

Choosing Growth in a Price-Compressed TV Market

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Introduction

Retail price erosion is reshaping how television manufacturers and retailers compete. As price points compress, particularly above the \$1,000-mark threshold, premium brands face mounting pressure to trim features to meet increasingly aggressive manufacturer's suggested retail prices (MSRPs). Simultaneously, Walmart and Amazon are prioritizing smart TV advertising economics and retail media driven e-commerce as complementary revenue streams, reinforcing incentives for lower TV set retail prices.

In the US, market power is shifting. For the first time in 19 years, Samsung will likely no longer be the number one TV brand in unit shipments in 2026, and Roku will likely lose its position as the leading TV operating system in 2026. Instead, Walmart's private-label Onn brand, paired with the VIZIO SmartCast operating system, is positioned to lead in unit sales. In this environment, many TV brands are understandably asking which features can be removed to protect price competitiveness.

Omdia's recent Consumer TV Research on Feature Preferences and Willingness To Pay (WTP) survey explored the importance that consumers attach to an AV product with capabilities like Dolby Vision and Dolby Atmos. Rather than discretionary extras, these features measurably influence consumer preference, willingness to pay, and viewing engagement, factors that support both near-term price realization and long-term ad-monetization value.

Omdia research program quantifies how these premium audio-visual features shape consumer preference, WTP, and purchase behavior in retail-like settings. Anchored by a large-scale survey (n=1,099) and a choice-based conjoint (CBC) module that mirrors real-

This Omdia White Paper was commissioned by Dolby Laboratories world TV shopping trade-offs, the study provides actionable insights for TV brands, retailers, streaming providers, and platform partners.

What consumers value when choices are close

A central finding of Omdia's survey is that consumers anchor their decisions on price, brand, and screen size. The conjoint model was used to discover consumers' perceived value of different hypothetical TV set feature choices. Together, these three factors account for 80% of the decision weight in the conjoint model. Picture and audio formats are not the first attributes consumers scan, but when options are otherwise comparable, they play a decisive role in settling close calls.

According to Omdia's conjoint survey results, the high dynamic range (HDR) format contributes 10.08% of the choice influence and the audio format 9.51%. Across these attributes, Dolby Vision and Dolby Atmos consistently outperform alternatives, boosting both unit share and revenue potential.

For senior TV OEM executives, this nuance is critical: when price, brand, and size bring a shopper to a short list, picture and sound quality are the tiebreakers that convert consideration into purchase. In a crowded aisle with near-identical MSRPs, that conversion effect compounds through assortment, display, and promotion cycles.

A consistent \$200 willingness to pay across entry, mid, and premium test points

The research isolates a stable consumer willingness to pay that remains consistent across entry, mid, and premium test points. At 55 inches, two complementary tests illustrate the clarity of this signal.

In one test, respondents chose a hypothetical TCL configuration with Dolby Vision and Dolby Atmos priced at \$499 over a standard configuration at \$299 by a ratio of 2.2 to 1. This explicitly values Dolby Vision and Dolby Atmos at a \$200 premium on a 55-inch set.

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Figure 1: Dolby Vision and Dolby Atmos valued at \$200 WTP on a TCL 55-inch TV

Attributes	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5	Concept 6	None
Brand	Samsung	LG	TCL -Google TV	TCL -Google TV	Hisense -Google TV	Hisense -Roku	
Screen Size	55"	55"	55"	55"	55"	55"	
HDR Format	Standard	Dolby Vision	Dolby Vision	Standard	Dolby Vision	Dolby Vision	
Audio Format	Standard	Dolby Atmos	Dolby Atmos	Standard	Dolby Atmos	Dolby Atmos	
Price (Range \$299 - \$1099)	\$499	\$699	\$499	\$299	\$499	\$499	
Share of Preference	23.02%	21.94%	15.02%	6.72%	9.56%	12.93%	10.81%

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Source: Omdia

A second 55-inch hypothetical TV comparison reveals the same \$200 signal at a higher price band: respondents selected an LG Dolby Vision and Dolby Atmos configuration at \$699 at roughly the same rate as a Samsung standard configuration at \$499. Across entry (\$299), mid (\$499), and premium (\$699) test points, the \$200 differential recurs.

