

## OLED, TV for the 1% (of the Market)

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ABI Research expects OLED TVs to remain the preserve of relatively few customers-- predicting OLEDs will make less than 1% of global flat panel TV sales through "at least" 2013.



The figure will grow slightly (to 9%) by 2017 as LED/LCD TVs grow from 35% of the flat panel market in 2011 to 75% in 2017.

Why will OLED will remain so unpopular? OLED TV models from Samsung and LG shipping in 2012 carry high price tags (in the \$5000-10000 range) for screens measuring less than 60", with bigger sizes to hit the market only in 2013.

One has to admit paying \$4000 for an 80" LED TV makes a more attractive option for your average shopper.

"Price and screen size again conspired to make the market for OLED TVs rather limited," ABI says. Prices will eventually drop, but by then customers might still opt for the less expensive alternative, despite the vibrant colours and higher contrast values inherent to OLED TVs.

"Consumer behavior suggests [picture quality] might not engender as much perceived value as some might presuppose," the analyst continues.

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Eventually owning an OLED TV might become something of a statement-- one of either strong appreciation of the form factor and quality or simply status.

Go [Prices and Screen Sizes to Restrict OLED TVs \(ABI Research\)](#)