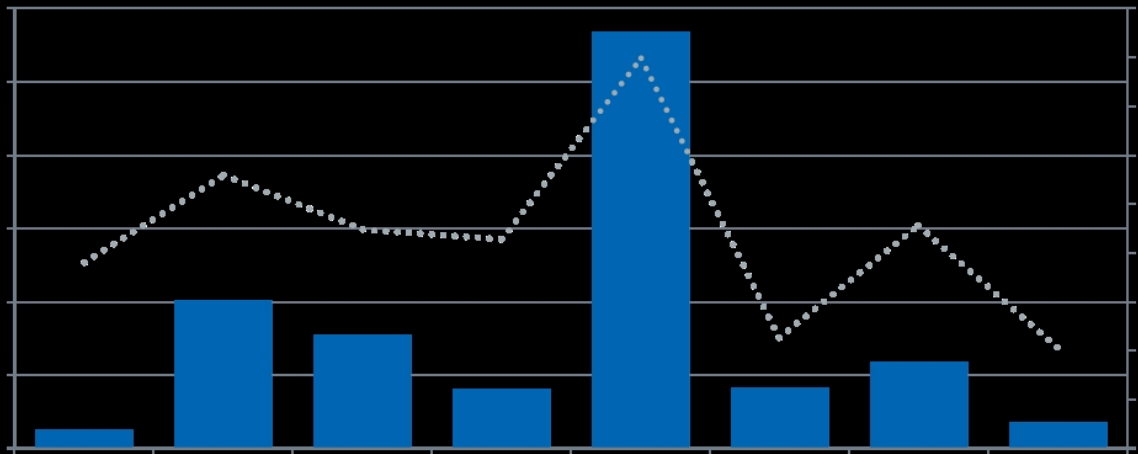


IHS: Smart TVs Reach Important Milestone

Written by Marco Attard
30. 06. 2016

According to IHS Q1 2016 sees the TV industry reach an important milestone-- more than half of the TVs shipped during the quarter are smart TVs.

Global Smart TV Shipment Share



Leading the uptake of internet-connected TVs is China, where 4 out of 5 TVs sets shipped during the quarter did so with smart functionality, while 56% of N. American TV Q1 2016 TV shipments are, well, smart. In contrast European TV shipments are more or less stagnant, with smart TV share remaining at 40-45%, the same seen during the past 2 years.

“It’s all about content,” the analyst says. “Where the local offering is relatively weak, consumers are reluctant to pay extra for built-in internet TV services. Good streaming content in local languages remains the key to value in smart TV.”

Android powers around 50% of Q1 2016 smart TV shipments, with Tizen following thanks to strong adoption in regions outside of China. N. America also has a 3rd smart TV OS contender in Roku.

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Go [Smart TV Surge: More than Half of TVs Shipped Globally in Q1 2016 Were Smart IHS Says](#)