

Connected TV-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/C1475BE9795EN.html>

Date: January 2018

Pages: 131

Price: US\$ 2,980.00 (Single User License)

ID: C1475BE9795EN

Abstracts

Report Summary

Connected TV-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Connected TV industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Connected TV 2013-2017, and development forecast 2018-2023

Main market players of Connected TV in China, with company and product introduction, position in the Connected TV market

Market status and development trend of Connected TV by types and applications

Cost and profit status of Connected TV, and marketing status

Market growth drivers and challenges

The report segments the China Connected TV market as:

China Connected TV Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

Northwest China

China Connected TV Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

50 Inch
32 Inch
42 Inch
55 Inch
39 Inch
40 Inch
48 Inch
46 Inch
60 Inch
Others

China Connected TV Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Entertainment
Education
Home Use
Others

China Connected TV Market: Players Segment Analysis (Company and Product introduction, Connected TV Sales Volume, Revenue, Price and Gross Margin):

Samsung Electronics
LG Electronics
Sony
Panasonic
Sharp
Vizio
Toshiba
Hisense
TCL
Skyworth
ChangHong
KONKA

Letv
Philips

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

Contents

CHAPTER 1 OVERVIEW OF CONNECTED TV

- 1.1 Definition of Connected TV in This Report
- 1.2 Commercial Types of Connected TV
 - 1.2.1 50 Inch
 - 1.2.2 32 Inch
 - 1.2.3 42 Inch
 - 1.2.4 55 Inch
 - 1.2.5 39 Inch
 - 1.2.6 40 Inch
 - 1.2.7 48 Inch
 - 1.2.8 46 Inch
 - 1.2.9 60 Inch
 - 1.2.10 Others
- 1.3 Downstream Application of Connected TV
 - 1.3.1 Entertainment
 - 1.3.2 Education
 - 1.3.3 Home Use
 - 1.3.4 Others
- 1.4 Development History of Connected TV
- 1.5 Market Status and Trend of Connected TV 2013-2023
 - 1.5.1 China Connected TV Market Status and Trend 2013-2023
 - 1.5.2 Regional Connected TV Market Status and Trend 2013-2023

CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Connected TV in China 2013-2017
- 2.2 Consumption Market of Connected TV in China by Regions
 - 2.2.1 Consumption Volume of Connected TV in China by Regions
 - 2.2.2 Revenue of Connected TV in China by Regions
- 2.3 Market Analysis of Connected TV in China by Regions
 - 2.3.1 Market Analysis of Connected TV in North China 2013-2017
 - 2.3.2 Market Analysis of Connected TV in Northeast China 2013-2017
 - 2.3.3 Market Analysis of Connected TV in East China 2013-2017
 - 2.3.4 Market Analysis of Connected TV in Central & South China 2013-2017
 - 2.3.5 Market Analysis of Connected TV in Southwest China 2013-2017
 - 2.3.6 Market Analysis of Connected TV in Northwest China 2013-2017

2.4 Market Development Forecast of Connected TV in China 2018-2023

2.4.1 Market Development Forecast of Connected TV in China 2018-2023

2.4.2 Market Development Forecast of Connected TV by Regions 2018-2023

CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

3.1 Whole China Market Status by Types

3.1.1 Consumption Volume of Connected TV in China by Types

3.1.2 Revenue of Connected TV in China by Types

3.2 China Market Status by Types in Major Countries

3.2.1 Market Status by Types in North China

3.2.2 Market Status by Types in Northeast China

3.2.3 Market Status by Types in East China

3.2.4 Market Status by Types in Central & South China

3.2.5 Market Status by Types in Southwest China

3.2.6 Market Status by Types in Northwest China

3.3 Market Forecast of Connected TV in China by Types

CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

4.1 Demand Volume of Connected TV in China by Downstream Industry

4.2 Demand Volume of Connected TV by Downstream Industry in Major Countries

4.2.1 Demand Volume of Connected TV by Downstream Industry in North China

4.2.2 Demand Volume of Connected TV by Downstream Industry in Northeast China

4.2.3 Demand Volume of Connected TV by Downstream Industry in East China

4.2.4 Demand Volume of Connected TV by Downstream Industry in Central & South China

4.2.5 Demand Volume of Connected TV by Downstream Industry in Southwest China

4.2.6 Demand Volume of Connected TV by Downstream Industry in Northwest China

4.3 Market Forecast of Connected TV in China by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF CONNECTED TV

5.1 China Economy Situation and Trend Overview

5.2 Connected TV Downstream Industry Situation and Trend Overview

CHAPTER 6 CONNECTED TV MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

- 6.1 Sales Volume of Connected TV in China by Major Players
- 6.2 Revenue of Connected TV in China by Major Players
- 6.3 Basic Information of Connected TV by Major Players
 - 6.3.1 Headquarters Location and Established Time of Connected TV Major Players
 - 6.3.2 Employees and Revenue Level of Connected TV Major Players
- 6.4 Market Competition News and Trend
 - 6.4.1 Merger, Consolidation or Acquisition News
 - 6.4.2 Investment or Disinvestment News
 - 6.4.3 New Product Development and Launch

