

U.S. TV Price and Specifications Tracker

By Riddhi Patel, Director

Technologies Covered

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

Applications Prices Tracked Monthly

- Televisions

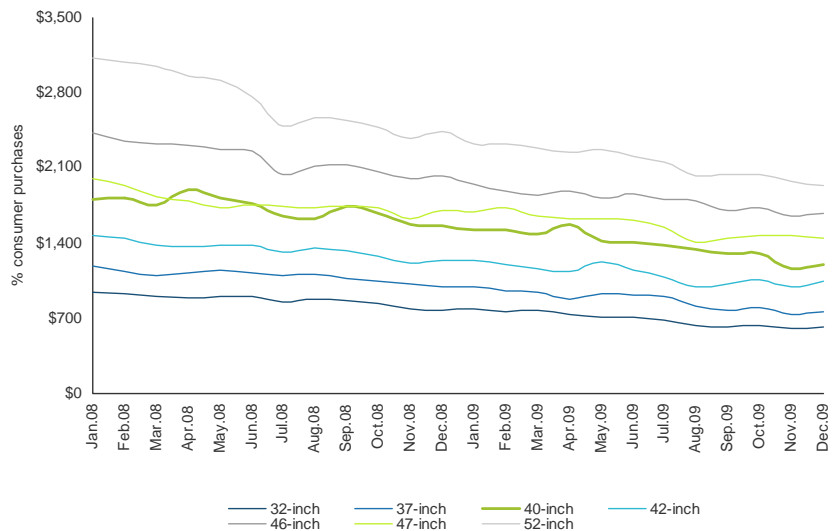
The U.S. TV Price and Specifications Tracker provides a comprehensive database of the prices and specifications of every television model offered for sale in the U.S. market. If your company is concerned with any aspect of TV sales, marketing, distribution, or competitive positioning, you may find the U.S. TV Price and Specifications Tracker to be an indispensable resource.

Published monthly, the tracker captures prices, by model, from the top 21 U.S. TV retailers – consumer electronics and department stores, club stores, mass merchandisers, and on-line retailers. Research for the major retailers is conducted weekly in order to capture sale prices and promotions.

TV technologies covered include LCD, PDP, OLED, and microdisplay technologies such as DLP, 3LCD, and LCoS. Detailed specifications are provided in nearly 30 categories for every TV model, including new technologies like LED backlighting, higher frame rates, internet connectivity, and 3-D capability. Expanding every month to capture new product introductions, the database now encompasses more than 3000 unique TV models.

The U.S. TV Price and Specifications Tracker is available from iSuppli with two complimentary research services: the U.S. TV Market Tracker and the U.S. TV Consumer Preference Analysis.

Popular LCD TV Prices



Key Issues Addressed:

- What are the monthly price changes for each TV model offered for sale in the U.S. market? Why are the prices changing?
- What are the pricing trends for different TV technologies? For which technologies are price reductions most aggressive?
- Which retail channels are promoting TVs with the same specifications as a particular brand and at what price?
- What are the most popular TV specifications?

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

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.

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