

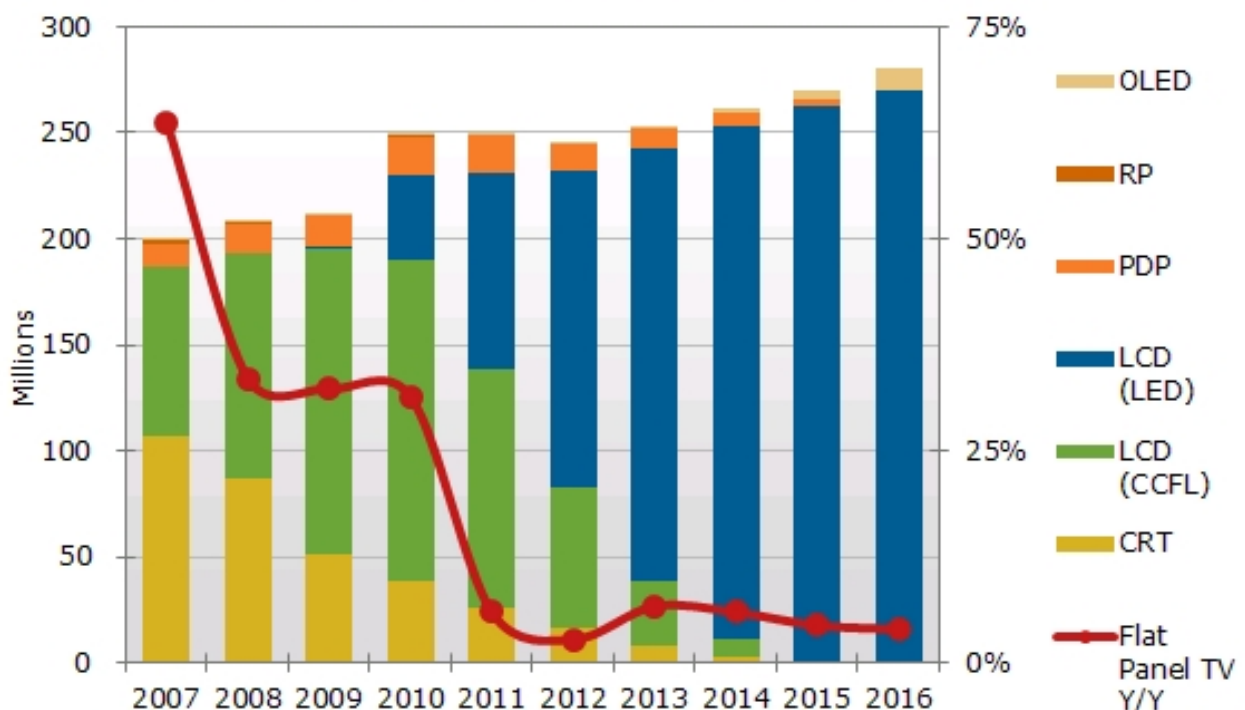
## DisplaySearch Lowers LCD TV Forecast

Written by Marco Attard  
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DisplaySearch expects overall global TV growth this year to slow down in comparison to 2011, despite growth within emerging segments, larger screen sizes, LED backlights and 3DTVs.

According to the analyst total 2012 TV shipments will decline by -1.4% Y-o-Y to 245m units. Even LCD TV growth will slow down with 5% Y-o-Y growth (down from 7% in 2011) to reach 216m units, as a slower price erosion rate and cautious European spending hit TV sales.

**Figure 1: Worldwide TV Forecast by Technology**



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

The transition to digital broadcasting is also largely complete in major markets.

However LCD TVs are the "only growing TV market," as OLED TV are still to launch around late 2012 and CRT and plasma TVs continue losing market share. DisplaySearch predicts LCD TVs will account for 88% of 2012 WW TV shipments (up from 82% in 2011) before reaching a peak of 97% share by 2015.

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On the other hand plasma share will decline by -26% Y-o-Y to around 5% of the market.

Bigger screen sizes continue gaining market share as affordability improves-- with the global average screen size for 2012 reaching 35-inch for the first time.

3DTV shipments also improve, with 74% Y-o-Y growth for 2012. DisplaySearch says 3DTVs will make 30% of total TV unit shipments in W. Europe as premiums fall, availability grows and accessory prices (such as glasses) fall.

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