

Press release

Sales boom for flat-screen televisions in the EU continues

- EITO expecting increase of 3.1 percent to around 42 million sets
- Average prices to fall from €723 to €629
- Differing tendencies in the larger member countries

Berlin, April 28, 2009

The sales of flat-screen televisions in the European Union are growing this year to a new record level. EU citizens are expected to purchase 41.9 million modern TV sets, an increase of 3.1 percent over last year. CRT televisions are of hardly any significance any longer. Their sales will fall again this year from 4.4 to 1.7 million sets. The international market research institute EITO announced this today in Berlin. "The average price of a flat-screen television will fall this year by around 13 percent from €723 to €629. Compared with last year, consumers are getting larger screens with additional extras for less money", said EITO Chairman Bruno Lamborghini.

Thanks to these falling prices and the trend to high definition pictures, the sales of flat-screen televisions continue to increase. 85 percent of the purchasers of flat-screen sets this year will choose a high-definition television. In 2008 this was still 80 percent. "The trend to HD-TV is also profiting from the sales of Blu-ray players as well as those of HD-capable set-top boxes and fixed-disc recorders", said Lamborghini. The boom in sales of high-definition televisions would continue in 2010, when the Winter Olympic Games and the football World Championship take place.

The market will receive additional impetus from the fact that modern TV sets will in future increasingly be integrated in a home network. This will allow, for example, photo or video files to be sent by wireless or cable from the home computer to the television to be viewed there. As the next stage, it will be possible to surf the Web directly with the television set. "Although televisions with Internet connection are at present the exception, soon all high-quality TV sets will be Internet-enabled", said Lamborghini. Microprocessors are already being designed today for media players, set-top boxes and TVs to considerably improve their Internet functions.

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The increasing demand for flat-screen televisions this year will not, however, be able to offset the decline in the prices of sets. Total sales revenues will consequently decline in 2009 by around 10 percent to €26.4 billion. This is the first decline ever in turnover for the market in flat-screen televisions. According to EITO, of the largest EU countries Great Britain is showing the steepest decline, with a fall of 18.2 percent to €5.3 billion in the year 2009. Great Britain is in addition the only one of the larger EU countries in which the number of unit sales is also falling – by 9.5 percent to 8.3 million flat-screen televisions. The decline in turnover in Spain is 14.4 percent, to €2.1 billion, in Italy, 11.6 percent to €2.3 billion, and in France, 9.6 percent to €3.8 billion. The reduction in Germany is more moderate: here the turnover is forecast to fall by 2 percent, to €5.3 billion.

The EITO has published a report on the market in consumer electronics with current data for the CE markets in Europe, which can be obtained from www.eito.com.

Since 1993 the European Information Technology Observatory (www.eito.com) has been offering high quality and up-to-date information on European and global markets for information technology, telecommunications and consumer electronics. The EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM, the German Association for Information Technology, Telecommunications and New Media. EITO collaborates with leading market research institutes including PAC, IDATE, GfK, and research activities of the EITO Task Force are supported by the European Commission and the OECD. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Messe München, Red.es, Simo and Telecom Italia.