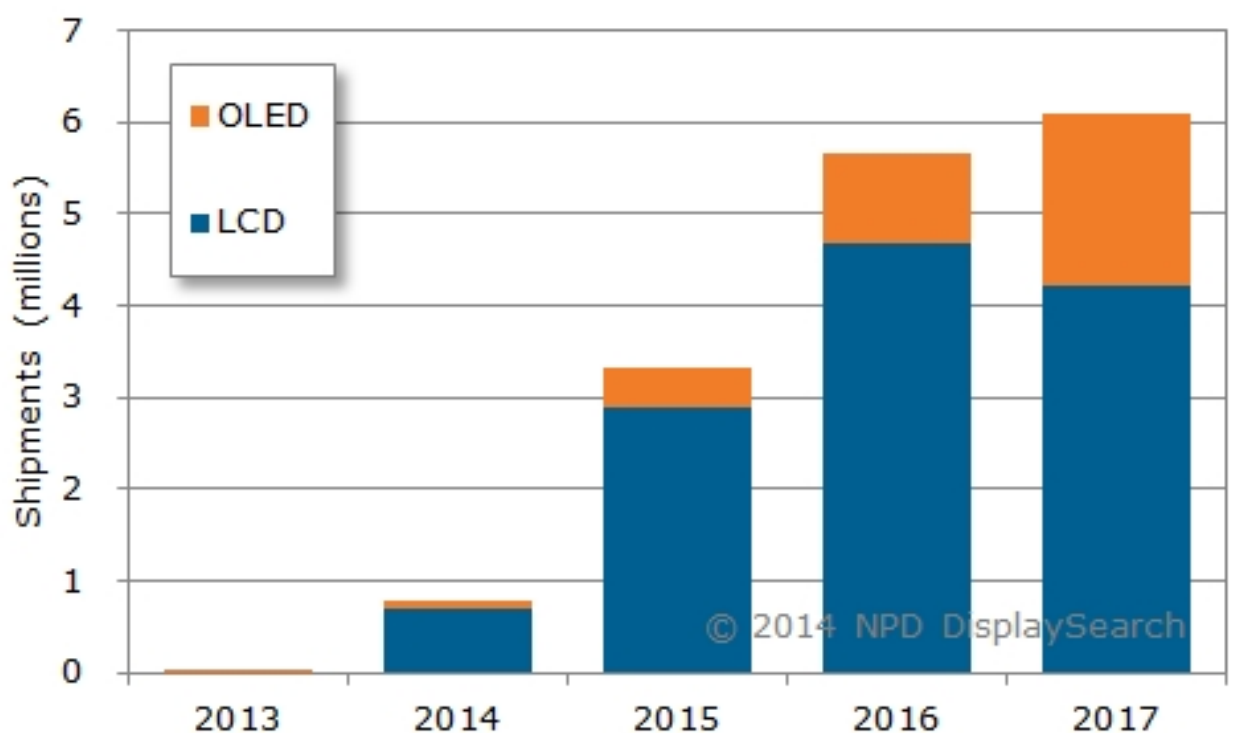


Curvy TVs are to make a comeback NPD DisplaySearch reports-- after 2 decades of increasingly flat displays curved TV shipments will grow to nearly 800000 units in 2014 before reaching 6 million by 2017.

According to the analyst the curved format is a "differentiator," if one forecast to peak in LCD TVs in 2016. OLED TVs should also boost curved TVs, but only in 2017.

**Figure 1: Curved LCD and OLED TV Display Shipments (in millions)**



Source: NPD DisplaySearch *Quarterly TV Design and Features Report*

Curved displays are but one industry attempt to revive a moribund TV market, together with OLED and 4K/UHD technologies. The format first appeared in LCD form at IFA 2013, and CES 2014 hosted curved LCD TVs from Samsung, LG and several Chinese markets.

## DisplaySearch: TV Market Gets Curvier

Written by Marco Attard  
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“The novelty of curved screens is expected to wear off with time, leading to shipments peaking and then trailing off,” DisplaySearch continues. “Even so, curved screens will have completed the important task of differentiating new high-end models, thereby helping to boost overall value in the global TV market.”

Meanwhile other technologies will also gain success, if slowly-- OLED continues facing "significant" manufacturing issues, and as a result 2014 shipments will reach 100000 units "at best" and only total 1m by 2016.

On the other hand 4K/UHD resolution TVs will grow in popularity thanks to support from services such as Netflix. DisplaySearch projects 2014 shipments exceeding 12m units before rising to 62m in 2017.

“4K TV is currently grabbing a lot of headlines, but it would not have been possible to deliver 4K had there not been investment in connected TVs over the past five years,” the analyst concludes.

Go [NPD DisplaySearch Quarterly TV Design and Features Report](#)