

Televisions - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“If manufacturers and retailers remain patient, it could be worth them putting up with tough market conditions for another 12-18 months, by which time 4K content is expected to become more readily available.”

– Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- In light of the lack of 4K content, how can brands drive sales of Ultra HD TVs?
- Will young consumers discard their televisions as viewing moves online?

The popularity of online streaming has seen younger consumers become detached from the television, but not necessarily out of their own choice. Many admit that watching programmes or films on secondary devices such as laptops and tablets is a compromise, and therefore their viewing is likely to return to the larger screen as more consumers acquire smart TVs (which are now becoming a commodity product in this market).

With smart TVs no longer commanding a premium price, manufacturers will be desperately hoping that Ultra HD 4K TVs inject much-needed value into the market. However, the challenges surrounding UK broadcast and broadband infrastructure are limiting the reach of the 4K content, and as a result most consumers are likely to wait before upgrading to the latest picture quality.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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