Smart TV Market (2012-2017): Global Market Forecast by, Display Size, Technology (2D & 3D), Geography (North America (US, Canada, Others), Europe (Germany, UK, France, Italy Others), Asia-Pacific (China, Japan, Others) and RoW (Middle East, Africa, Latin America)
6Wresearch is the premier, one stop market intelligence and advisory center, known for its best in class business research and consulting activity. We provide industry research reports and consulting service across different industries and geographies which provide industry players an in-depth coverage and help them in decision making before investing or enter into a particular geography.

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EXECUTIVE SUMMARY

A Smart television is a television set with integrated internet capabilities, or a television set-top box that offers advanced connectivity as well as computing abilities. It is also known as a Connected TV or a Hybrid TV. A smart TV allows users to install and run advanced applications that are based on a specific platform. The main functions of a smart TV are relaying content such as photographs, movies, and music from devices attached to it using a Digital Living Network Alliance such as Windows Media Player and providing access to broadcast TV channels and internet-based services such as catch-up services and video-on-demand.

According to 6Wresearch, Global smart TV market is expected to reach $XX billion by 2017, growing at a CAGR of XX% from 2012-2017. The Global smart TV market is currently displaying a healthy growth. The market growth is expected to stem mostly from the increasing demand for web-enabled TVs from individual customers, encouraged by the increasing number of functions and features offered by the smart TV vendors. Further, the growth of the Global smart TV market is expected to be enhanced by the replacement of old TVs and the increasing usage of the internet by regional as well as international customers.

In terms of unit shipments, the Global smart TV market was XX million in 2011 and is expected to reach 198.2 million units by 2017, growing at a CAGR of 20.8% for the same period. Smart TVs accounted for 25.9% of the total number of TVs unit shipments in 2011, and are expected to account more than 50% of the share in 2017. One of the major reasons for the increase in the number of smart TV shipments is the increasing customer spending on consumer electronics. Further, the steady development of entertainment technologies has led to the growth of the Global smart TV market.

In 2011, the Global smart TV market is dominated by the Asia Pacific (APAC) region and the growth in this region will come from the increasing demand for web-enabled TVs from end customers due to the number of functions and features offered by the Smart TV vendors. China and Japan are the leading counties contributing to this market.
FIGURE 1

SMART TV MARKET VENDORS

Source: 6Wresearch
1.1 GLOBAL SMART TV MARKET

Smart TV market is still in the nascent stage; however, with the growing demand for LCD (LED) TVs, rising internet subscribers worldwide, etc., the market is expected to gain significant momentum in the coming years.

FIGURE 2

GLOBAL SMART TV MARKET, MARKET REVENUES
2011-2017 ($BILLION)

Global smart TV market generated $XX billion in 2011 and is expected reach $XX billion by 2017, with a CAGR of XX% from 2012-2017. Increasing internet subscribers, especially in countries like China and India, increasing purchasing power, demand for technological advanced products, etc., have the led the growth of smart TVs in the global markets.
1.1.1 GLOBAL SMART TV MARKET-BY TECHNOLOGY

Smart TVs in terms of technology can be classified into 2D based and 3D based smart TVs. If we evaluate the present scenario, 2D based smart TVs holds the major of the market.

**TABLE 1**

GLOBAL SMART TV MARKET UNIT SHIPMENTS, BY TECHNOLOGY
2011 – 2017 (MILLION)

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Source: 6Wresearch

In global smart TV market, 2D technology based TV leads the market in terms of unit shipment, which accounted for XX% of the share in 2011. Total units of 2D technology based smart TVs shipped in 2011 were XX million and are expected to reach XX million units in 2017, at a CAGR of XX% from 2012-2017. However, 3D technology based smart TVs are expected to grow with a highest CAGR of XX% for the same period. Increasing popularity of 3D, launch of 3D movies and games are expected to drive its market in the coming years.
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