

■ DisplaySearch Report Reveals China TV Market Entering the Flat Panel TV Era

AUSTIN, TEXAS, April 15, 2009—The market for flat panel TVs (including LCD and PDP) in China is expected to enjoy strong growth, with a compound annual growth rate of 26.7% from 2008 to 2012. Unit shipments of flat panel TVs in China will increase from 13M in 2008 to 37M in 2012, and the flat panel share will grow from 32% in 2008 to 80% in 2012. These and other trends are highlighted in [China TV Market: A New Era of FPD TV](#), a new topical report from DisplaySearch, the worldwide leader in display market research and consulting.

[China TV Market: A New Era of FPD TV](#) analyzes the trends and opportunities within the China market, including the status of TV assembly and TV exports, the competition between local and global brands in the domestic Chinese market, analysis of the TV sales channel structure and current status of and future trends for digital TVs. Of particular interest is whether the government subsidy program for rural areas will bring new opportunities for TV brands to tap into the market in tier 3-4 cities and into the demand for smaller size LCD TVs.

The China TV market is one of the bright spots for flat panel TVs in the current economic environment. There is an installed base of approximately 400 million CRT TVs available to be replaced by flat panel TVs. According to DisplaySearch, flat panel TVs will replace CRT TVs when the FPD price is approximately twice that of a similar-size CRT. This has already occurred in the 30-34" size range, and the trend is moving down in screen size. Given that 25-29" CRT TVs account for more than 45% of all CRT TVs sold in China, DisplaySearch believes that the Chinese TV market is entering the flat panel TV era in 2009.

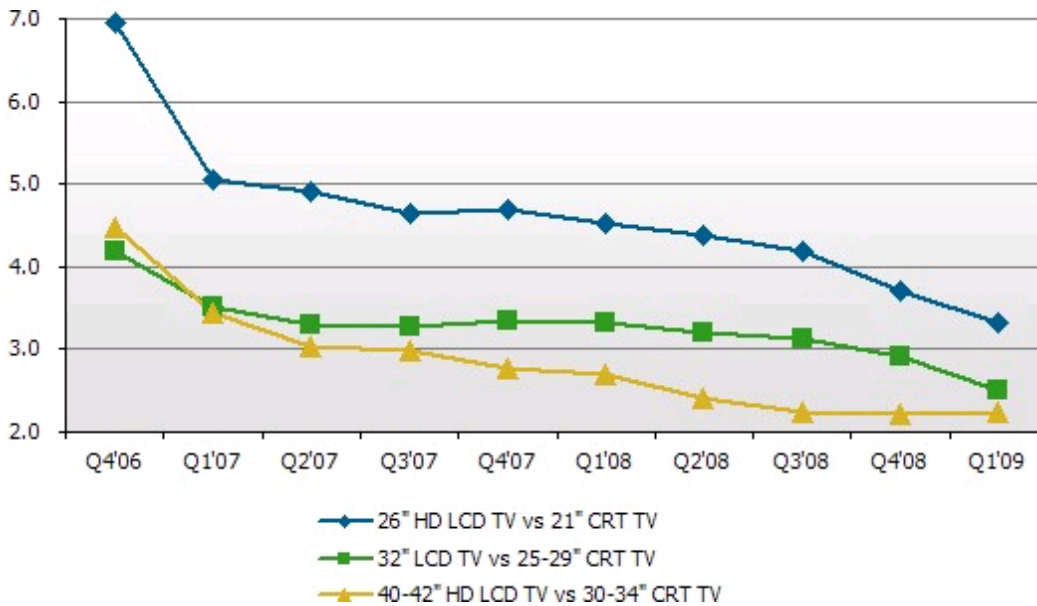


Figure 1: Price Index of Weighted Average LCD ASP vs. CRT ASP in China

Source: [China TV Market: A New Era of FPD TV](#)

[China TV Market: A New Era of FPD TV](#) is authored by the DisplaySearch TV research team with insights from DisplaySearch analysts in China. The report includes:

- China TV market outlook, forecasts, product roadmaps and major brand strategies
- Economic growth projections and the effect on consumer spending
- Comprehensive analysis of the government subsidy program and other economic factors fueling TV growth
- Assembly, exportation and cost considerations
- TV manufacturing opportunities
- Brand competition analysis
- TV sales channel structure analysis
- TV supply chain analysis in China both CRT TV and flat panel TVs
- China digital broadcasting status
- Chinese New Year holiday sales and TV seasonality

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. Visit the [DisplaySearch blog](#) to read about how our top analysts are interpreting up-to-the-minute issues that impact the display industry, and join us in this discussion about technology and the flat panel industry. 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/>.

About The NPD Group, Inc.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,700 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, [contact us](#) or visit <http://www.npd.com/>.

Contact

To contact DisplaySearch, call 1.888.436.7673 or 1.516.625.2452 or email

contact@displaysearch.com

Media contact Stacey Voorhees, 1.925.336.9592 or email media@displaysearch.com

<http://www.displaysearch.com/>

<http://www.displaysearchblog.com/>