

BRIC TV Market Tracker

TV Market Forecast by Technology

By Riddhi Patel, Principal Analyst

Forecast**Frequency, Time Period**

- Forecasts through 2012
- 3-Year rolling quarterly forecast

Measures

- Unit shipment
- Revenue
- Average selling price

Regions, Markets

- Brazil
- Russia
- India
- China

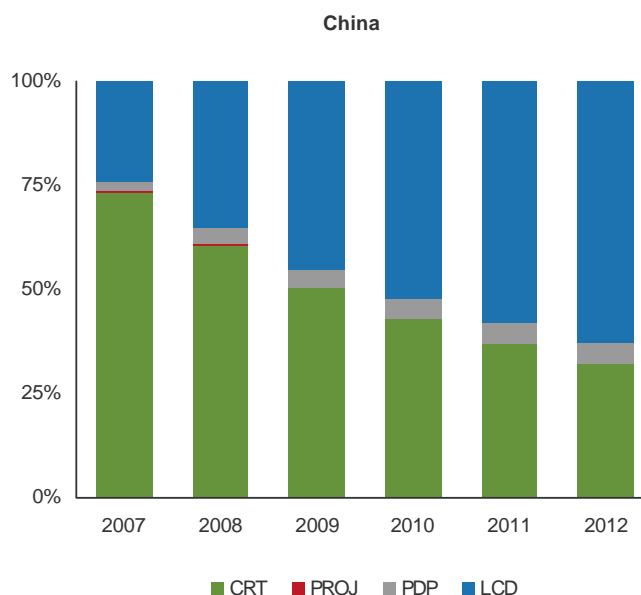
Technologies Covered

- CRT
 - Screen Size
 - Normal / Slim
 - Leading company market shares
- LCD
 - Size
 - Pixel format
 - Leading company market shares by screen size
- Plasma
 - Size
 - Pixel format
 - Leading company market shares by screen size
- Rear-Projection
 - Size
 - Technology (CRT, DLP, LCD, LCOS)
 - Leading company market shares

Industry Players Covered

- CRT
 - Tube makers
 - Tube key components suppliers
- LCD
 - LCD Panel Makers
 - LCD glass production lines
 - LCD module factories
- Plasma
 - Plasma panel makers
- Set makers
 - OEMs/ODMs/EMS
- TV retail chains

iSuppli's BRIC TV Market Tracker provides updates and analysis of the TV market by technology (CRT, LCD, RPTV, plasma) including screen size and resolution splits, focusing on one of the four regions (Brazil, Russia, India, China) each quarter. It provides five-year forecasts by technology for TV shipments in the regions covered. The report explains supply chain relationships between panel/tube suppliers and OEMs/ODMs/EMS. Further information is provided for CRT tube makers and tube components, LCD and plasma TV supply chains plus retail distribution channels. Company profiles are included for each region's TV manufacturers, including information on company location, production capacities, factory locations and expansion plans for new factories.

**Critical Questions Answered**

- How is the current TV market in China, India, Russia, Brazil and what is the trend?
- Which companies are the mainstream suppliers in TV production in each of these regions? Which companies are the leaders in the domestic market? Which ones are export leaders?
- What are the unit-shipment levels for TV manufacturers?
- What is the screen size mix and pixel format mix now and what trends will impact future screen size and pixel format development in these regions?
- What are the trends in BRIC's television export market?

Who Should Read This?

- Purchasing
 - Purchasing managers: components, television systems
- Suppliers/Distributors
 - Product and strategic marketing managers for CRT, LCD, PDP and projection television systems
- Investment Community
 - Fund managers and investors with interest in display companies
 - Market Analysts

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 where she was involved in traditional market research and analysis as well as custom consulting.

Riddhi earned a Master of Business Administration in Marketing and International Business and a Bachelor of Science in Physics from South Gujarat University and Maharaja Sayajirao University.

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(Other BRIC TV Market Trackers will have similar format)

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