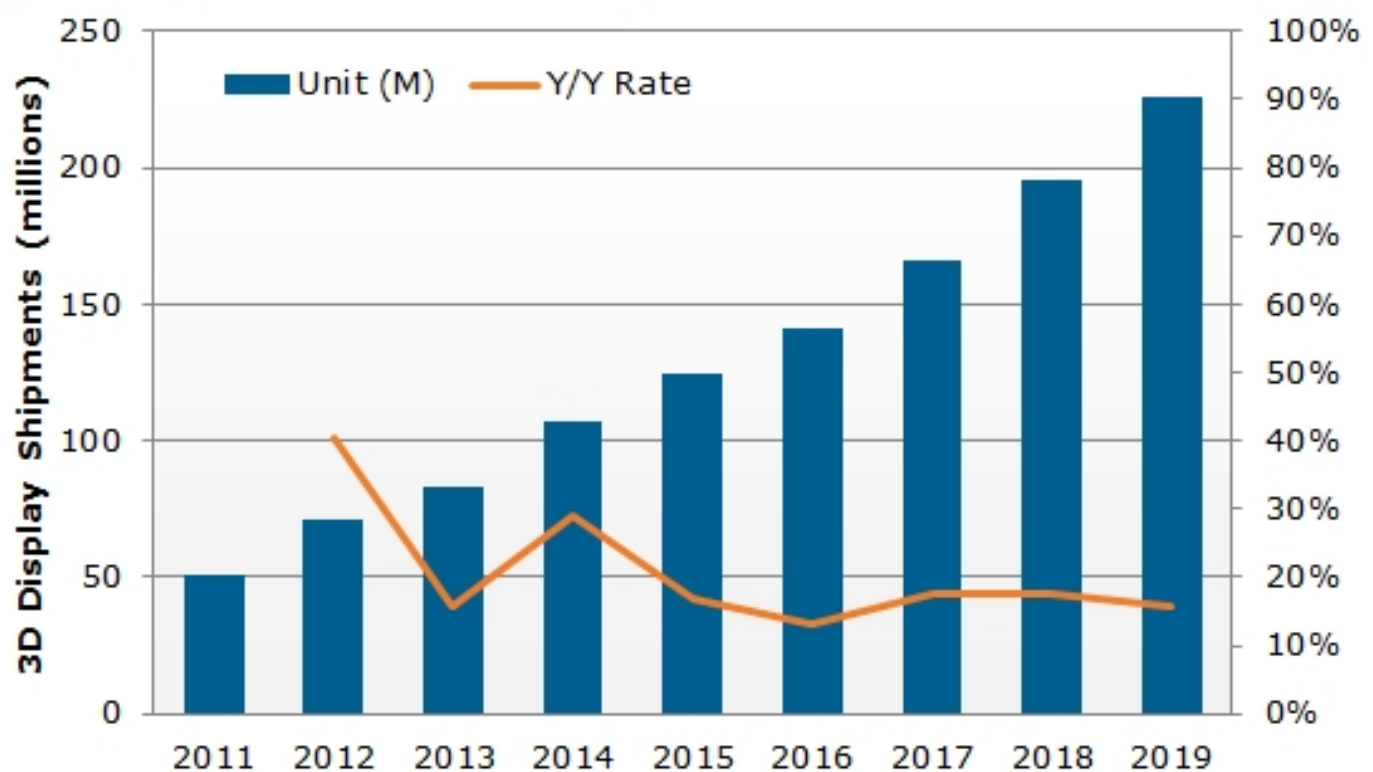


3DTV will make the largest revenue stream within the global 3D display market according to NPD DisplaySearch-- with WW 3DTV shipments growing from 25 million units in 2011 to 180m by 2019.

Meanwhile the overall 3D display market should grow from 50.8m units and \$132.2 billion in revenue to 226m units and \$67bn revenues during the 2011-2019 forecast period.

“Despite some industry sentiment that the 3D bubble has burst, we expect 3D to continue to grow across several categories including TVs, portable devices, and public displays,” the analyst remarks.

Figure 1: Shipment Forecast for 3D-Ready Devices



Source: NPD DisplaySearch 2012 *3D Display Technology and Market Forecast Report*

DisplaySearch: 3DTV to Drive 3D Displays

Written by Marco Attard
16. 10. 2012

As a result of growing shipments, global household 3DTV penetration will also increase-- from 10% to over 50% by 2019, even if actual 3D usage might not grow so quickly. The reason? Mainly the lack of content, as well as the need for smoother 3DTV setup processes.

Glasses-free display will probably not make it in TVs, but judging from the success of the handheld Nintendo 3DS console DisplaySearch predicts more portable devices (including mobile phones, DSC/camcorders and tablets) will carry auto-stereoscopic 3D displays in the near future. In addition, auto-stereoscopic 3D will also find a home in attention-grabbing signage applications.

Go [3D Display Technology and Market Forecast Report \(NPD DisplaySearch\)](#)