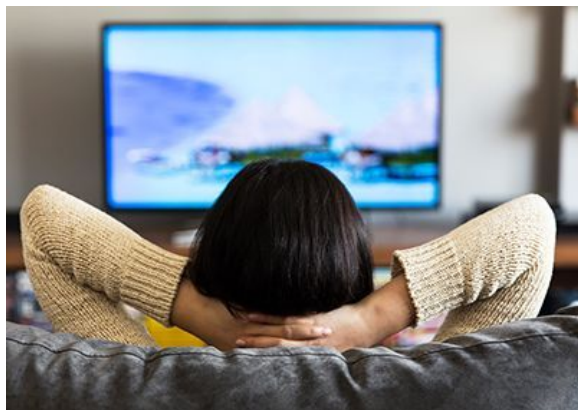


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“Take-up of Ultra HD 4K televisions has been evident in the last year and a focus on World Cup promotions will have provided a further boost to sales. However, it will not be sufficient to prevent a decline in market value, with the majority of people keeping televisions until they stop working.”

– **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

The trend towards viewing on portable devices such as laptops and tablets means many additional televisions will not be replaced at the end of their lifecycle, placing increasing emphasis on the main living room set market.

- Will Ultra HD 4K replicate the success of HD television?
- The future of the main television set

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