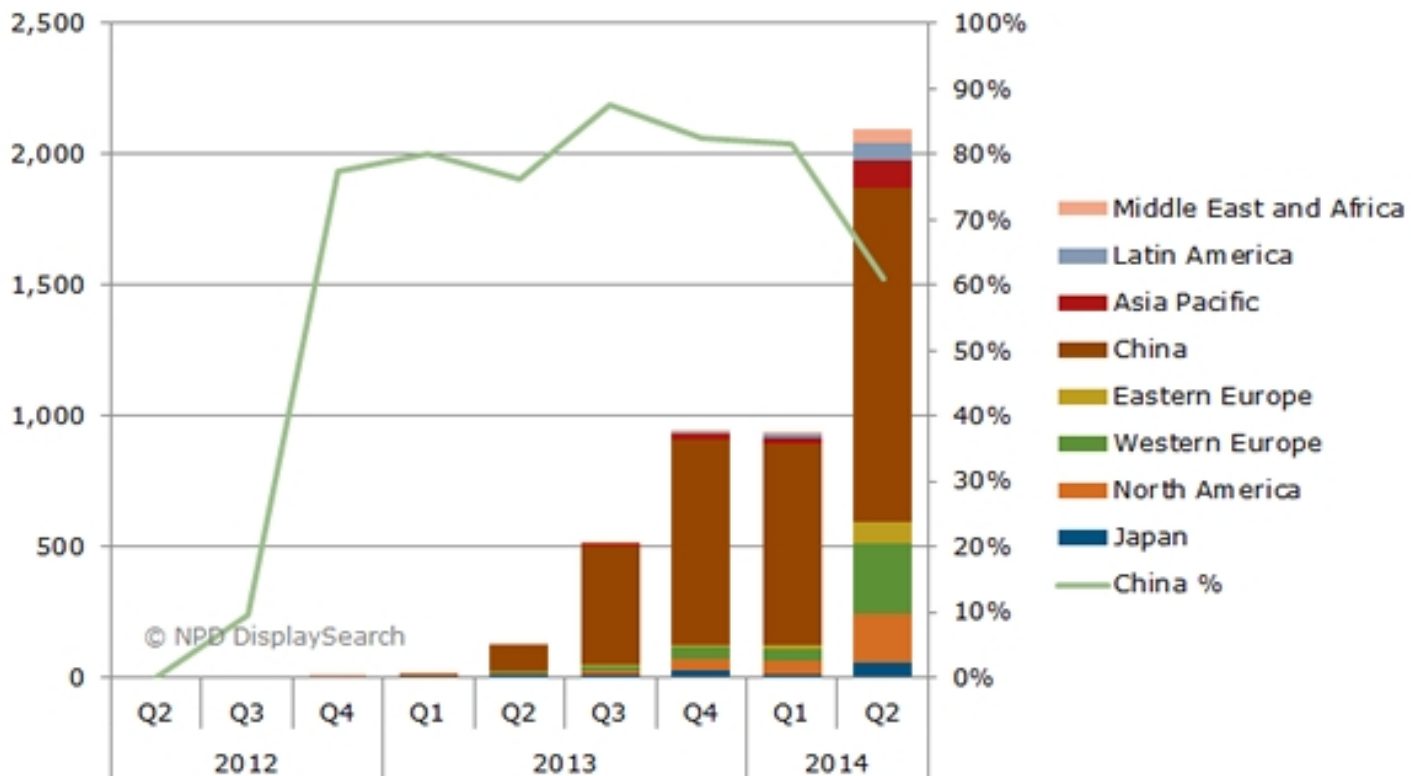


## DisplaySearch: 4K TVs on the Up

Written by Marco Attard  
02. 09. 2014

According to NPD DisplaySearch Q2 2014 4K TV shipments surpass the number for overall 2013-- Q2 2014 shipments total 2.1 million units while 2013 shipments reach 1.6m , a sign 4K TVs are a high-end consumer "must-have."

**Figure: Global 4K TV Shipments (Thousands)**



Source: NPD DisplaySearch [Quarterly Global TV Shipment and Forecast Report](#), 2014.

Vendors offer 4K TVs across the world, meaning shipments are no longer going near-entirely to China. Last year had China accounting for around 80% of shipments in each quarter, thanks to a glut of low-cost Chinese 4K sets.

However new 4K TVs and an increase in available 4K/UHD content brought a regional shift, and China now accounts for 60% of shipments.

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“New 4K TV model introductions have broadened the 4K TV business, which has become a lot like the high-end TV market, in general,” DisplaySearch says. “Even so, there needs to be greater implementation of broadcast offerings that deepen the value of 4K sets, beyond pixel counts.”

Go [More 4K TV Sets Shipped in Q2 2014 than in All of 2013 \(NPD DisplaySearch\)](#)