



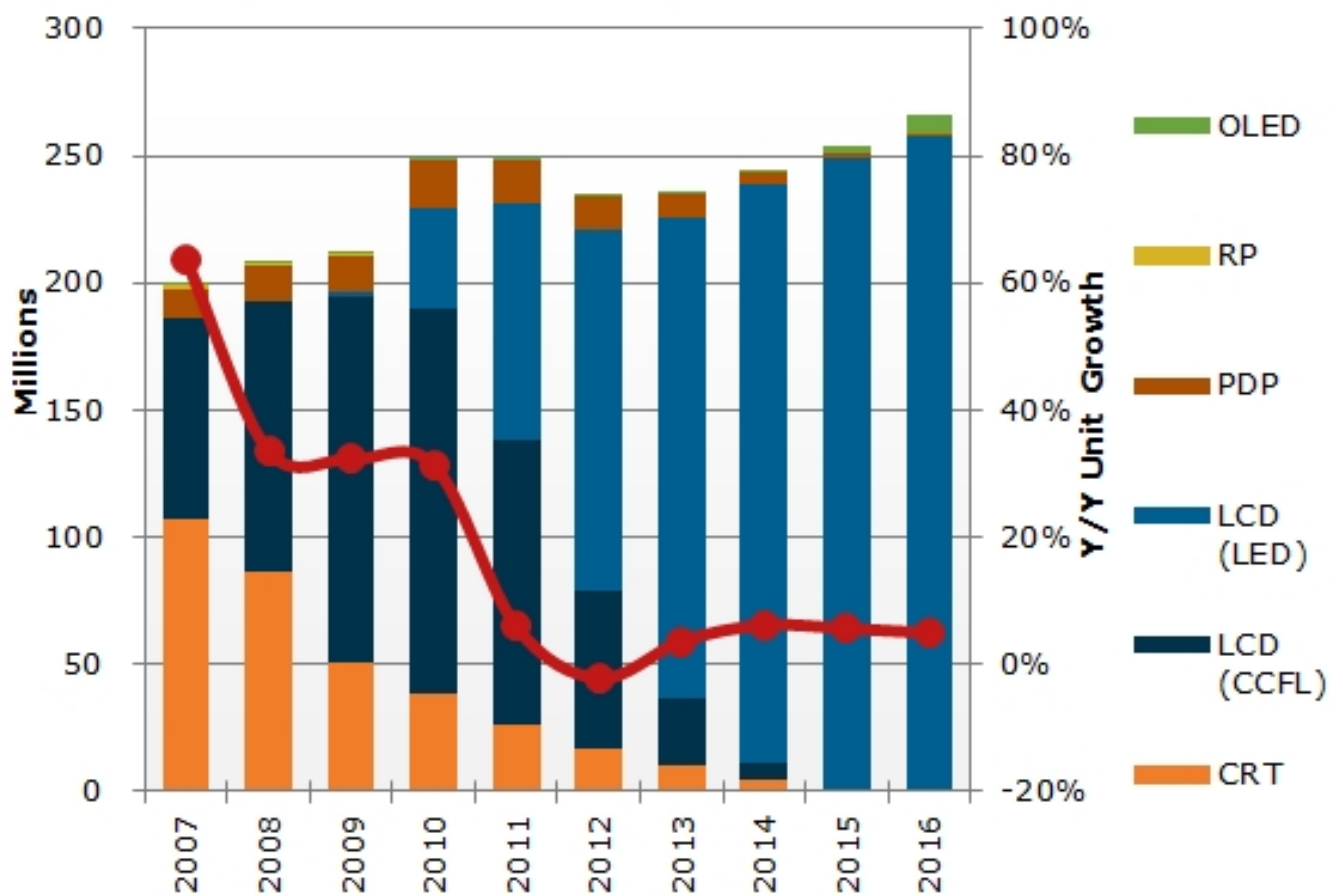
Walk around the halls of CES 2013 and you might fail to find one particular technology-- 3DTV. Has it been sidelined in favour of the new kids on the TV block, 4K and OLED? The answer might just be... yes.

The emphasis on alternative technologies makes sense. Since 3DTV failed to stop (or even simply slow down) the drop in global TV shipments and sales, vendors got to look for their next great hope.

According to NPD DisplaySearch 2012 TV shipments are down by -6% due to general tough economic conditions, with TV prices falling at "marginal rates," while 2013 shipments are expected to remain flat before entering a period of "gradual" growth as conditions improve and prices decline further.

The DisplaySearch graph (pictured) shows an interesting pattern-- TVs show decent growth during the 2008-2010 period (thanks to the HDTV boom) before declining sharply during 2011-2012. And even if 2013 sees a return to growth shipments will never reach 2010 levels, never mind pre-2007.

**Figure 2: TV Shipment Growth by Technology**



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

[http://www.npd.com/pressroom/press-releases/2013/01/15/quarterly-advanced-global-tv-shipment-and-forecast-report-q4-2012-q1-2013/](#)



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