

## DisplaySearch: TV on the Rebound

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The global TV market rebounds in Q3 2014 DisplaySearch says, as shipments rise by 4% Y-o-Y and LCD shipments show "nearly" 9% growth, even if H1 2014 shows less than 1% growth over on both shipments and revenues.



“While the last several years in the TV business have been difficult in terms of overall shipments and revenue, the market is showing some broad resiliency now, with most regions enjoying growth in the third quarter,” the analyst says. “Consumption for primary TVs is entering a renewed replacement cycle in some key regions, while adoption of larger screens and 4K and other higher resolutions will keep consumers upgrading.”

DisplaySearch points out 4K TVs show "significant" shipment acceleration during the quarter, reaching 3 million units with 500% Y-o-Y Q3 2014 growth, bringing 2014 4K TV shipments should total 6.4m units. Attracting more customers to the format are broader competition and more accessible pricing.

W. Europe is the 2nd strongest region (following China) for 4K TV, with 6% of global share, a "significant" increase over 2013 considering content for such TVs remains limited.

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Table 1: Top 5 Worldwide 4K TV Revenue Share by Brand

| Brand     | Q1'14 | Q2'14 | Q3'14 |
|-----------|-------|-------|-------|
| Samsung   | 22%   | 43%   | 36%   |
| LGE       | 11%   | 12%   | 15%   |
| Hisense   | 16%   | 7%    | 10%   |
| Sony      | 10%   | 10%   | 9%    |
| Changhong | 6%    | 5%    | 6%    |

Source: DisplaySearch's [Quarterly Advanced Global TV Shipment and Forecast Report](#)  
[Shipments by Brand, by Region, by Format, by Sales Channel, by Price Band, by OS, and by](#) 36%