

Next Generation TV Market Insight

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Abstracts

From 2010, United States and Europe continued to face problems of astronomical budget deficit and surge in oil price which caused the global economy to fall apart. As a result, consumers around the world had to close their wallets and change their spending patterns by reducing their expenses to minimal sustenance needs. In this circumstance, newly released products are having a hard time gaining sales, as tight budget customers are giving up to replace their old used products by purchasing new products.

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