



## IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

# TV Sets & TV Sets -Premium

Detailed data, country analysis and expert insights to guide critical planning in global TV

The **standard service** includes:

**TV Sets (LED & Frame Rate) Market Tracker** – a comprehensive worldwide pivot database and two reports: a worldwide historical shipment analysis report focusing on recent results and implications, as well as a forecast report detailing the updated global TV market outlook, all delivered on a quarterly basis.

**TV Cost & Price Forecast Model**– an interactive model provides historical and forecasted costs, pricing, and margins for 18.5" and larger TVs, by technology.

**TV Sets Price & Specifications Database**- This database contains pricing and specification data for TV Sets, collected from 95 retailers across 34 countries.

**TV Sets Domestic Consumption - Country Level Database** - provides total consumption data segmented by country level installed base, shipments, domestic consumption, revenues and TV households for 86 countries across 8 regions.

The **premium service** includes all standard deliverables, plus monthly delivery of the TV sets market tracker, and:

**TV Design & Features Tracker**– This report analyzes all key video and display components inside every major brand TV, linking broadcasting standards, display technology and TV set features characteristics.

**TV Sets (Emerging Technologies) Market Tracker** – a worldwide pivot database and two reports: a worldwide historical shipment analysis report focusing on recent results and implications, as well as a forecast report detailing the updated global TV market outlook.

**Country-specific TV sets databases** - data and insight into specific brand and size share trends unique to country markets:

- Brazil and India
- CIS, Russia, and Ukraine
- US and Canada

## BENEFITS

- Gain an end-to-end picture of the TV Sets Market
- Forecast developments in downstream demand for production planning
- Identify key strategic opportunities and trends in TV technology, including country-level differences
- Evaluate and optimize product mix, screen sizes and inventory

## Research Coverage

### Continuous Flow of Research

**Detailed Quarterly TV Shipments**- by features, region, size, and technology  
**Detailed TV forecasts** – both quarterly (28 quarters) and annual (7 year), with analysis and insight  
**Monthly and quarterly TV shipment forecasts**  
**Analysis, insight, and forecast in TV design & features** – e.g., Curved, HDR, Quantum Dot, Smart, UHD  
**Shipment for Domestic Consumption** – for 86 countries, by features and household elements  
**Comprehensive, rolling monthly price and specifications database** – updated on a monthly basis  
**Quarterly TV Cost Model Report**  
**Direct Analyst Consultation** – answers for client specific market questions

### TV Sets Intelligence Data Provides Coverage by:

**Display Technology:** CRT TV, LCD TV, PDP TV, OLED TV and RPTV (All TV Sets products)  
**Screen Size:** exact size for all available TV models  
**Resolution format:** SD, HD, FHD, UHD  
**Monthly TV Shipments:** by display technology, screen size, resolution, backlight unit, and refresh rate  
**Quarterly TV Shipments:** by display technology, size, resolution, backlight unit and refresh rate, wide color gamut, curved and Smart TV

**Backlight unit:** CCFL and LED  
**Refresh Rate:** 60Hz, 120Hz and 240Hz  
**Design and Features:** Wide color Gamut, Curved, Quantum Dot, HDR, HEVC  
**Price and Specifications:** monthly data for all models available in 95 retail outlets in 34 countries  
**Country domestic consumption, installed base and households:** by display technology, resolution format, wide color gamut and Smart TV in 86 countries

### TV Sets Intelligence Global Coverage

<b>North America</b> Canada USA	Philippines Singapore South Korea Taiwan Thailand Vietnam	Sweden Switzerland UK	Turkey Ukraine
<b>South and Central America</b> Argentina Brazil Chile Colombia Ecuador Mexico Peru Uruguay Venezuela	<b>Western Europe</b> Austria Belgium Cyprus Denmark Finland France Germany Greece Iceland Ireland Italy Luxembourg Malta Netherlands Norway Portugal Spain	<b>Central and Eastern Europe</b> Armenia Belarus Bulgaria Croatia Czech Republic Estonia Georgia Hungary Latvia Lithuania Macedonia Moldova Montenegro Poland Romania Russia Serbia Slovakia Slovenia	<b>Africa and Middle East</b> Algeria Bahrain Egypt Iran Israel Jordan Kenya Kuwait Lebanon Libya Morocco Nigeria Oman Qatar Saudi Arabia South Africa Syria Tunisia UAE

See next page for premium service feature overview

#### WORLDWIDE

T +1 844 301 7334

E [technology\\_us@ihsmarket.com](mailto:technology_us@ihsmarket.com)  
[technology\\_apac@ihsmarket.com](mailto:technology_apac@ihsmarket.com)  
[technology\\_emea@ihsmarket.com](mailto:technology_emea@ihsmarket.com)

#### About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

## Premium service feature overview

<b>Price &amp; specification data</b>	X
<b>Cost model data</b>	X
<b>Monthly shipment data (global)</b>	X
brand	X
display technology	X
screen size	X
resolution	X
<b>Quarterly shipment data (8 regions)</b>	X
brand, display technology, screen size & resolution	X
frame rate	X
LED backlight	X
Wide color gamut, curved, Smart TV	X
Average Selling Price and revenue by region	X
<b>Annual domestic consumption data for 86 countries</b>	X
brand	X
display technology	X
resolution	X
frame rate	X
LED backlight	X
Wide color gamut	X
Smart TV	X
<b>Annual installed base data for 86 countries</b>	X
display technology	X
resolution	X
frame rate	X
LED backlight	X
Wide color gamut	X
Smart TV	X
<b>Annual household data for 86 countries</b>	X
display technology	X
resolution	X
frame rate	X
LED backlight	X
Wide color gamut	X
Smart TV	X
<b>TV and Smart TV brand share data for 20 countries</b>	X
<b>Analyst commentary</b>	X
<b>Topical reports</b>	X
<b>Quarterly report</b>	X
<b>Monthly reports</b>	X
<b>Design &amp; Features</b>	X
<b>Smart TV Analysis</b>	X
<b>Support</b>	Customizable

For more information [ihsmarkit.com/technology](https://www.ihsmarkit.com/technology)

### WORLDWIDE

T +1 844 301 7334

E [technology\\_us@ihsmarkit.com](mailto:technology_us@ihsmarkit.com)  
[technology\\_apac@ihsmarkit.com](mailto:technology_apac@ihsmarkit.com)  
[technology\\_emea@ihsmarkit.com](mailto:technology_emea@ihsmarkit.com)

### About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.