

## Televisions - US - August 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"New televisions are pushing the boundaries on screen sizes and resolutions, and these attributes do capture consumer interest."  
- Bryant Harland, Senior Technology Analyst

### This report looks at the following areas:

- Majority of consumers own high-definition televisions
- Lengthy replacement cycles challenge market revenue
- Competition emerges from online, mobile vide

However, many brands have struggled to maintain revenue in light of tight competition and market saturation. The maturation of smart televisions will bring new challenges to the market. Namely, televisions will be expected to offer an ever-growing array of digital services

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### DID YOU KNOW?

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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Samsung now has largest share of the market

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