

Global 4K2K TV Market: Industry Analysis & Outlook (2016-2020)

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Abstracts

Display Resolution, also known as screen resolution, is the number of distinct pixels in each dimension that can be displayed. It is identified by the width and height of the image as well as the total number of pixels in the image. There are number of display resolution present today like high definition TVs, full HD TVs and many more. In terms of television resolution, 4K is the latest technology.

4K resolution, also called 4K, refers to a horizontal resolution on the order of approximately 4,000 pixels and vertical resolution on the order of 2,000 pixels. Television systems with 4k resolutions are regarded as ultra-high definition systems. The 4K2K TVs have become the most popular choice today mainly because it provides picture clarity, better image debt & color handling, and a more cinematic and immersive experience.

Asia pacific is the largest market of 4K2K TVs. It is the manufacturing hub for 4K2K TVs and the region is home to all the leading vendors of IC drivers, panel displays, and original equipment manufacturers (OEMs). All the latest innovation and technological developments in the TV market comes from Asia Pacific.

The key factors driving growth of the 4K2K TV market includes increase in the 4K2K panel shipments, falling average selling price, greater adoption rate year after year, rising popularity of 4K UHD content, growing awareness about the 4K technology and rise in middle class population and lifestyle. However, market growth is hindered by the factors such as limited adoption of 4K2K technology in 48 inch TV sets and high costs of 4K2K TVs. The major trends featuring the market includes rising proportion of 4K2K TV Panels using RGBW technology, use of LED backlighting in 4K2K TVs and entry of new Chinese vendors in the market.

The report offers an in-depth analysis of the “Global 4K2K TV Market” with special focus on Asia Pacific. It covers the regional and global aspect of the market. The top notch players in the market exhibit a very close competition. The report profiles Samsung, Panasonic, LG Electronics and Hisense.

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