

## U.S. TV Market Tracker

## Despite Economic Concerns, U.S. Flat Panel TV Market Shows Strength

By Riddhi Patel, Principal Analyst

**Forecast****Frequency, Time Period**

- Forecasts through 2012

**Measures**

- Unit shipments
- Average selling price (US dollars)
- Revenue
- Market Shares – by technology, screen size and pixel format

**Regions, Markets**

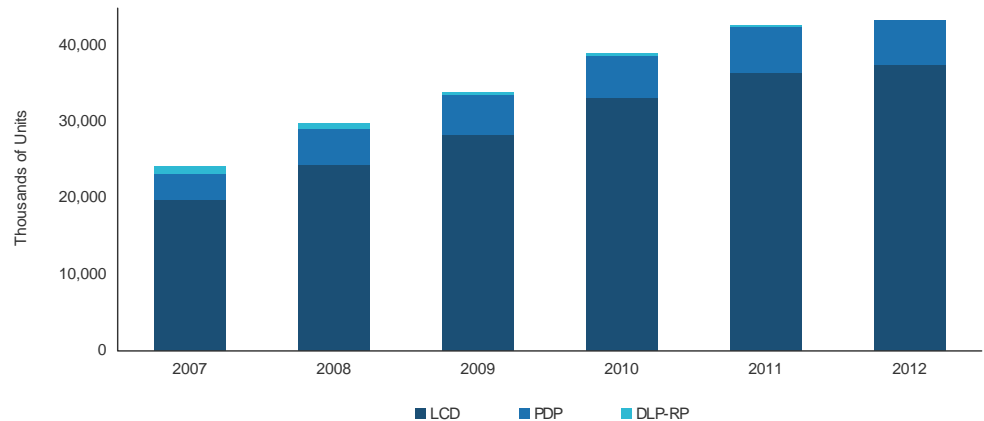
- U.S.

**Technologies Covered**

- PDP
  - Size
  - Pixel format
  - Form Factor (regular, thin, ultrathin)
  - Leading company market shares by screen size
- LCD
  - Size
  - Pixel format
  - Form Factor (regular, thin, ultrathin)
  - Frequency (60Hz, 120Hz)
  - Backlight (CCFL, LED)
  - Leading company market shares by screen size
- DLP Rear Projection
  - Size
  - Pixel Format
  - Backlight (UHP, LED, Laser)
  - Leading company market shares
- OLED – as the market develops, the forecast for OLED will be added

2008 is the year of somewhat flat growth for the U.S. market but when CRT TVs are taken out of the equation, the market actually sees a growth. LCD will continue to dominate, growing at 10% CAGR from 2008 to 2012. Larger sized LCD TVs are gaining dominance in the U.S. market. iSuppli's U.S. TV tracker evaluates the factors that has led to the dominance of this technology, as well as the strategies brands are employing to capture market share in this mature market. It will provide insights on how new features like LED backlights, thin form factor TVs among others develop. This report includes information on LCD, PDP and DLP TV shipments along with a 5-year forecast of not only the unit shipments but also of average selling prices and revenues.

U.S. LCD TV Market Forecast

**Critical Questions Answered**

- What are near-term pricing trends for television systems, especially in the flat panel technologies?
- Which manufacturers dominate the U.S. television market in terms of shipments?
- What is the screen size mix now and what trends will impact future screen size development?
- What new features and technologies are appearing in the U.S. market?
- What are the emerging brand strategies?

**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.

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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- 32-inch and Smaller Sizes to Lose Dominance in 2010
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