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Can 3D Feature Increase a TV's Appeal to Consumers?

By Riddhi Patel, Director

Forecast

Frequency
- 5-year annual

Measures
- Units
- Market Value
- ASPs

Regions Covered
- Worldwide
- China
- Eastern Europe
- Japan
- Latin America
- MEA
- North America
- Rest of Asia-Pacific
- Western Europe

3-D TV Technologies

- Autostereoscopic 3-D
- Stereoscopic with Glasses
- Lenticular Lens
- Parallax Barrier
- Shutter Glasses
- Anaglyph
- Patterned Retarder
- Active Shutter Glasses—Time-Sequential
- Dual-Panel LCD

3-D TV Market Drivers

- 3-D Broadcast Content
- 3-D Movie Content
- 3-D Gaming Content
- 3-D Content Quality
- 3-D Compatibility
- Industry Standards
- Screen Sizes and Pricing
- TV Brand Strategies

3-D TV Forecast By

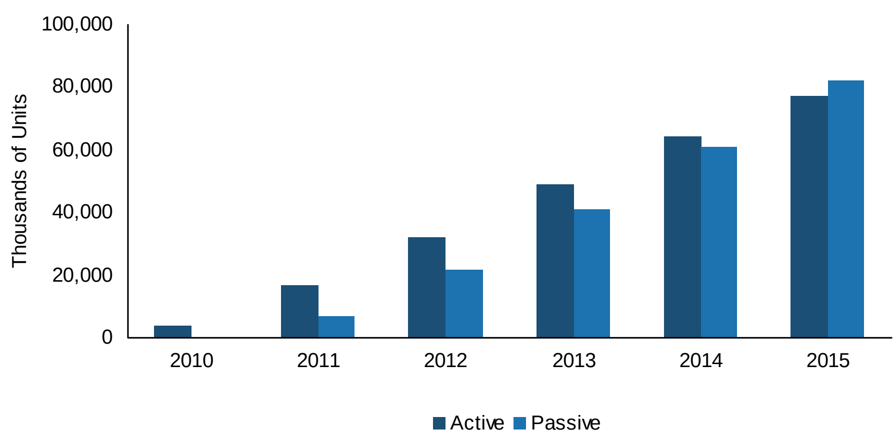
- Region
- Screen Sizes
- Technology
- 3-D type – Active or Passive

While the 3-D feature was touted as one of the key drivers for TV purchases in 2010, the end result was not what brands and retailers expected. Consumers did not rush to buy their 3D-TVs because of the economy, higher set prices, lack of content, and consumers not refreshing their existing sets. Content was a big concern with most of the major titles (including Avatar, the Shrek franchise, Monsters vs. Aliens and Ice Age 3) still tied into exclusive bundles. And 3-D channels were not available until June 2010. Even after the 3-D channels began, they had limited programming. In addition, the technical issues of shutter glasses and in-home displays have often resulted in a 3-D experience which has not encouraged consumer uptake.

Television brands and display manufacturers are counting on 3-D to accelerate replacement cycles and justify premium prices. But with 3-D capable sets only just beginning to enter the market and few 3-D titles available for viewing, the growth in demand for 3-D TV is anything but certain.

IHS iSuppli has long been recognized for providing accurate and unbiased projections of emerging television technologies. If your company is concerned about the impact of 3-D, our perspectives will help you to cut through the hype and gain a clear understanding of where this market is heading.

3-D TV Shipments and Forecast by 3-D Type



Key Issues Addressed:

- What technologies are used to deliver a 3-D image on TV? What are their advantages and disadvantages?
- What are the main drivers and impediments to 3-D TV consumer adoption?
- How quickly will the market for 3-D televisions develop?
- Which companies are best positioned to create and fulfill demand for 3-D TV systems?

Applicable To:

- Brand manufacturers, display manufacturers, OEMs, ODMs, content providers
  - Market strategy
  - Product planning
  - Product marketing
  - Business development
- Financial Investors
  - Equities
  - Venture capital
  - M&A

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Lead Analyst

Riddhi Patel, Director

Riddhi Patel is one of the top analysts in the world covering the television market and value chain. Her clients include the leading TV companies, LCD panel makers, consumer retailers and investment firms.

Riddhi's proprietary research is extensive. Every week, she and her team of analysts track the pricing and promotional activities of major TV retailers, both brick-and-mortar and on-line. And every month, Riddhi analyzes the buying preferences of thousands of television consumers, enabling her to provide deep insights into the features, price points, and service offerings that influence TV buying behavior.

Riddhi is also the creator of iSuppli's unique BRIC TV Market Tracker, which closely monitors the television value chains in the world's four largest emerging markets: Brazil, Russia, India, and China.

Prior to joining iSuppli in 2002, Riddhi served in senior analyst positions at Raza Foundries, Aberdeen Group and Gartner/Dataquest. She has an MBA in marketing from South Gujarat University, Surat, India, as well as a BS in Physics from MS University Vadodara, India.

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