Digital TV Market Research Report - Global Forecast to 2023

Market Synopsis

The digital television is the new evolution in the TV industry that achieve superior picture and sound quality with minimum transmission bandwidth. The digital television is integrated with the analog and digital functions in a single design and offers high level of viewing experience to their users. The major driving factor identified in this report include increasing disposable income and increasing market of digital content whereas major challenges to this market are privacy and lack of digital infrastructure in the emerging countries.

One of the major opportunity for Digital TV market is growing consumer electronic market. Emerging countries offer many growth opportunities for global players. Consumer electronic industry is majorly based on the research findings about the consumer and emerging countries shows exceptional thirst for the adoption of new technologies and products. Digital TVs are a key product in the consumer electronics segment and growth of economy, GDP and high income leads to high demand for these products.

Digital TV Market is expected to witness rapid growth in the upcoming years. Increasing disposable income in Asian countries majorly in China and India is expected to drive the global market. Also, rich supply chain and integration of analog and digital components in the digital TVs gives superior viewing experience which is expected to drive the overall market. A recent study shows that the emerging countries are generating more demand for the digital televisions compared with the manure countries such as Japan, Germany, France, and U.S. among others. Growing economy of India and China and urbanizations have spent high percentage of their annual income in the consumer electronic products including digital televisions than compare to developed countries.

Privacy & security concern is one of the major challenge for the growth of digital televisions market. Digital TVs are related to information grid and are equipped with Wi-Fi and other communication devices along with mic and inbuilt camera systems for video calling. These televisions are capable of streaming content from internet which makes it vulnerable. In the recent years, the number of cases against cybercrimes have increased and as digital televisions are becoming part of information grid, the concern regarding the security and privacy is also increasing.

Segmentation

The global digital TV market is segmented based on type, resolution, and size. Based on type, the segment is further classified into HDTV, EDTV, SDTV and others. Based on resolution, the segment is classified into 720p, 1080p, 4K and others. And by size the segment is sub-segmented into 11”- 32”, 33”-42”, 44”- 50”.

Key Findings

- By type, HDTV is dominating the market and has generated highest revenue of USD 31.4 billion in 2016.
- By resolution 1080p is dominating the market and has generated highest revenue of USD 32.46 billion in 2016.
- By size, digital TV of size range 42”- 50” has dominated the market and has generated highest revenue of USD 24.66 billion market value in 2016.

Regional Analysis

Global Digital TV market, by region is led by North America in 2016. The reason attributed to the growth of this region include high impact of technological advancement, growing market for digital content and economies of scale. Also, early adoption of digital technology is one of the major booster for the highest revenue growth of digital TV market in the North American region. Europe has accounted for the second position in Digital TV market globally with a market share of 29% in 2016. Whereas, digital tv market in Asia-Pacific is expected to be the fastest growing segment due to increasing disposable income, low prices of televisions and growing demand of technologically advanced consumer electronics products. However, Middle East & Africa digital tv market is expected to grow with a slow growth during forecast period 2017-2023.

Key Players

The market share analysis is derived by considering various factors such as financial position, segmental R&D
investment, brand value, company’s product portfolio, strategy analysis, and, key innovations in Digital TV Market among other factors. The prominent players in the Digital TV Market are Samsung Group (South Korea), Sony Corporation (Japan), Vizio Inc. (U.S), Haier Group Corporation (China), Hisense Co., Ltd. (China), LG Corporation (South Korea), Koninklijke Philips N.V. (Netherlands), AT&T Inc. (U.S), DISH Network (U.S), Verizon FiOS (U.S), Roku (US), Skyworth (China),TCL (China),Changhong (China),Konka (China),Loewe (Eu), Metz EU , Vestel EU) and Funai (Japan).

Intended Audience

- Raw material providers
- Digital TV manufacturers
- Original equipment manufacturers
- Distributors and traders
- Research institutes and organizations
- Technology standards organizations
- Technology investors
- Research institutes,
- System Integrators
- Research/Consultancy firms

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