

TV Sets Intelligence Service

Delivering actionable insights, this service provides a comprehensive view of regional trends, technology adoption and competitive landscapes.

Key Questions Answered

- What are the most in-demand features and how are UHD and 8K technologies influencing the market?
- What are the regional shipments of TV sets?
- How do features and sizes vary across markets?
- Which brands lead in different regions, and how are their shares evolving?
- What is the forecast for revenues and prices by region and brand?
- How is the installed base by country changing and what trends are emerging?

What We Offer

- End-to-end market coverage, from shipment analysis to strategic forecasts, by brand, size and technology
- Insight into emerging technologies such as 8K UHD, TV SoCs and advanced backlight units
- Comprehensive databases and trackers for pricing, specifications and market trends
- Direct access to analysts with over 100 years of combined industry experience

The industry's reference for TV shipments - used by all Global brands. Written by industry insiders for industry insiders.



Ken Park

*Senior Research Manager,
Consumer Devices*

SPEAK WITH OUR EXPERTS

Comprehensive insights for TV set innovation

Key Deliverables



Market Database

Monthly and quarterly updates on TV set pricing and specifications, with detailed information from **95** retailers across **34** countries and annual household adoption rates and installed bases.



Market Trackers

Quarterly updates on TV shipments by display technology, size, resolution and backlight units. Gain insights into trends for advanced features like Smart TVs and UHD.



TV Cost & Price Forecast Model

Interactive quarterly forecasts for pricing and margins, with detailed breakdowns of costs for components and assembly.



Analyst Insights & Access:

Ongoing commentary on market shifts and regional developments, with direct access to analysts for tailored support.

Scope of Work

TV Sets Market Tracker: Analyze global TV shipments, revenues, and vendor market shares with quarterly updates. Coverage includes display technologies, screen sizes, resolutions, backlight types, and refresh rates across all regions.

TV Cost & Price Forecast Model: Access detailed cost, pricing, and margin forecasts for TVs larger than 18.5", segmented by screen size, resolution and display technology. Includes granular insights into component pricing like SoCs, tuners and Wi-Fi modules.

TV Sets Price & Specifications Database: Explore pricing and features for TVs across **95** retail outlets in **34** countries. Data includes display technology, screen size, resolution formats and advanced design features, updated monthly and quarterly.

Global TV Households Database: Understand country-level installed base, domestic consumption and TV households across **86** countries. Data covers Smart TV adoption, resolution formats and historical trends with **5-year** forecasts.

Emerging Technologies and Features: Track adoption of advanced features like Quantum Dot, HDR and wide color gamut. Monitor trends in gaming monitors, Smart TVs and TVs with USB-C video interfaces.

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