

IHS: LCD TVs Show Surprise Growth

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According to IHS global H1 2014 LCD TV panel shipments show 3% Y-o-Y growth-- an unexpected rise the analyst attributes to the World Cup and "other factors" benefiting the market.



"What a surprising result this was, as the television industry doubted that shipments could increase during this time," IHS says. "It was unclear whether any growth would occur because of signs earlier in the year that appeared to be discouraging. However, the market has righted itself, to everyone's delight."

The analyst says LCD TV growth totaled 9% Y-o-Y during H1 2013, but "but any increase at all" was unforeseen for H1 2014.

Of course, the main factor pushing TV demand was the World Cup. Staged every 4 years, the premiere football event helps propel the market in territories including Europe and S. America.

IHS also mentions other factors making H1 2014 favourable for TVs-- namely continuing economic recovery in N. America, a TV replacement subsidy in Mexico and the phasing out of obsolete CRT TVs in many parts of the world.

Go [Defying Expectations, Global LCD TV Market Rises in H1 2014](#)