

The Market for 4K TVs

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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.

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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)
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