CHAPTER 7 CONNECTED TV MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Samsung Electronics
 - 7.1.1 Company profile
 - 7.1.2 Representative Connected TV Product
 - 7.1.3 Connected TV Sales, Revenue, Price and Gross Margin of Samsung Electronics
- 7.2 LG Electronics
 - 7.2.1 Company profile
 - 7.2.2 Representative Connected TV Product
 - 7.2.3 Connected TV Sales, Revenue, Price and Gross Margin of LG Electronics
- 7.3 Sony
 - 7.3.1 Company profile
 - 7.3.2 Representative Connected TV Product
 - 7.3.3 Connected TV Sales, Revenue, Price and Gross Margin of Sony
- 7.4 Panasonic
 - 7.4.1 Company profile
 - 7.4.2 Representative Connected TV Product
 - 7.4.3 Connected TV Sales, Revenue, Price and Gross Margin of Panasonic
- 7.5 Sharp
 - 7.5.1 Company profile
 - 7.5.2 Representative Connected TV Product
 - 7.5.3 Connected TV Sales, Revenue, Price and Gross Margin of Sharp
- 7.6 Vizio
 - 7.6.1 Company profile
 - 7.6.2 Representative Connected TV Product
 - 7.6.3 Connected TV Sales, Revenue, Price and Gross Margin of Vizio
- 7.7 Toshiba

- 7.7.1 Company profile
- 7.7.2 Representative Connected TV Product
- 7.7.3 Connected TV Sales, Revenue, Price and Gross Margin of Toshiba
- 7.8 Hisense
 - 7.8.1 Company profile
 - 7.8.2 Representative Connected TV Product
 - 7.8.3 Connected TV Sales, Revenue, Price and Gross Margin of Hisense
- 7.9 TCL
 - 7.9.1 Company profile
 - 7.9.2 Representative Connected TV Product
 - 7.9.3 Connected TV Sales, Revenue, Price and Gross Margin of TCL
- 7.10 Skyworth
 - 7.10.1 Company profile
 - 7.10.2 Representative Connected TV Product
 - 7.10.3 Connected TV Sales, Revenue, Price and Gross Margin of Skyworth
- 7.11 ChangHong
 - 7.11.1 Company profile
 - 7.11.2 Representative Connected TV Product
 - 7.11.3 Connected TV Sales, Revenue, Price and Gross Margin of ChangHong
- 7.12 KONKA
 - 7.12.1 Company profile
 - 7.12.2 Representative Connected TV Product
 - 7.12.3 Connected TV Sales, Revenue, Price and Gross Margin of KONKA
- 7.13 Letv
 - 7.13.1 Company profile
 - 7.13.2 Representative Connected TV Product
 - 7.13.3 Connected TV Sales, Revenue, Price and Gross Margin of Letv
- 7.14 Philips
 - 7.14.1 Company profile
 - 7.14.2 Representative Connected TV Product
 - 7.14.3 Connected TV Sales, Revenue, Price and Gross Margin of Philips

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF CONNECTED TV

- 8.1 Industry Chain of Connected TV
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF CONNECTED TV

- 9.1 Cost Structure Analysis of Connected TV
- 9.2 Raw Materials Cost Analysis of Connected TV
- 9.3 Labor Cost Analysis of Connected TV
- 9.4 Manufacturing Expenses Analysis of Connected TV

CHAPTER 10 MARKETING STATUS ANALYSIS OF CONNECTED TV

- 10.1 Marketing Channel
 - 10.1.1 Direct Marketing
 - 10.1.2 Indirect Marketing
 - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
 - 10.2.1 Pricing Strategy
 - 10.2.2 Brand Strategy
 - 10.2.3 Target Client
- 10.3 Distributors/Traders List

CHAPTER 11 REPORT CONCLUSION

CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE

- 12.1 Methodology/Research Approach
 - 12.1.1 Research Programs/Design
 - 12.1.2 Market Size Estimation
 - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
 - 12.2.1 Secondary Sources
 - 12.2.2 Primary Sources
- 12.3 Reference

I would like to order

Product name: Connected TV-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/C1475BE9795EN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C1475BE9795EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970