

## 2012 Global TV Replacement Study

### Summary

The *Global TV Replacement Study* is an essential reference for TV and multimedia content companies. The study, which is based on a global survey of more than 14,000 respondents in 14 countries, provides valuable data-driven insights on why consumers replace their TVs, how often, which features are most compelling, how they use online video content, and much more.

Get answers to your key business questions on how consumers are making purchase decisions on TVs and content consumption.

Backed by The NPD Group's survey expertise and DisplaySearch's deep supply chain understanding, this report asks the right questions and provides a clear picture of consumer behavior for both the TV and content industries.

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

### Methodology

- 14,000+ total completed surveys of TV owners
- Nationally representative base of 1,000 TV owners in each market
- 15-20 minute online, offline and face-to-face translated consumer surveys

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## Analysts



[Riddhi Patel](#)

United States  
Research Director, Consumer Insights

Has expertise in market research and analytics, consumer insights, and consulting



[Hisakazu Torii](#)

Japan  
Vice President, TV Market Research

Focused on the TV market, covering all Japanese TV brands across Asia Pacific.

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## Detailed Information

### Data Covered

- Markets include: Brazil, China – Urban, China – Rural, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Turkey, UK, USA
- Identify the target markets that are replacing and adding the most TVs...and why
- Profile the TVs currently in the home, recent replacements and planned replacements or additions – all by CRT vs. FPD, brand, size, and location
- Understand which devices, besides the TV, consumers are using to watch TV such as iPads, their laptops and more
- Track local TV replacement trends and plan for how these will impact product planning and the supply chain
- Value of new features like 3D and Internet Connectivity in replacement decisions
- Methodology: Survey is based on 14,000+ total completed surveys of TV owners. Each market has a nationally representative base of a minimum of 1,000 TV owners.

### Key Questions Answered

- How quickly are consumers replacing their TVs? Are replacement cycles getting shorter?
  - How prevalent are CRTs vs. flat panels? For countries with large percentages of CRT TVs, how quickly will those be replaced with flat panel TVs?
  - How many additional TV purchases can be expected in the next 12 months?
  - How are local TV replacement trends impacting the supply chain?
  - What other devices are people using to watch TV content?
  - What is the value of new features like 3D and internet connectivity in replacement decisions
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## Subscription Package

Frequency: *One time*

Format:  

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