Digital TV Market Research Report - Global Forecast till 2023

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Description:

Global Digital TV Market Research Report: Information by Type (SDTV, EDTV, HDTV and others), Resolution (480p (640 x 480), 720p (1280*720), 1080p (1920*1080), Others (4K)), Size (11''-32'', 32''-42'', 42''-50'' and 50'' & above) and Region (North America, Europe, Asia-Pacific and the Rest of the World (ROW)) - Forecast till 2023

Market Snapshot

The Global Digital TV Market is expected to grow at 13% CAGR during the forecast period.

The digital television is the new evolution in the TV industry that provides a superior picture and sound quality with minimum transmission bandwidth. It is a digitally encoded format, which captures, distributes, and broadcasts the programming across the world. Digital television is integrated with the analog and digital functions in a single design and offers a high level of viewing experience to the users. The major driving factor identified in this report are– high per capita disposable income, affordable prices, and the growing market for digital content. The major challenges to this market are privacy and a lack of digital infrastructure in emerging countries.

One of the major opportunities for the digital TV market is the growing consumer electronics market. Emerging countries offer many growth opportunities for global players. The research findings of the consumers in emerging economies in the consumer electronics industry show increased adoption of advanced technologies and products. Digital TVs are a key product in the consumer electronics segment, and the growing economy and high per capita income lead to an increased demand for these products.

A recent study shows that developing countries are generating more demand for digital televisions as compared with countries such as Japan, Germany, France, and the US. The growing economy in countries such as India and China and rapid urbanization are the primary reason why customers have spent a significant percentage of their annual income on consumer electronic products, including digital televisions. Some of the major market players, including Samsung Group, Sony Corporation, Hisense Co., Ltd, LG Corporation, and Vizio Inc., are expected to dominate the global digital TV market during the forecast period.

Global Digital TV Market, by Type, (2017 vs. 2023)

Based on type, the global market has been classified into SDTV, EDTV, HDTV, and others. HDTV provides videos that are sharp with a high resolution. The factors contributing to the growth of the HDTV segment are the increasing per capita disposable income, changing lifestyle, and growing awareness among consumers. HDTV is a new type of technology that has started replacing SDTV. Asia-Pacific is expected to be the fastest growing region for this segment due to the rising demand for high-end technologies. The ultra-high definition television (UHDTV) sub-segment is expected to grow over the forecast period majorly due to the popularity of large screen sizes, advanced technological features, and integration of innovative technology platforms such as Android TV. UHDTV is a more advanced version of HDTV with a display resolution of more than 3840x2160 pixels.
The digital TV market in Asia-Pacific is expected to witness rapid growth in the upcoming years owing to the increasing per capita disposable income in countries such as China and India. Additionally, the integration of analog and digital components in digital TVs offers a superior viewing experience, which is expected to drive the overall market. However, factors such as privacy issues and a lack of technological infrastructure in emerging countries are major challenges to market growth.

Increasing digital content is one of the major drivers behind the growth of the digital TV market. As the media and entertainment companies are coming up with a new line of programs and channels, it is creating a huge buzz in the industry. Differentiation on the basis of size, quality, and functionality plays a major role in shifting the demand from a normal television to digital television. Integration of analog and digital components in television sets gives it more functionality and improves the customer viewing experience.

North America is expected to be the largest market for digital TV since the region has witnessed a high demand for digital content across the US and Canada. Moreover, the consumers in this region are highly inclined towards the adoption of technically advanced digital TVs such as OLED and QLED series. Europe has experienced favorable government initiatives and high investments for the development of IT infrastructure. On the other hand, the Asia-Pacific region has observed a rapid demand for consumer electronics and smart televisions. This can be attributed to the growth of the digital TV market in this region.

Companies Covered

The key players of the global digital TV market are Samsung Group (South Korea), Sony Corporation (Japan), Vizio Incorporation (US), Hisense Corporation Ltd. (China), LG Corporation (South Korea), Roku (US), Skyworth (China), TCL (China), Changhong (China), Konka (China), Loewe (Germany), Metz (Germany), Vestel (Turkey), Funai (Japan), Koninklijke Philips N.V. (The Netherlands), AT&T Inc. (US), DISH Network (US), and Verizon FIOS (US).

Regional Analysis (2017 vs. 2023)
period. Europe is expected to be at the second spot for the digital TV market in terms of market share in 2017.

Market Segmentation
- By Type: SDTV, EDTV, HDTV, and Others.
- By Resolution: 480p (640 x 480), 720p (1280*720), 1080p (1920*1080), and Others (4K).
- By Size: 11”-32”, 32”-42”, 42”-50”, and 50” & above.

Key questions addressed by the report
- What was the historic market size (2017)?
- Which segmentation (Type/Resolution/Size) is driving the market?
- What will be the growth rate by 2023?
- Who are the key players in this market?
- What are the strategies adopted by key players?
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