

# China TV Market: A New Era of FPD TV



AN NPD GROUP COMPANY

Topical Report  
31 March 2009

Copyright © 2009 DisplaySearch · All Worldwide Rights Reserved · Confidential

# Outline

<u>1.0 Executive Summary</u>	<u>slide 4</u>
<u>2.0 China TV Market Outlook</u>	<u>slide 8</u>
<u>3.0 TV Assembly Status</u>	<u>slide 30</u>
<u>4.0 TV Exportation Outlook</u>	<u>slide 42</u>
<u>5.0 Brand Competition Analysis</u>	<u>slide 50</u>
<u>6.0 TV Sales Channel Structure</u>	<u>slide 66</u>
<u>7.0 TV Supply Chain Analysis</u>	<u>slide 79</u>
<u>8.0 China Digital Broadcasting Status</u>	<u>slide 96</u>
<u>9.0 Chinese New Year Holiday Sales and TV Seasonality</u>	<u>slide 112</u>