

## Quarterly TV Cost and Price Forecast Model

Predict costs and maximize your margins.

New! 3D TV coverage: we have now included 3D active and 3D passive tracking to provide clients with a clear understanding of 3D costs and prices

Gain a better understanding of pricing trends and improve your profitability with the Quarterly TV Cost and Price Forecast Model. With data for over 100 retailers and brands, you can use this interactive cost model for historical and forecasted costs, pricing and margins for 10" and larger TVs by technology. Pre-loaded with DisplaySearch data, this cost model is developed from

firsthand interviews with buyers and sellers across the supply chain to provide an accurate bill of materials for each component. Use this model to:

- Identify which products have the highest and lowest margins
- Discover cost and price trends
- Improve price negotiations
- Forecast based on your price and margin assumptions

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## Analysts



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

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



[Paul Gray](#)  
Europe  
Director, European TV Research

Expertise includes forecasting, investment and R&D decisions, and product strategy.

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## Detailed Information

### Data Covered

- Rolling 16 quarter TV forecasts for panel prices, TV bill of materials (BOMs), brand and retail margins, street prices and more
- 2D, 3D active and 3D passive tracking
- Leverages the NPD Group's volume weighted average retailer pricing information
- Cost, price and margin forecasts for all major sizes and resolutions for LCDs, PDPs, and OLED
- Deliverables include the report and Excel-based model for easy scenario analysis, including ability to adjust pricing and margin assumptions

### Key Questions Answered

- Where are prices and channel margins today by technology, size and resolution? How are they expected to change over the next 16 quarters?
- Which technologies, sizes and resolutions are expected to have the fastest cost reductions over the next 16 quarters?
- Which products have the highest margins today? Which products are expected to have the highest margins in the future?

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## Subscription Package

Frequency: *Quarterly*

Format:  

## Quarterly Delivery Schedule

Week 9: Full Historical and Forecast Data (Excel Tables)

Week 13: Full Historical and Forecast Analysis and Insights (PowerPoint)

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## Outline

- Summary
- Methodology
- LCD TV cost and price forecasts
- PDP TV cost and price forecasts
- OLED TV cost and price forecasts
- Summary of key screen sizes & comparisons

## Contact

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