

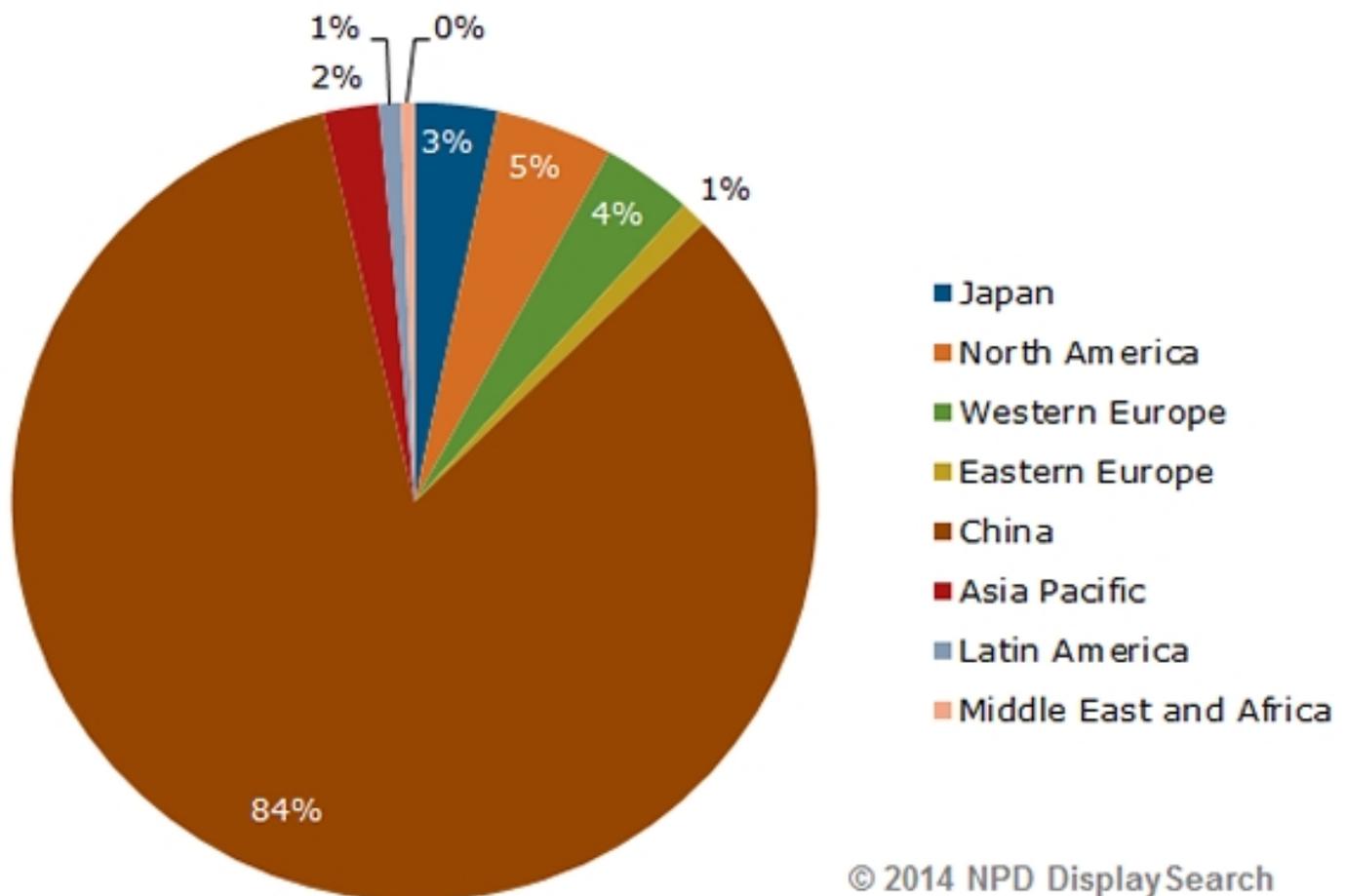
DisplaySearch on The Importance of 4K

Written by Marco Attard
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Global 4K LCD TV shipments reach 1.6 million units in 2013 NPD DisplaySearch reports, with Q4 2013 shipments reaching nearly 1m units as the format becomes increasingly important to an industry in decline.

“4K TV remains on an aggressive growth trajectory, but the expectations of the supply chain are extremely high, relative to observed market performance and current retail pricing levels so far,” the analyst says. “With panel price premiums falling rapidly, and a growing chorus of non-Chinese brands pushing 4K, it is possible for retail set prices to fall quickly to improve volume, but at the expense of profits.”

Figure 1: 2013 4K TV Shipment Share by Region



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

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China drives 4K TVs in both shipments and brands-- 80% of Q4 2013 shipments went to China and Chinese brands make 84% of global shipments. In contrast EMEA shipments amount to 5%, although DisplaySearch adds Q4 2013 shipments from countries outside of China also saw growth of over 100%.

The most popular 4K TVs outside of China are 55- and 65-inch models sold by global brands including Sony and Samsung. Sony is current top 4K TV maker outside of china, a position it held since Q2 2013, but the situation might change in 2014 following the introduction of low-cost competition.

As mentioned earlier 4K is important the TV industry-- according to DisplaySearch overall 2013 TV shipments are down by -3%, with even formerly high-growth categories like LCD TVs growing by only 2% (after a -1% 2012 decline). "For TV manufacturers, the focus on profitable and growing market segments like 4K, larger screen sizes, and smart TVs is critical in the absence of global market growth," the analyst concludes.

Go [End-of-Year Surge Pushed 2013 Global Shipments of 4K TVs to 1.6 Million According to NPD DisplaySearch](#)