

Televisions - UK - September 2012

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"Televisions are one of the last major areas of consumer technology left untouched by integration with the internet. Set-top boxes designed to change this have so far in the US been relatively unsuccessful, and are likely to fare no better in the UK; high upfront costs and crippling restrictions imposed by rights holders on viewable content available online tend to severely devalue the proposition.

Smart televisions may be able to change this to an extent. Pressuring rights holders into allowing distribution of their content directly through applications installed on smart TVs is likely a case of generating a wide enough dissemination network."

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- Will 3DTV take off over 2012 and 2013?
- Will smart TVs result in a focus on the environment, rather than the hardware?
- How important are second and third television sets?
- When will the next major disruptive force enter the market?

The television market has been under increased pressure in recent years, as steady commoditisation and a lack of paradigm-shifting technology (since high-definition) have taken their toll on year-on-year value sales. Manufacturers are hoping that 3D capability and smart connectivity will address these issues, but the indications from consumers are not positive. In this report, Mintel examines how and why televisions are being purchased for the home, as well as investigating consumer attitudes towards smart televisions.

This report will examine the sales of televisions in the UK. 'Televisions' in this context refers to any independent device built explicitly with the purpose of receiving broadcast television signals. Personal computers plugged into an aerial, for example, would not count under this definition and are not included in the market size estimations.

A number of televisions are capable of being connected to computers with audio and video cables, and displaying content from the internet accordingly. Other televisions have the ability to connect directly to the internet built into them, and come with customised software designed to facilitate this. This latter category of devices are what is referred to when 'smart televisions' are discussed during the report.

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