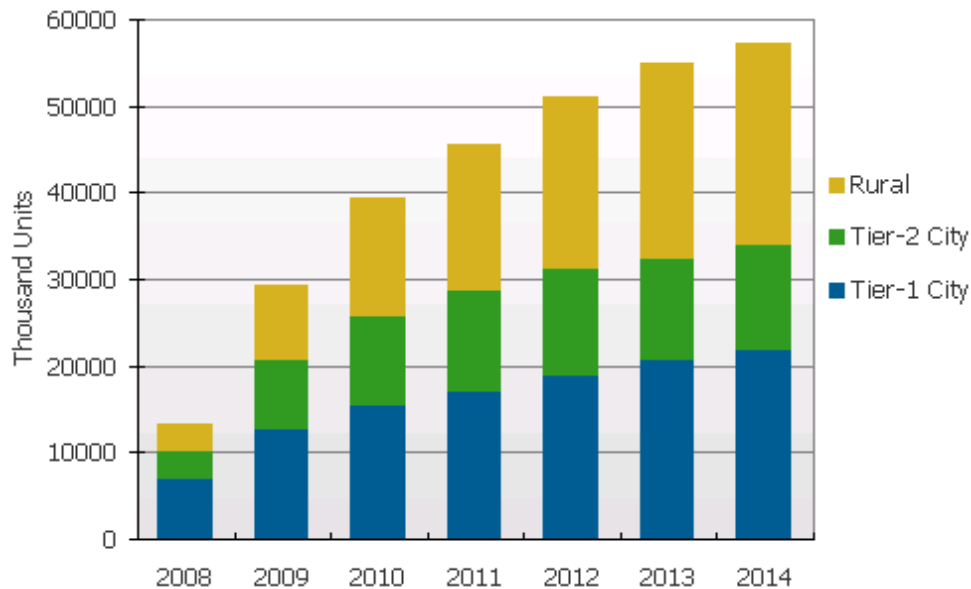


## China FPD TV Market on Track to Surpass 50M by 2012

SANTA CLARA, CALIF., July 6, 2010—Driven by rapid urbanization, GDP growth rates are rising by 10%. In connection, an expected wave of investments in LCD panel manufacturing, the market for flat panel TVs (including LCD and plasma), in China is also expected to enjoy strong growth, according to a new DisplaySearch report, [China's TV Market](#). The report forecasts that flat panel TV unit shipments in China will increase from 31M in 2009 to 59M in 2014, a compound annual growth rate of 14%. The flat panel share in China's TV market will grow from 72% in 2009 to around 100% in 2014, when CRTs will effectively disappear.

The [China's TV Market Report](#) analyzes the TV market in China by regional market segments (Figure 1), screen sizes, technology, and specific TV features. The report also covers the status of TV manufacturing and TV exports including competition between TV brands (both domestic and foreign), panel maker investments, analysis of TV sales channels, FPD TV costs and the current status of and future trends for digital TV. Of particular interest is whether the government subsidy packages for rural areas and economic growth will bring new opportunities for TV brands to tap into the market in rural areas and increase TV penetration in urban areas.

Figure 1: China LCD TV Forecast by Region

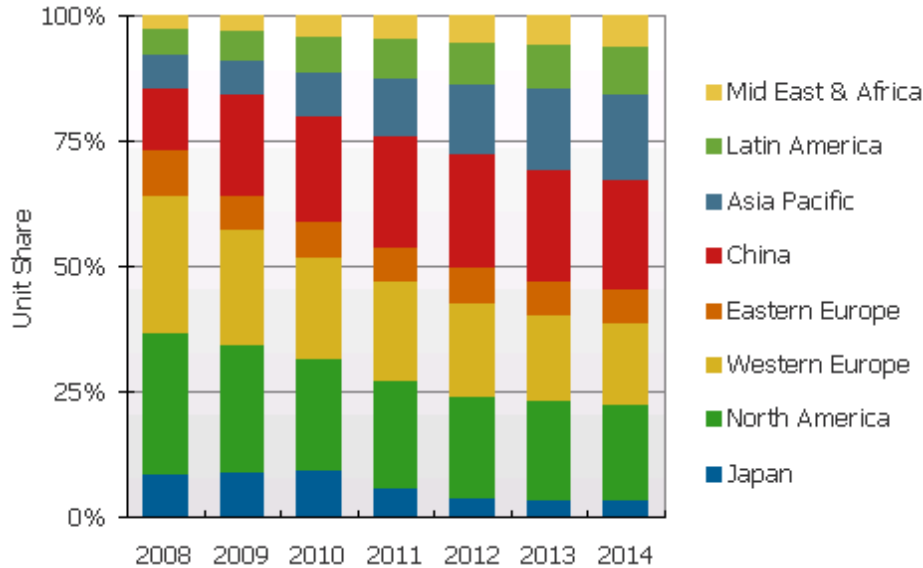


Note: Tier-1 city: markets with population greater than 1M; Tier-2 city: markets with population less than 1M

Source: [China's TV Market Report](#)

In China, color TV shipments grew rapidly in the mid-1990s, and because the average lifetime of a color TV is 8-10 years, there is an opportunity for industry to replace these old TVs. In fact, there are nearly 450 million traditional CRT TVs that could be replaced by FPD TVs in the next five to ten years. Together with demand from first-time buyers, LCD TV shipments in China will exceed those in North America by 2011.

Figure 2: China to Become the Largest LCD TV Market by 2012



Source: [China's TV Market Report](#)

The [China's TV Market Report](#) is authored by the DisplaySearch TV research team with insights from DisplaySearch analysts located in China. The report includes:

- China TV market outlook, forecasts, product roadmaps and major brand strategies
- TV manufacturing opportunities, assembly, exportation and cost considerations
- Challenges and opportunities for TV brands and panel makers
- TV supply chain analysis in China for both CRT TV and flat panel TVs
- Evolution of LCD TV features in China's TV market
- Updates on China's digital broadcasting status
- Analysis of subsidy programs and policies in 2010 and beyond

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[Emerging Display Technologies Conference](#)—Thursday, August 19, 2010 (San Jose, California)

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Media interested should contact Stacey Voorhees-Harmon at [stacey@savvypublicrelations.net](mailto:stacey@savvypublicrelations.net) or call 1.925.336.9592.

### About DisplaySearch

Since 1996, DisplaySearch has been recognized as a leading global market research and consulting firm specializing in the display supply chain, as well as the emerging photovoltaic/solar cell industries. DisplaySearch provides trend information, forecasts and analyses developed by a global team of experienced analysts with extensive industry knowledge and resources. In collaboration with the NPD Group, its parent company, DisplaySearch uniquely offers a true end-to-end view of the display supply chain from materials and components to shipments of electronic devices with displays to sales of major consumer and commercial channels. For more information on DisplaySearch analysts, reports and industry events, visit us at <http://www.displaysearch.com/>. Read our blog at <http://www.displaysearchblog.com/> and follow us on Twitter at [@DisplaySearch](https://twitter.com/DisplaySearch).

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