



MIA

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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

VICMIA

TV Sets Intelligence Service

HOW OMDIA HELPS YOU

Gain an end-to-end picture of the TV Sets Market

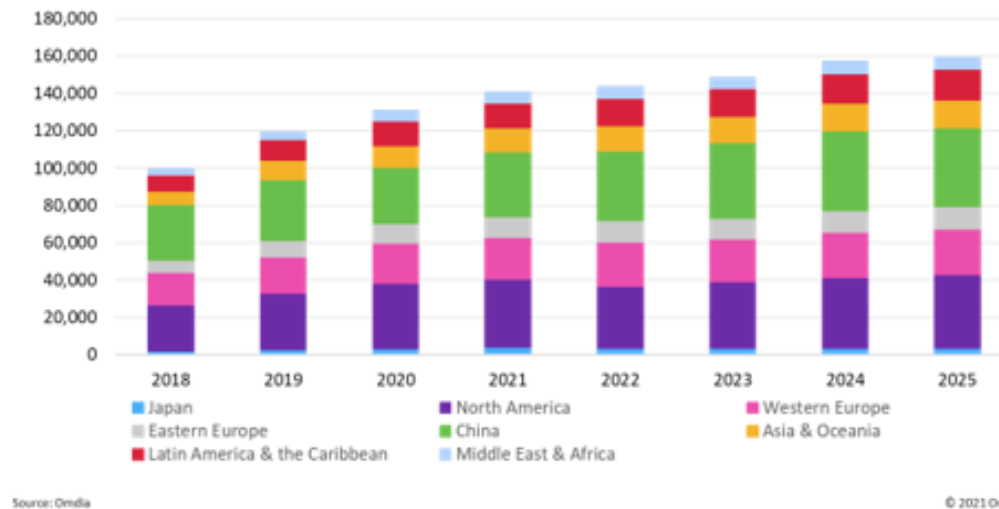
Forecast developments in downstream demand for production planning

Identify key strategic opportunities and trends in TV technology, including country-level differences

Evaluate and optimize product mix, screen sizes and inventory

UHD TV
Shipment
forecast

UHD TV Shipments by Region (000's)



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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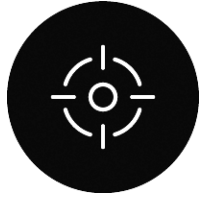
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TV Sets Intelligence Service: Deliverables



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 ACCESS

—Ongoing—

For prompt responses to
urgent and unique questions.



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.

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.

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 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 (28 quarters)
Annual (7 year)

Regions

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

COVERAGE

- Screen Size
- Resolution format
- Quarterly TV SoC Shipments
- Refresh Rate
- Quantum dot (QD LCD)
- Price and Specifications
- Display module price (LCD, OLED)
- ATSC tuner price
- Wi-Fi module price
- Smart TV OS component price
- Packaging price (Conventional & Eco)
- Mechanical price (Conventional & Eco)
- Power, Audio module price
- Remote control price
- Shipping price

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

TV Sets Intelligence 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
- **Design and Features:** Wide color Gamut, Curved, Quantum Dot, HDR, HEVC, SoC
- **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
- 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: Recent and Planned Enhancements

Recent Enhancements



8K UHD

Shipment and forecast added



Extra brands

Xiaomi and Huawei



TV SoC

Soc and Venders



TV cost module

Add more BOM break down

Planned Enhancements



None announced at this time

Planned enhancements are subject to change based on industry developments.

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
- ✓ TV Sets Domestic Consumption - Country Level Database
- ✓ Direct Analyst Consultation

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 TB design & features – e.g Curved, HDR, Quantum Dot, Smart, UHD
- ✓ Direct Analyst Consultation
- ✓ TV Design & Features Tracker
- ✓ TV sets databases – country specific

Related Content: Consumer Electronics & Display Applications Service Area Coverage



Service Area Package:
Consumer Electronics & Display Applications

- Desktop Monitor Market Tracker
- Digital Signage & Prof Display Intelligence Service
- Mobile PC Intelligence Service
- LED Video Displays Intelligence Service
- Smart Home Intelligence Service
- TV Sets Intelligence Service
- Smartphone Intelligence Service
- Home Appliance Intelligence Service
- Pro AV Vertical Market Viewpoint Service
- USB Type C Report
- Interface Battleground Report
- Annual TV Handbook Report
- Consumer Electronics Viewpoint Service**
- Digital Signage & Prof Display Spotlight Service
- TV Sets Spotlight Service
- Smartphone 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.

- Intelligence Service /Tracker
- Spotlight service
- One-off Report
- 2023 Planned Product

Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE

Consumer Electronics & Display Applications

Intelligence Services

- TV Sets
- Smart Home
- Mobile PC
- Home Appliance
- Smartphone
- Desktop Monitor
- LED Video Displays
- Digital Signage & Prof

Viewpoint & Spotlight Services

- Consumer Electronics Viewpoint
- TV Sets Spotlight
- Smartphone Spotlight
- Digital Signage & Prof Spotlight
- ProAV Vertical Market Viewpoint

Large Area Display & Supply Chain

Intelligence Services

- TV Display & OEM
- Notebook/ Tablet Display & OEM

Trackers

- Display Long-Term Demand Forecast
- Display Production & Inventory
- Large Area Display Price
- Large Area Display Market
- Large Area Display Production Strategy
- Large Area Display Product Roadmap
- Monitor Display & OEM

Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Display Dynamics Spotlight

Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE

Small & Medium Displays & Touch Interface

Intelligence Services

- Smartphone Display

Trackers

- Small Medium Display
- Small Medium Display Supply Chain
- OLED Display
- Automotive Display
- Touch Panel

Reports

- Automotive Touch & Interface
- Display Fingerprint Tech
- Touch Panel Cover Lens

Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Automotive Display Spotlight

Display Manufacturing, Technology & Components

Intelligence Services

- OLED & LCD Supply Demand & Equipment
- OLED & Flexible Display

Trackers

- OLED Display Roadmap
- Display Backlight
- Display Glass
- Display Optical Film
- Display Driver IC
- OLED Materials
- OLED Display Cost Model
- Large Area Display Cost
- Smartphone & Tablet

Reports

- Foldable Display Tech
- Micro LED Display Tech

Viewpoint Service

- Display Dynamics Viewpoint Service

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.

askananalyst@omdia.com

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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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Thank you

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