

# Global Digital TV Market

<https://marketpublishers.com/r/G934EABDB16EN.html>

Date: April 2019

Pages: 200

Price: US\$ 3,950.00 (Single User License)

ID: G934EABDB16EN

## Abstracts

Global Digital TV Market valued approximately USD XX billion in 2017 is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2018-2025. The Digital TV Market is continuously growing in the global scenario at significant pace. The digital television is the new evolution in the TV industry that achieve superior picture and sound quality with minimum transmission bandwidth. The digital television is integrated with the analog and digital functions in a single design and offers high level of viewing experience to their users. Escalating adoption & utility of digital content among the individuals, growing consumer electronic and surging disposable income in both developed and developing countries are the substantial driving factors of the market during the forecast period. Moreover, changing lifestyle & consumer buying behavior is the factor which likely to create numerous opportunity in the market during the forecast period. However, privacy and lack of digital infrastructure in the emerging countries are the factors that limiting the market growth of Digital TV across the globe.

The regional analysis of Global Digital TV Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to earlier adoption of technology and growing market for digital content. Europe has accounted second position to in the global Digital TV market across the globe. Further, Asia-Pacific is also anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025 due to increasing disposable income and technologically advanced consumer electronic products in the region.

The major market player included in this report are:

liveU

TVU

Dejero

Sony Corporation

LG Corporation

Haier Group Corporation

Samsung Group

Funai

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

HDTV

SDTV

EDTV

Others

By Resolution:

720P

1080P

4K

Others

By Size:

11"-32"

33"-42"

44"-50"

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

Target Audience of the Global Digital TV Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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