In·Stat

In-Depth Analysis

3D-Enabled TV Sets on the Rise Worldwide

Executive Summary

The market for 3D TV sets will grow dramatically in 2011—by almost XX%. TV set manufacturers have greatly expanded their 3D TV product lines; in some cases offering the 3D feature on more than half of their TV set models.

To ease consumer's confusion about 3D TV sets, 3D is being marketed as a feature of a TV set in 2011, rather than a whole new TV market. However, the market is not that simple with many passive display TVs being introduced this year, which use a different type of glasses than the active display TV sets.

Over the next few years, a greater percentage of large-screen TV sets will ship with the 3D feature. We expect XX% of all XX-inch and above DTV sets will eventually be 3D-enabled. This will not only cause shipments of 3D TV sets to increase, but will also grow the number of households worldwide with 3D TV sets. 3D content providers need not worry that consumers will be unable to view their content.

HIGHLIGHTS

- 3D TV set unit shipments will reach over XX million in 2015, comprising more than XX of all DTV sets shipped worldwide.

- Households with 3D TV sets will eclipse XX million in 2015, as a large number of DTV sets sold will have the 3D feature.

Figure 1.   Worldwide 3D TV Set Unit Shipments, 2009–2015 (Units in Millions)

XX

Report Summary

3D content providers do not need to worry about consumers being unable to view their 3D content. With a large increase in the number of TV sets with a 3D feature coming to market in 2011, TV set manufacturers will make it difficult not to buy a 3D-enabled set in the coming years.

In this report, In-Stat and DisplaySearch provide our worldwide five-year 3D TV set unit shipment forecast by region. Using that information, we also offer a forecast for the number of households in each region that will have a 3D TV set.

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Methodology

The discussion in this report covers In-Stat and DisplaySearch analysis of the worldwide market for 3D TV sets and their household adoption.

Our research methodologies include the following:

- In-person, email, and phone interviews with 3D technology and equipment vendors from January 2011 to April 2011.

- Analysis of In-Stat and DisplaySearch databases and verification with other In-Stat and DisplaySearch analysts.

- Analysis of product literature and financial statements from vendors.

- Background research of 3D technologies. Sources included white papers, magazines, and journals.

All data shown represent worldwide shipments, unless specifically noted otherwise. Revenues are calculated by multiplying the unit shipments by the ASPs in each category. All revenues and ASPs are US$ unless otherwise noted.

The numbers in this report are calculated at a higher precision than shown. As a result, some of the numbers may not calculate exactly due to rounding.

The North America region includes Canada and the United States; Europe includes both Eastern and Western Europe; Asia/Pacific includes India; CALA includes Mexico, Latin and South America, and the MEA includes the Middle East and all of Africa.

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#IN1104953MBS   *3D TV Services: It's a Small World*, March 2011
http://www.instat.com/abstract.asp?id=645&SKU=IN1104953MBS

#IN1004894ID   *3D in Mobile Devices: 3D Adoption Will Be Highest in Smartphone, Handheld Gaming, and Tablet PC Markets*, November 2010
http://www.instat.com/abstract.asp?id=27&SKU=IN1004894ID