

U.S. TV Price & Specifications Tracker

TV Vendors Keep Promotions Going to Spur Demand

By Riddhi Patel, Principal Analyst and Tina Tseng, Analyst

Technologies Covered

- LCD
- Plasma
- DLP
- 3LCD
- LCoS
- OLED

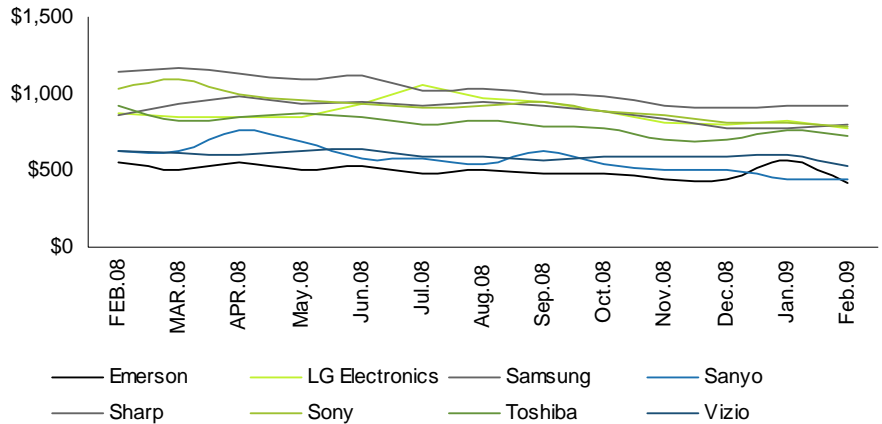
Applications Prices Tracked Monthly

- Televisions

iSuppli's US TV Price & Specifications Tracker is a monthly report covering the U.S. flat panel and microdisplay rear projection set pricing and specifications from 22 different retail outlets. Consumer research shows that pricing is one of the most critical drivers when making a television purchase decision. iSuppli's US TV Price & Specifications Tracker helps companies stay current with the price changes happening in the market on a monthly basis and helps with product pricing as well as placements. Due to the dynamic nature of the television market and with new model introductions and prices changing everyday, it is critical to track this market more regularly.

Subscription to this service provides monthly pricing information and specifications for more than 3,000 television models available in the U.S. market. Each month the current and past months' pricing information is given as well as the specifications of newly introduced models will be added.

32-inch LCD TV ASP by Brand



Critical Questions Answered

- What are the price changes for each TV model on a monthly basis and why?
- Which technology is going through rapid price reductions?
- Which retail channels have TVs with the same specifications as a particular brand and at what price?
- What are the popular TV specifications?
- How is the television market changing?

Who Should Use This Tool?

- Brand Manufacturers / OEMs / ODMs for TVs
 - Product planning managers for system sales
 - Product managers for pricing and channel strategies
- Channels
 - Buyers and strategic planning managers can see how their product skews are different from the competition and how the prices are varying
- Investment Community
 - Fund managers / investors / analysts with interest in display companies

Lead Analyst**Riddhi Patel, Principal Analyst**

Riddhi is responsible for the television and plasma display panel (PDP) analysis. The scope will include creating and implementing industry surveys, market sizing and forecasting, and evaluating the impact of broad market factors on television and PDP demands.

Riddhi came to iSuppli with extensive high-profile marketing, market research, strategy formulation and analysis and product marketing experience from leading technology companies and research firms. She most recently worked as Senior Market Intelligence Manager at a Silicon Valley venture capital firm where she was responsible for the strategic marketing, market research and business development initiatives for the portfolio companies. As a part of a cross-functional team, she was involved in market and product due-diligence, product definition and research in addition to analysis of emerging technologies. Riddhi previously held various analyst positions at Gartner/Dataquest and AberdeenGroup.

Riddhi earned an MBA in Marketing and International

Business and Bachelor of Science in Physics, from South Gujarat University and Maharaja Sayajirao University.

Tina Tseng, Analyst

At iSuppli, Tina is responsible for the analysis and forecasting of trends and dynamics of the consumer electronics sales channels.

Prior to joining iSuppli, Tina worked as a Product Management Specialist at Sampo Corporation, a home appliance and consumer electronics manufacturer and distributor, where she was responsible for the channel and product management of the Maxent brand of HDTVs.

Tina holds a Masters degree in Communication Management from the University of Southern California and a Bachelor of Arts from National Taiwan University.

Electronic Database Includes**Electronic Database Includes**

- Pricing information by
 - Technology
 - Brand
 - Model
 - Screen size
 - Pixel format
 - Resolution
 - Backlight
 - Frequency
 - Store
 - And others
- Market analysis