Figure 2: Dolby Vision and Dolby Atmos valued at \$200 WTP on an LG 55-inch TV

Attributes	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5	Concept 6	None
Brand	Samsung	LG	TCL -Google TV	TCL -Google TV	Hisense -Google TV	Hisense -Roku	
Screen Size	55"	55"	55"	55"	55"	55"	
HDR Format	Standard	Dolby Vision	Dolby Vision	Standard	Dolby Vision	Dolby Vision	
Audio Format	Standard	Dolby Atmos	Dolby Atmos	Standard	Dolby Atmos	Dolby Atmos	
Price (Range \$299 - \$1099)	\$499	\$699	\$499	\$299	\$499	\$499	
Share of Preference	23.02%	21.94%	15.02%	6.72%	9.56%	12.93%	10.81%

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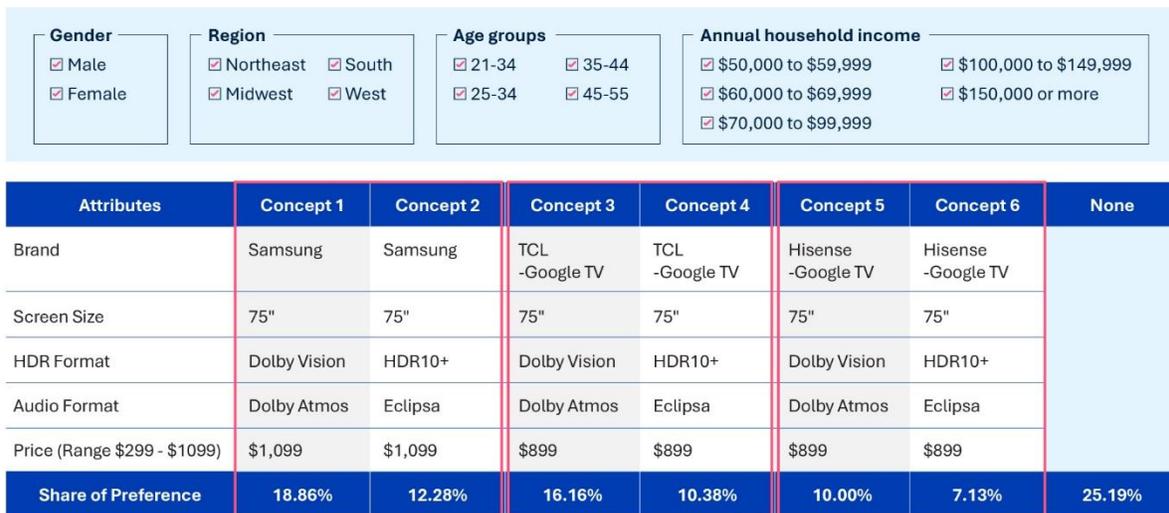
The implication is straightforward and powerful: As the rest of the offer changes, the value attached to Dolby Vision and Dolby Atmos persists, providing headroom for price realization without sacrificing conversion.

The implications extend beyond immediate hardware revenue. In Omdia’s Consumer Research on Platform Engagement and Content Consumption survey (refer to the *Elevating Ad-Supported Streaming with Premium Picture and Sound* white paper), respondents indicated they would increase viewing with a more engaging picture and more immersive audio. This engagement dividend adds advertising revenue over the life of the set, a critical consideration as retailers increasingly monetize smart TV usage.

Value persists at larger screen sizes and against competing formats

The research evaluated 75” smart TV sets and tested for willing ness to pay. The tests hold the price constant to isolate the effect of picture enhancement formats, offering these conclusions (**Figures 3-4**):

Figure 3: Switching from HDR10+ and Eclipsa to Dolby Vision and Dolby Atmos materially increases projected sales across brands



