

The Market for 4K TVs

<https://marketpublishers.com/r/M2EA69CEFACEN.html>

Date: June 2015

Pages: 59

Price: US\$ 5,000.00 (Single User License)

ID: M2EA69CEFACEN

Abstracts

The market for 4K TV sets faces many challenges, including low familiarity, low willingness to pay premium prices, content availability concerns, and a cooling market for flat-panel TVs in general. This Market Focus assesses consumer interest in 4K, the content availability adoption barrier, and how much of a price premium consumers are willing to pay to get a 4K TV instead of an HD TV.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

Streaming Media Devices (Q2/15)
360 View: CE Adoption and Trends (Q2/15)
Winning the Consumer: Profiting from Superior User Interfaces (Q4/14)
Top Quality Video: The Emergence of 4K (and 8K) (Q3/14)
2014 Holiday CE Purchase Intentions (Q4/14)
Optimizing Retail Channel Results (Q3/14)

KEY FINDINGS

INDUSTRY INSIGHT

RECOMMENDATIONS

OVERVIEW OF FLAT PANEL TV ADOPTION

Flat Panel TV Ownership (2009 - 2015)
% of Broadband HHs Buying Flat Panel TVs in the Last 12 Months (2007 - 2014)
Average Selling Price of Flat Panel TVs Purchased (2008 - 2014)
Flat Panel TVs: Top Five Brands Purchased in Year (2010 - 2014)
Flat Panel TVs: Top Five Retailers (2013 - 2014)
Online Purchases: Flat Panel TVs Purchased in the Last 12 Months (2009 - 2015)

4K TV ADOPTION

Capabilities of Flat Panel TVs (Q1/15)
Price Paid for Flat Panel TV (Q2/15)
Flat Panel TV Brand Purchased (Q2/15)
Type of Flat Panel TV Purchase (Q2/15)
Reason for Flat Panel TV Purchase (Q2/15)
Flat Panel TV Purchase Channel (Q1/15)
Flat Panel TV Purchase Location (Q1/15)
Top Purchase Consideration for Flat Panel TV Purchase (Q1/15)
Brand of Flat Panel TV Purchased by Brand as Top Purchase Consideration (Q1/15)

Support Plans Purchased for Flat Panel TV (Q1/15)

4K TV PURCHASE INTENTIONS:

Likelihood of Purchasing a Flat Panel TV in the Next 12 Months (Q1/15)

Planned Expenditure on Upcoming Flat Panel TV Purchase (Q1/15)

Desired Flat Panel TV Attributes (Q1/15)

Purchasing Intenders Desiring 4K by Income (Q1/15)

Purchasing Intenders Desiring 4K by Education (Q1/15)

4K Purchase Intention by Intended Purchase Price (Q1/15)

Importance of 4K Picture Quality (Q1/15)

Importance of 4K by Planned Expenditure on Upcoming Flat Panel TV Purchase (Q2/15)

Reason For Not Looking to Purchase a 4K TV (Q1/15)

Willingness to Pay Specified Price Premium for 4K TV (Q1/15)

Willingness to Pay Premium for 4K TV by Planned Expenditure on Upcoming Flat Panel TV Purchase (Q2/15)

Concerns About the Amount of Video Available in 4K (Q1/15)

Intender Concerns About 4K Video Availability by Age (Q1/15)

Concerns About the Amount of Video Available in 4K by Willingness to Pay a Premium for 4K TV Set (Q1/15)

Willingness to Pay Specified Price Premium for 4K TV Among Those Not Concerned About Content Availability (Q1/15)

Willingness to Pay Specified Price Premium for 4K TV Among Those Concerned About Content Availability (Q1/15)

I would like to order

Product name: The Market for 4K TVs

Product link: <https://marketpublishers.com/r/M2EA69CEFACEN.html>

Price: US\$ 5,000.00 (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/M2EA69CEFACEN.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