

Worldwide Television Systems Market Tracker

Economic Downturn Slows Down the TV Market

By Riddhi Patel, Principal Analyst

**Forecast**

**Frequency, Time Period**

- Forecasts through 2012

**Measures**

- Units
- Average selling price (US dollars)
- Revenue

**Regions, Markets**

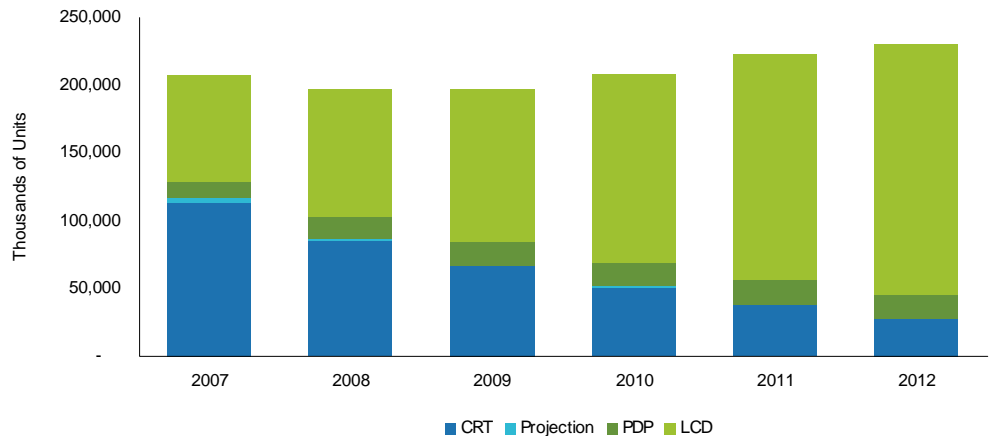
- North America
- Western Europe
- Eastern Europe
- Middle East and Africa
- Japan
- China
- Latin America
- Asia Pacific

**Technologies Covered**

- PDP
  - Region
  - Size
  - Pixel format
  - Form factor
  - Leading company market shares by screen size
- LCD
  - Region
  - Size
  - Pixel format
  - Form factor
  - Frequency
  - Backlight
  - Leading company market shares by screen size
- Direct-View CRT
  - Region
- Projection
  - Technology
    - CRT
    - LCD
    - DLP
    - LCOS
  - Region

iSuppli Corp. has tracked the market for television since the 1980s, when the cathode ray tube (CRT) was the dominant technology choice. LCD TVs dominate the market and the industry needs to know what the next big trend for this technology is and the competing technology of plasma. The 2009 TV market tracker will focus on the emerging trends for flat panel TVs including form factor, backlights and frequency. iSuppli's TV tracker evaluates the factors that will help continue the growth momentum for flat panels, which regions are adopting these sets and why? A mature market like Televisions sees a 3% growth on compounded basis because of shortening of replacement cycles in mature markets and increased buying in emerging markets due to changes in the economy and consumer spending trends. TV Systems market tracker provides insights into the key happenings in various markets.

Worldwide TV Shipment Forecast by Technology, 2007-2012



**Critical Questions Answered**

- What are near-term pricing trends for television systems, especially in the flat panel technologies?
- Which manufacturers dominate the television market in terms of shipments?
- What is the screen size mix now and what trends will impact future screen size development?
- Why are various regions going through growth in the TV market?
- What are the new features that will drive adoption of LCD TVs in emerging markets? And how will they maintain growth momentum in mature markets?

**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 Patel 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.

At iSuppli, she 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 and understanding consumer preferences when making a TV purchase decision.

Riddhi earned an MBA in Marketing and International Business and Bachelor of Science in Physics, from South Gujarat University and Maharaja Sayajirao University.

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Television Systems Forecast Assumptions