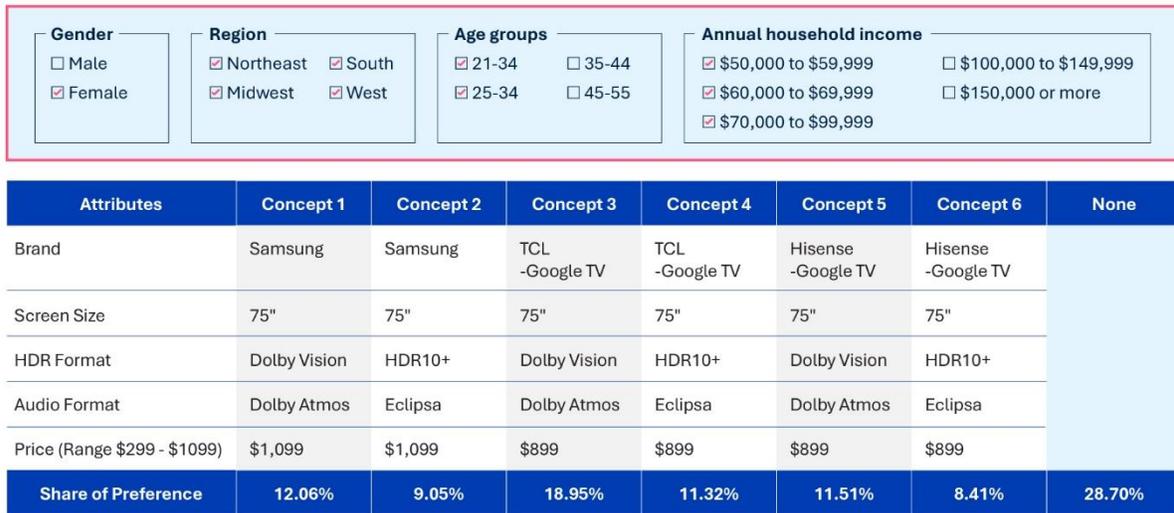
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Source: Omdia

Segment-level analysis further underscores the robustness of this effect.

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Figure 4: Among females aged 21–34 with incomes under \$100,000 (n=110), the uplift remains significant at 33% for Samsung, 67% for TCL, and 37% for Hisense



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Source: Omdia

These results demonstrate three key points. First, the advantage holds at larger screen sizes, where brand and size cues are strongest, and importantly, formats are decisive tiebreakers. Second, the uplift appears across both price-sensitive and price-insensitive segments. Third, Dolby maintains a clear edge over HDR10+ and Eclipsa in both broad and targeted segments.

Closing the brand gap for value-tier OEMs

Brand power remains a foundational driver of choice, and premium brand share scales with income. However, the conjoint results show that Dolby can narrow expected performance gaps for lower brand index OEMs, as these examples demonstrate:

- TCL’s hypothetical Dolby configuration not only outperformed its own standard configuration by a wide margin at 55 inches, but it also delivered significant comparative gains versus HDR10+ and Eclipsa at 75 inches across multiple segments (**Figure 4**).
- Hisense, too, realized meaningful relative lifts (e.g., over 40% overall; up to over 63% in certain segments) when moving to Dolby Vision and Dolby Atmos (**Figure 4**).

This pattern indicates that Dolby can help value-tier brands overperform against their expected baseline, changing the retail math in mixed-brand assortments.

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Demographics, awareness, and opportunity to educate

The research also highlights clear patterns that inform go-to-market plans.

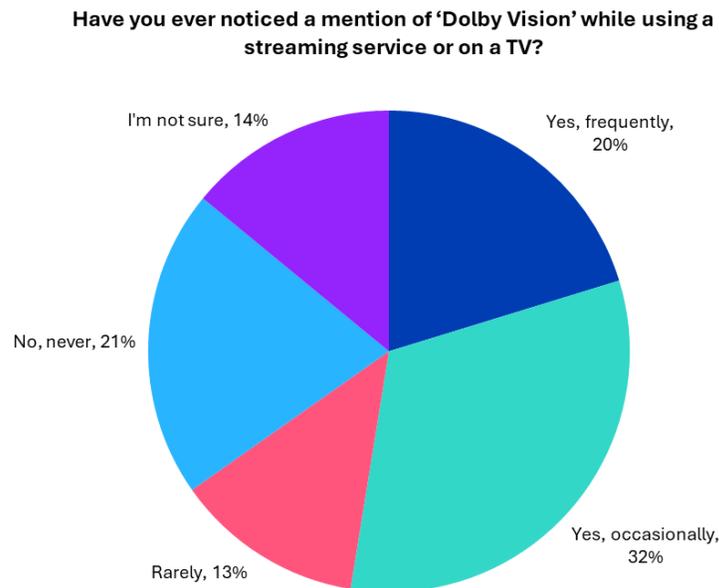
- **Consumers (ages 21–34) are more interested in, and more willing to pay for, premium audio-visual experiences than older cohorts.**
- **Household income is inversely related to willingness to pay;** those with incomes under \$100,000 are more likely to pay for premium features than higher-income households.

