

## Higher Resolution and Internet Capabilities Will Be Essential for Continued TV Market Growth in 2009 & Beyond, DisplaySearch Topical Report Indicates

AUSTIN, TEXAS, June 18, 2008—DisplaySearch, the worldwide leader in display market research and consulting, today announced the release of its latest topical report, *TV Evolution: Specifications, Applications & Strategies*, highlighting the key trends that TV brands, OEMs and ODMs need to understand to ensure continued growth in 2009 and beyond.

“The TV market continues to boom in 2008, driven by falling TV prices, the DTV transition and the demand for higher resolution,” noted Calvin Hsieh, DisplaySearch’s Director of Research. “However, our research shows that the growth of the market will peak between 2009 and 2011. Thereafter, growth will be limited without the development of new, enhanced features for TVs, such as higher resolutions, expanded broadband infrastructure, internet connectivity, versatile applications and interactive capabilities to meet the needs of the connected digital home of the future where PC and TV are synonymous.”

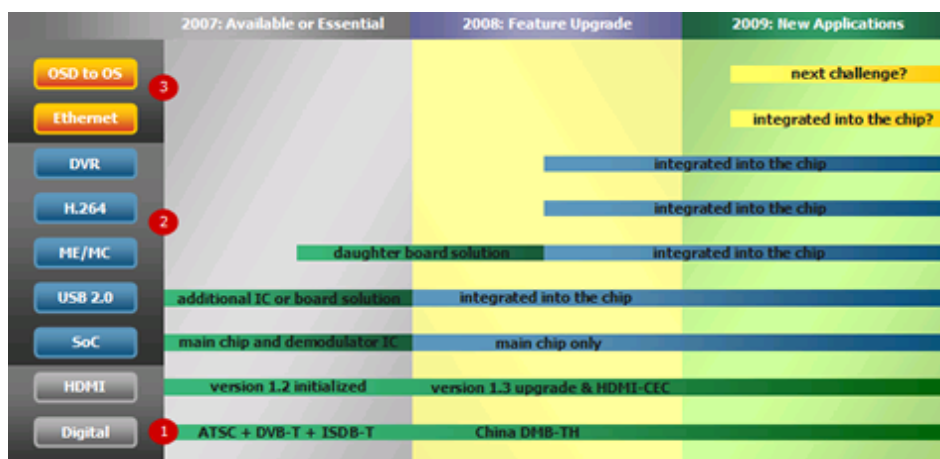
Figure 1: Product Lifecycle



While the industry has been talking about the digital home for many years, it will finally take the first step this year with the transition to digital signal broadcasting—opening the doors for new applications such as IPTV broadcasting, home broadband platforms and more.

Key IC suppliers have already developed their 2009 Ethernet support roadmaps to provide TVs with internet access. This feature, combined with high resolution and a broadband environment, will drive availability of even more content from the internet versus conventional broadcasting through a tuner.

Figure 2: TV IC Features and Roadmap



Written for product marketing managers for TV brands, OEMs and ODMs makers who want to increase their market share, DisplaySearch's [\*TV Evolution: Specifications, Applications & Strategies Topical Report\*](#) will help with planning for product roadmaps, specifications, positioning, timing, market pricing and more. The report discusses the evolution of TV specifications, and then shows how new content and applications for TVs will continue to drive that evolution. The report provides an in-depth analysis and outlook for TV-related products and brands with the intent of helping industry players to better assess their potential market opportunities and success factors.

The [\*TV Evolution: Specifications, Applications & Strategies Topical Report\*](#) has over 120 slides that address key issues:

- TV IC features and roadmap, including SoC Trends, H.264 market demand, ME/MC + 100/120 Hz analysis and wireless transmission
- TV IC suppliers' market share and competition analysis
- Future TV specifications outlook as we move towards the digital home
- Digital signals, MHP and Microsoft Mediaroom
- The Blu-ray market and its challenges
- TV-related hardware analysis and evolution
- New devices beyond remotes to interact with the new applications and content on TV
- The ecology of the TV industry: TV name brands and competition from new TV players
- Appendix with TV Specifications Forecast, and IPB and FMB/BMB explanations

For more information, please contact [sales@displaysearch.com](mailto:sales@displaysearch.com), or contact your regional DisplaySearch offices in Japan, Korea, Taiwan and China.

#### About DisplaySearch

DisplaySearch, an NPD Group company, has a core team of 59 employees located in Europe, North America and Asia who produce a valued suite of FPD-related market forecasts, technology assessments, surveys, studies and analyses. The company also organizes influential events worldwide. Headquartered in Austin, Texas, DisplaySearch has regional operations in Chicago, Houston, Kyoto, London, San Diego, San Jose, Seoul, Shenzhen, Taipei and Tokyo, and the company is on the web at <http://www.displaysearch.com/>.

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