

TV Sets Spotlight Service

Gain unparalleled insights into the global TV market with detailed shipment and revenue data, feature analysis and expert forecasts to guide strategic planning and uncover growth opportunities.

Key Questions Answered

- What are the regional trends in TV set shipments, and how do features and sizes vary?
- Which brands dominate specific regions, and how are their market shares evolving?
- How are revenues and prices changing across regions and brands?
- What are the emerging trends in features like UHD and Smart TV technologies?
- How is the installed base evolving by country?

What We Offer

- Comprehensive market coverage on global TV shipments, revenues, and feature trends.
- Forecasting and strategic insights for production planning and product strategies.
- Granular country-level analytics with unique market trends
- Direct access to analysts with over **100** years of combined industry experience
- Direct access to Omdia's analysts via Ask an Analyst for tailored insights and consultation

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

Quarterly and annual updates on TV set pricing, specifications and shipments across all regions. Segmented by features, brands and technologies.



Market Trackers

Monthly and quarterly insights into emerging technologies, TV design and features and global market dynamics, with **10**-quarter and **3**-year forecasts.



Cost & Price Forecast Model

Detailed breakdown of bill of materials (BOM), pricing, and margins by TV size and technology, including Smart TV components and SoC pricing.



Analyst Insights & Access:

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

Scope of Work

- **Global TV Households:** Comprehensive data on TV shipments segmented by brand, screen size, resolution, display technology and feature adoption across **90+** countries, with enhanced Smart TV shipment history and forecasts.
- **TV Sets - Emerging Technology Trends:** Analysis of technologies like UHD, Quantum Dot, OLED, Smart TV platforms and advanced backlighting, with forecasts for adoption and market impact.
- **Country-Specific Insights:** Deep-dives into country-level trends for markets such as the US, India, Brazil and others, covering brand share, pricing, and unique feature adoption, with updated global TV household models.
- **TV Cost & Price Forecast Model:** BOM analysis covering components like SoC, Smart TV OS, and display modules, along with detailed cost forecasts by region and screen size, complemented by expanded TV SoC supply chain and pricing data.
- **Consumer Demand & Installed Base:** Insights into installed bases by resolution format, Smart TVs, revenues, and average selling prices across **8** regions, segmented by households and device penetration.

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