customizable

TV Sets: Intelligence Service vs. Spotlight Service

Intelligence Service

The Intelligence Service includes all continuous flow of research:

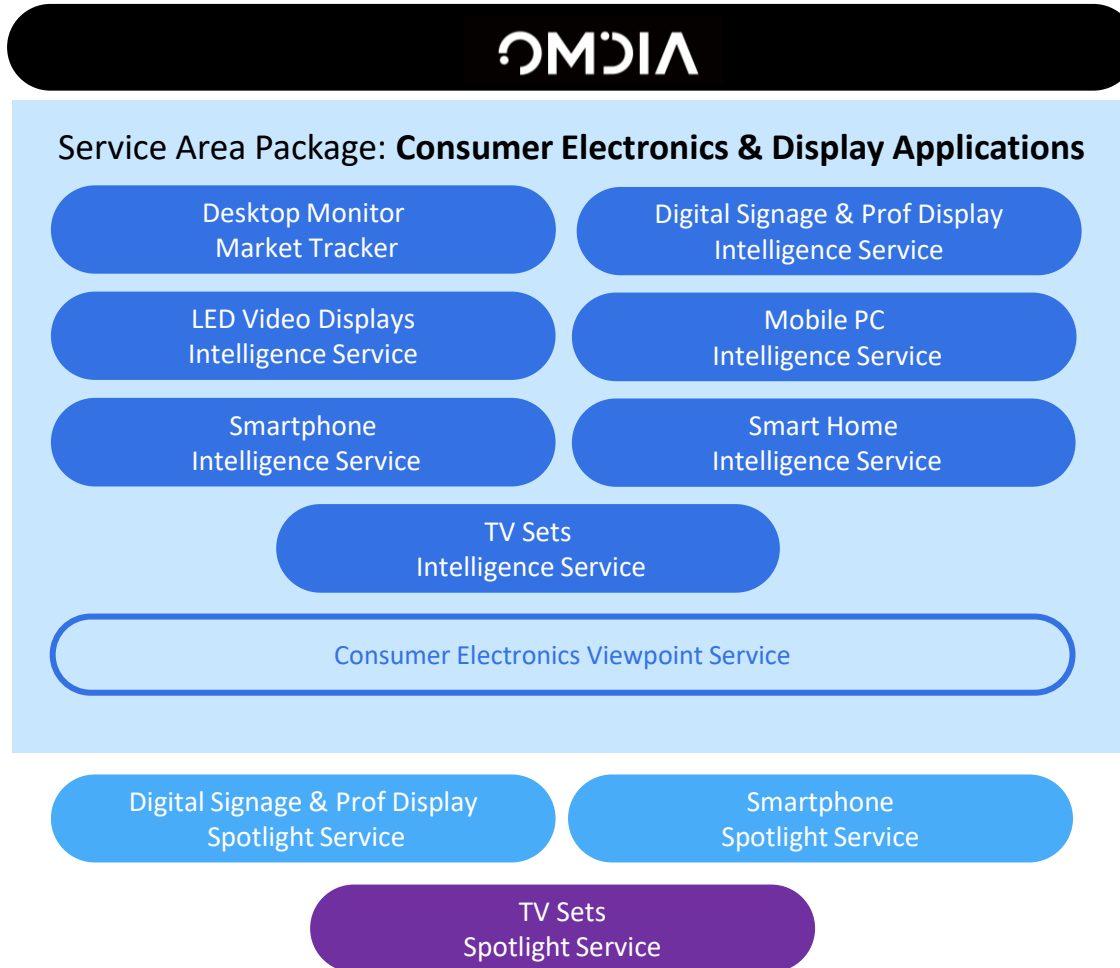
- ✓ TV Sets (LED & Frame Rate) Market Tracker
- ✓ TV Cost & Price Forecast Model
- ✓ TV Sets Price & Specifications Database
- ✓ Global TV Households
- ✓ Direct Analyst Consultation

Spotlight Service

The Spotlight Service includes standard Intelligence Service deliverables, plus:

- ✓ TV Sets (Emerging Technologies) Market Tracker
 - ✓ *Adds coverage of quantum dot and smart TV*
- ✓ TV Cost & Price Forecast Model
- ✓ TV Sets Price & Specifications Database
- ✓ Global TV Households – by Feature
 - ✓ *Adds coverage by resolution, smart TV and brand*
- ✓ 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

Related Content: Consumer Electronics & Display Applications Service Area Coverage



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

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Tom Coate
Customer Success
Manager



Kâren Dyer
Customer Success
Manager



CONNECT WITH US

 @OmdiaHQ | [ondia.com](https://www.ondia.com)

Customer Success

E: customersuccess@ondia.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

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.