

Toshiba "Restructures" Global TV Business

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Toshiba announces a transformation of its global TV business outside of Japan, with initial steps involving an end to TV development and sales operations in N. America following a licensing agreement with Compal.



As a result, Compal will be selling Toshiba-branded TVs in N. America from March 2015. This is the first of such agreements, and the Japanese company is currently negotiating the sale of its TV brand in other markets, including EMEA.

Such negotiations should be over by April 2015.

"[A]s the growth of the global market is slowing down, and continues to see harsh price competition, Toshiba has decided to build a new business structure," the company says.

Toshiba is not the only Japanese CE vendor to give up on the TV business-- Sony spun off its struggling TV business into a separate entity, while Sharp recently sold its European TV operations to Universal Media Corp Slovakia.

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