

## Display Systems and Markets

## U.S. TV Price &amp; Specifications Tracker

By Riddhi Patel, Director and Tina Tseng, Analyst

**Technologies Covered**

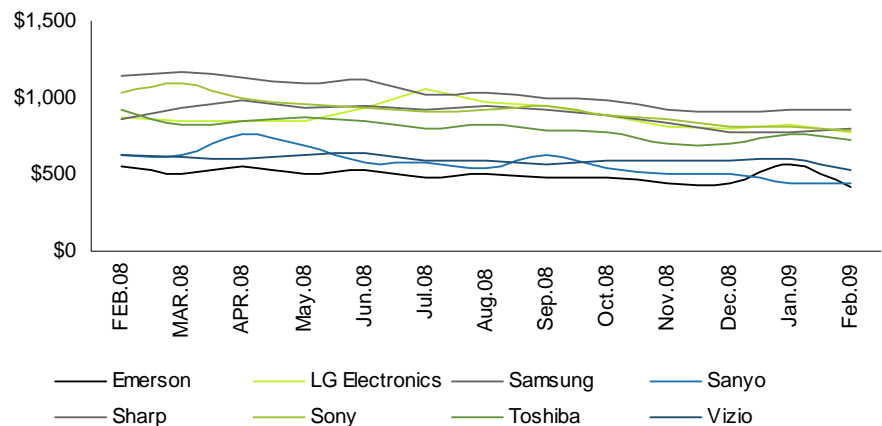
- LCD
- Plasma
- DLP
- 3LCD
- LCoS
- OLED

**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 21 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****Key Issues Addressed:**

- 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?

**Applicable To:**

- 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, Director

Riddhi Patel is one of the top analysts in the world covering the television market and value chain. Her clients include the leading TV companies, LCD panel makers, consumer retailers and investment firms.

Riddhi's proprietary research is extensive. Every week, she and her team of analysts track the pricing and promotional activities of major TV retailers, both brick-and-mortar and on-line. And every month, Riddhi analyzes the buying preferences of thousands of television consumers, enabling her to provide deep insights into the features, price points, and service offerings that influence TV buying behavior.

Riddhi is also the creator of iSuppli's unique BRIC TV Market Tracker, which closely monitors the television value chains in the world's four largest emerging markets: Brazil, Russia, India, and China.

Prior to joining iSuppli in 2002, Riddhi served in senior analyst positions at Raza Foundries, Aberdeen Group and Gartner/Dataquest. She has an MBA in marketing from South Gujarat University, Surat, India, as well as a BS in Physics from MS University Vadodara, India.

#### 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

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