

Quarterly Global TV Shipment and Forecast Report

An industry standard for global TV market research.

This report covers the entire range of TV products shipped worldwide and regionally. Offering the industry's most comprehensive coverage of the TV market, our global team of industry experts analyzes historical shipments and forecast projections to deliver the most detailed information and insights available. Use this report to

- Analyze market share, product mix and forecast by
 - Technology
 - Brand
 - Size
 - Format
 - Frame rate (*advanced version*)
 - Backlight type (*advanced version*)
 - 3D (*advanced version coming Q1'2011*)
- Track technology penetration, including
 - LCD, PDP, OLED, CRT and RP TVs
 - LED backlight type and frame rate (*advanced version*)
 - 3D (*advanced version coming Q1'2011*)
- Formulate product and pricing strategies with revenues, revenue shares and average selling prices
- Analyze plasma and LCD panel shipments, supply and forecasts (*optional upgrade*)
- Follow different markets with unmatched regional coverage (eight regions)
- Understand current economic risks, opportunities and key considerations
- Gain insight into specific technologies, applications and go-to-market strategies
- Assess the potential of new trends, applications and markets
- Get expert analysis on technologies, prices, regions, brands, outlooks, supply chain considerations, results vs. forecasts and more

Analysts



[Paul Gagnon](#)
United States
Director, North American TV Research

Focused on TV market forecasting and analysis, as well as consulting and conferences.



[Hisakazu Torii](#)
Japan
Vice President, TV Market Research

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

Detailed Information

Data Covered

Global TV Set Shipments & Forecasts

- Historical TV set shipments, revenues and ASPs for nearly 60 brands across 8 technologies are available by technology, brand, size, resolution and input
- Rolling 16 quarter forecast for TV set shipments, ASPs and revenues by technology, region, size and more
- *Advanced features coverage:* Historical and forecasted TV set shipments, revenues and ASPs now also available by frame rate and backlight type 3D (*advanced version coming Q1'2011*)
- Regional segments include: Asia Pacific, China, Eastern Europe, Japan, Latin America, Middle

East & Africa North America and Western Europe

- Comprehensive report, pivot tables and Excel-based charting and graphing tool so you can view the data the way you want
- Long term historical data also available

LCD & Plasma TV Panels

- LCD and Plasma TV panel shipments, revenues and ASPs for all LCD and plasma panel suppliers are available by application, units, revenues, prices and average size
- Rolling 16 quarter forecast for LCD and plasma panel shipments by size and resolution
- Panel design wins by OEM, brand and size
- Brand strategies, product ranges and roadmaps from over 60 leading brands
- Detailed supply data including fab activity and changes, rolling 16 quarter supply forecast and capacity share by supplier
- Rolling 16 quarter report of supply/demand data
- Comprehensive report, pivot tables and Excel-based charting and graphing tool so you can view the data the way you want
- Long term historical data also available

Key Questions Answered

- Which technologies, sizes and resolutions offer the most potential for growth?
- What is the outlook on prices by TV size and resolution?
- Which regions offer the greatest opportunity by size and resolution?
- What is the market share of a particular brand in a specific region?
- How is my company performing against the competition by region, size and resolution?
- Who are the panel supply leaders by size and resolution?
- Track panel supply changes. When will it loosen and when will it tighten?
- Where are panel prices today and how will they change over the next 16 quarters?
- What are the current trends in LCD panel manufacturing? What sizes are manufacturers planning to produce?
- Monitor emerging technologies, their improvements and their anticipated impact on the industry
- Which manufacturers are investing in fabs, and what sizes do they plan to produce?
- What are the plans and panel roadmaps for the industry's top suppliers?

Subscription Package

Frequency: *Quarterly*

Format:  

Quarterly Delivery Schedule

Worldwide and Regional TV Shipments and Forecast

Week 7: Historical Data (Pivot Tables)
Week 8: Historical Analysis and Insights (PowerPoint)
Week 11: Full Historical and Forecast Data (Pivot Tables, Flex Files)
Week 14: Full Historical and Forecast Analysis and Insights (PowerPoint)

LCD and Plasma TV Panels

Week 6: Historical Data (Pivot Tables, Flex Files)
Week 7: Historical Analysis and Insights (PowerPoint)
Week 12: Full Historical and Forecast Data (Pivot Tables, Flex Files)
Week 15: Full Historical and Forecast Analysis and Insights (PowerPoint)

Contact

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