

Connected TV to Lead Future Shipments

Written by Marco Attard
24. 01. 2012

Futuresource Consulting expects connected TVs to "lead the way" in global TV shipments, predicting connected TV shipments will grow from 27% of total 2011 TV units to over 80% by 2015.



However Europe is still behind the connected TV curve, having the lowest current WW penetration rate with only 24% of TV sales being connected.

3DTV will also show growth, with global 2011 shipments reaching 16M units-- but only thanks to connectivity. Futuresource says customers will upgrade their TVs for connected features while being unaware of their purchases' 3D functionality. 3DTV should grow to take over 50% of the 2015 market according to the analyst.

IP connectivity is quickly becoming a standard TV feature, appearing in 60-80% of manufacturer product portfolios. Embedded wifi is also driving usage, appearing in many premium TV models.

Futuresource expects LED TVs will continue making the majority of shipments-- accounting for 90% of 2015 shipments. The analyst predicts other technologies (LCD, PDP, CRT) will decline further throughout the 2011-2015 period, while OLED will "gain traction" as more manufacturers start launching models carrying the technology. Samsung and LG already announced OLED TVs at CES 2012.

Go [Connected TV to Dominate Global TV Shipments by 2015](#)

Connected TV to Lead Future Shipments

Written by Marco Attard

24. 01. 2012