This may appear counterintuitive alongside the fact that premium brand share scales with income, but it reflects different dynamics: High-income households lean toward premium brands, while incremental willingness to pay for specific features is stronger among sub-\$100,000 segments.

- **Awareness cues in services and devices also matter.** A majority report noticing Dolby Vision (52%) and a substantial share notice Dolby Atmos (40%) in services or on TVs.

That recognition can be converted into action when discovery is simple, and the value is clearly linked to the content people care about most, movies and sports, where respondents most often say enhanced sound and visuals are worth the additional cost.

Figure 5: 52% noticed a mention of ‘Dolby Vision’ while using a streaming service or on TV



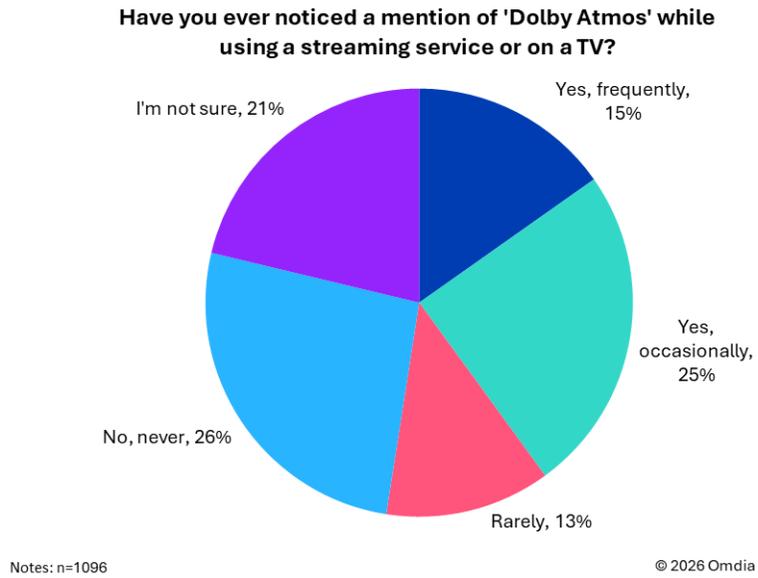
Notes: n=1096

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Source: Omdia

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Figure 6: 40% noticed a mention of 'Dolby Atmos' while using a streaming service or on TV



Source: Omdia



Conclusions

Retain features that move the market

The data is consistent across brands, sizes, and segments. Dolby Vision and Dolby Atmos command a measurable hardware premium at entry, mid, and premium configurations; outperform competing HDR10+ and Eclipsa combinations at 75 inches; help lower brand index OEMs overperform in multi-brand retail store assortments; and increase hours watched and willingness to pay in streaming.

In a deflationary price environment, they are pivotal to sustaining consumer preference, supporting price realization, boosting unit share, and compounding value through engagement. For OEMs and retailers alike, retaining Dolby Vision and Dolby Atmos is a pragmatic decision rooted in observed behavior, not assumption—and it is one of the few levers that works for both the hardware aisle and the ad-driven future that follows.

Appendix

Methodology

Omdia conducted two surveys to quantify Dolby Vision and Dolby Atmos. Survey 1 (n=1099) used a CBC module to model TV purchase trade-offs, while Survey 2 (n=1096) assessed impact on watch time, subscription, quality, awareness, and value. In the CBC, respondents chose among six TV concepts plus a “None” option, with attributes including brand, screen size, HDR, audio, and price. The outputs included share of preference and attribute importance, supported by sensitivity charts. Demographic filters, such as gender, region, age, and income, enabled segment analysis. The content survey quantified engagement and loyalty.

Further reading

[*Elevating Ad-Supported Streaming with Premium Picture and Sound*](#) (February 2026)

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Omdia consulting

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