

# Global Smart/Connected/Hybrid TV Market Forecast by Accessories, Platforms, Middleware, Application & Geography Analysis 2011 - 2016

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## Abstracts

Global Smart/Connected/Hybrid TV Market Forecast by Accessories, Platforms, Middleware, Application & Geography with detailed Value Chain, Competitive Landscaping and Critical Capability (Use Cases) Analysis 2011 - 2016

The entertainment quotient has been posing a status statement in the changing psychological behavior of consumers globally. Developments in the entertainment sector have largely been a scheme of simplified access, multi application and usage, centralization of system, instant activation and up gradation, social interactivity, and knowledge sharing.

The need of the present and focus on the future is the driving factor for the global smart TV market. A smart TV device is either a television set with integrated internet capabilities or a set-top box for television that offers more advanced computing ability and connectivity than a contemporary basic television set. The global smart TV market report illustrates the current market of smart TV's that offer consumers to search, chat, browser, share, update, download, etc. in face of the emphasis of experience design over the next five years with insights into:

Changing psychological consumer behavior and its impact on the commercial sector.

The feasibility of potential applications for smart TV in the consumer electronics market.

The integration of smart TV platforms with IC technology solutions.

Smart TV market research report also captures the market roadmap with market sizes, revenue forecasts, value chain, market & product trends, price trends and regulations, competitive landscape, leading players, and their key developments, strategy and profile.

The companies are employing a number of strategies such as new product developments, mergers & acquisitions, partnerships, collaborations, contracts, and agreements to gain a competitive edge over rivals. The key growth strategy adopted by most of the companies in global smart TV market is new products development & research. The reason behind this increase is that the companies are coming up with better and more efficient product to cater the demand in the future. New products launch accounted for almost 41% of the strategic developments. Partnerships, collaborations, contracts, and agreements accounted for almost 27% of the total strategic developments, followed by expansion; which accounted for 7% of growth strategies adapted from January 2009 to November 2011.

The overall smart TV market was worth \$86 billion in 2010 and is expected to reach \$265 billion by the end of 2016 with a CAGR of 17%. In terms of unit shipment, smart TV was valued at 43.6 million units in 2010 and is expected to reach 64 million by the end of 2011 with an annual growth of 47%. By 2016, smart TV unit shipment is expected to reach 153.2 million units with a CAGR of 19%.

### **Scope of the report**

This Smart TV Market research report categorizes the global market of Smart TV on the basis of various applications, technology, Middleware provider, operating system, smart TV application, accessories market, and geographical analysis; forecasting revenue, and analyzing trends in the market.

On the basis of applications

The application market will leverage on the smart TV market growth. It will provide application creators, aggregators, and integrators with lots of opportunities. There are loads of companies creating content and having widgets for the smart TV.

It is noted that the consumer buys the smart TV with the number of applications and useful content.

Smart TV is going to be use in the different field or areas such as:

Home entertainment

Office purpose

Educational purpose

On the basis of geography

North America

Europe

Asia-Pacific

ROW

With special coverage of:

Poland

Japan

Korea

Each section will provide market data, market drivers, trends and opportunities, key players, and competitive outlook. It will also provide market tables for covering the sub-segments and micro-markets. In addition, the report provides more than 20 company profiles covering all the sub-segments.

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