

Latin America to lead TV market growth through 2015

Global market research firm IMS Research has updated its Online TV Set Shipment Database with new information regarding TV shipments split by technology, iDTV demand, and TV households split by reception platform in 68 countries. The update reveals that Latin America is projected to be the fastest growing TV market over the next several years. Additionally, IMS Research expects a change in the demand for several key TV types, including LCDs, OLEDs and iDTVs.

The forecast indicates that in the next five years the TV installed base in Latin America will increase around 26%, significantly higher than in any other region. According to Veronica Thayer, lead researcher for the TV Set Shipment Database, "The main reason behind this increase is the accelerated growth of the average number of TVs per household. Another reason is the governmental support towards a rapid transition to digital broadcasting, along with the widespread adoption of the ISDB-T standard. Finally, as expected worldwide, there will be increasing demand for flat panel televisions."

Recent updates show changing demand in LCDs, OLEDs and iDTVs through 2015. LCD shipments showed a 29% year-on-year growth in 2010, significantly less than the 43% Y/Y growth in 2009. IMS Research estimates the Y/Y growth for LCD TV shipments will continue to decline and by 2015 will be less than 1%, representing a saturation of the LCD TV market. OLEDs will start gaining presence in the television market, with main manufacturers launching their models in the next couple of years. Thayer adds: "If the technology grows cheaper due to mass production and sizes above 32 inches become available, OLED TV market share will increase to reach around 4% of the world television shipments in 2015, led by North America and Asia." IMS Research forecasts that by the end of 2015, 86% of the TV sets shipped worldwide will have an integrated digital tuner. A 17% CAGR is expected for iDTVs between 2009 and 2015.

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