

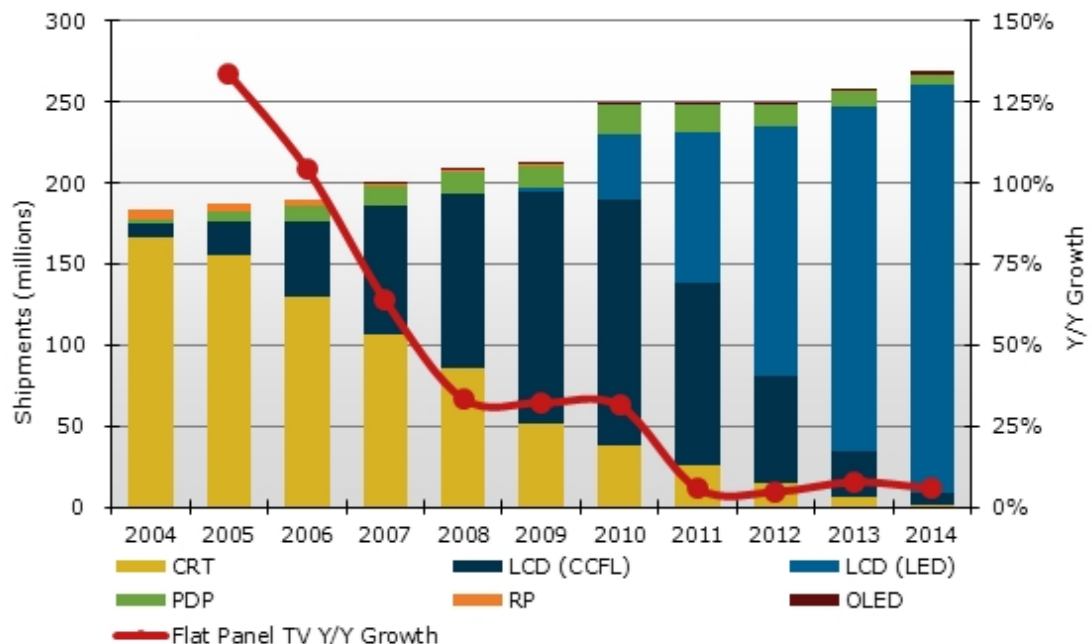
Global Growth Flat for TV in 2012

Written by Marco Attard
15. 05. 2012

DisplaySearch reports 2012 TV shipments will decline by -11% Y-o-Y in W. Europe, offsetting growth in emerging markets-- with the result WW TV shipments will remain flat this year.

However the analyst predicts LCD TVs will at least see some growth (7% Y-o-Y) in 2012 with shipments reaching 220m, the result of capturing more market share from the declining CRT and plasma segments.

Figure 1: Worldwide TV Forecast by Technology



Source: DisplaySearch *Quarterly Advanced Global TV Shipment and Forecast Report*

LCD TVs should make 88.5% of global TV shipments (up from 82.5% in 2011) before reaching 90% in 2013. In comparison plasma will account for 5.3% of 2012 shipments following a peak of 7.4% in 2010.

OLED will debut this year in large sizes, but DisplaySearch shipments will only reach around 50K units, if not less. Meanwhile following its shaky start 3DTV is growing in popularity, with shipment penetration in W. Europe to exceed 25% in 2012.

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When it comes to TV sizes, bigger is the preference-- 2012 average TV shipped size will reach almost 35", up from less than 30" in 2008.

Go [DisplaySearch Quarterly Advanced Global TV Shipment and Forecast Report](#)