

DisplaySearch TV Replacement Study Highlights Consumer TV Usage and Alternate Means for Watching TV

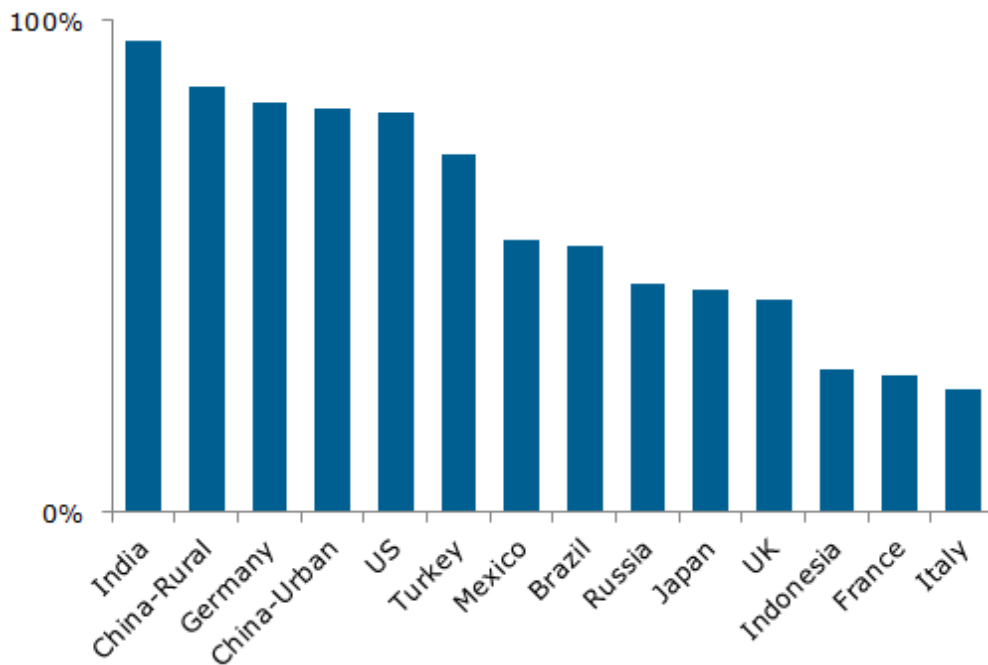
Santa Clara, Calif., May 24, 2011—DisplaySearch recently released its [Global TV Replacement Study](#) examining consumer TV replacement cycles around the globe. The report also indicates how TVs are being used by consumers and identifies their alternate means for watching TV content.

“Through our research to learn more about TV replacement cycles around the globe, we found interesting characteristics of consumer behavior in TV usage habits, including where consumers put their TVs, how big the TVs are, whether they are connected to cable, satellite or antenna and what other devices might be used for watching video,” noted Paul Gagnon, DisplaySearch Director of North America TV Research. “This data can serve as a valuable tool for stakeholders across the TV supply chain.”

As expected, the primary TV in households, regardless of region, is mostly found in the living room. This TV is usually the largest in the home too, reflecting the communal nature of watching TV. In addition, the head of household bedroom, also known as the master bedroom in some countries, is the main location for the second TV in the home. Despite this, in some countries, such as Italy, India, Turkey and Russia, there is a fairly high incidence of TVs in rooms where people tend to congregate, like kitchens and dining rooms. This is especially true of households with higher numbers of occupants, sometimes multi-generational, where some viewers are watching different programming simultaneously.

The report also provides analysis of how consumers are watching TV, finding that it varies greatly by country. Only the US, Mexico, India and China had a strong preference for cable as the source for TV programming, while antenna was a preferred source of broadcasting by consumers in the UK, Japan, Italy, Indonesia and France. This is likely due to a lack of affordable or quality cable or satellite services, and also a preference for free programming.

Figure 1: Percentage of Consumers Using Pay TV Service



Source: DisplaySearch [Global TV Replacement Study](#)

Internet TV Use on the Rise

Many consumers are starting to use non-traditional mediums for viewing TV or video programming, mostly via the Internet. PCs, both desktops and notebooks, were the primary devices used for watching video content aside from the TV. This was the case for at least 40% of consumers in every country, but substantially higher in some countries, like urban China, Indonesia, Russia and Turkey.

TV on Mobile Devices Higher in Japan, India, Indonesia and Brazil

There was also a small, but notable, number of consumers using mobile devices to view content.

Specifically, in the US, about 11% of consumers are using mobile phones or smart phones to view video content, which was a similar incidence in most regions. Mobile device use in Japan, Indonesia, India, Brazil and China was significantly higher, especially in the case of China. Aside from Japan, a well-developed country from an infrastructure standpoint, the other regions may have a better developed mobile infrastructure than traditional TV broadcast system. Therefore, some consumers flock to mobile devices for viewing first.

DisplaySearch [Global TV Replacement Study](#) Now Available

How quickly are consumers replacing their TVs? Which countries have the shortest replacement cycles? And what key factors are driving TV sales? The DisplaySearch [Global TV Replacement Study](#) offers a focused view of TV replacement trends in 14 global markets. This study also provides insight into the reasons why consumers are replacing their CRT and flat panel TVs.

Important information in this report helps businesses to:

- Identify which markets are replacing and adding the most TVs and why
- Understand the TVs currently in the home, by technology, brand, size, age and location
- Determine which devices, besides TVs, consumers are using to watch TV, movies, and video, such as iPads, smart phones, notebook PCs and more
- Identify how local TV replacement trends will impact product planning and the supply chain
- Reveal plans for TV purchases over the next 12 months.

The report is available for all 14 markets or by individual market:

China – Urban	UK	Brazil
China – Rural	France	US
India	Turkey	Mexico
Indonesia	Germany	Russia
Japan	Italy	

This unique global study provides clients with country-level insights and information based on nationally representative samples of more than 14,000 TV owners. The study combines DisplaySearch TV analyst expertise with the advanced consumer survey design of its parent company, The NPD Group.

For more information, contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, e-mail contact@displaysearch.com, or contact your regional DisplaySearch office in [China, Japan, Korea or Taiwan](#) for more information.

About DisplaySearch

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