

LCD HD & widescreen TV to lead sales growth in 2009

Australia has the highest penetration of television households among 52 countries globally. This is according to the Nielsen Online Global Survey, with 98 per cent of households having at least one working TV. 80 per cent have two or more and almost half have at least three TVs in the household, according to the latest Nielsen Panorama survey findings.

CHART 1: Number of Televisions in Australian Households – Nielsen Panorama – Survey 9 2008

TV – No of sets in home	Total %
One	20
Two	32
Three+	48

Nielsen Panorama – Survey 9 2008

Over half of households have a conventional (53 per cent) or wide screen conventional TV (9 per cent). The technology revolution has been heating up over recent

years as demand for LCD, plasma, wide screen and high definition surges.

Strong preference for LCD among purchasers

The latest Panorama survey on intending purchasers confirms that plasma is firmly overshadowed in popularity by LCD.

According to Simone Bryant, director, Nielsen Panorama, HD and widescreen LCD was dominant among those intending to purchase a new TV in the next 12 months. Even standard LCD TV was nominated ahead of HD plasma. Conventional TVs were almost non-existent on intending shoppers lists. “Interestingly, there is already a strong upgrade and replacement trend evident among existing LCD, plasma and HD owners, including those who already own three sets. No doubt HD is the key driver to the experienced digital TV consumer market,” Ms Bryant said.

CHART 2: Current % make-up of Australian Television households – Nielsen Panorama – Survey 9 2008

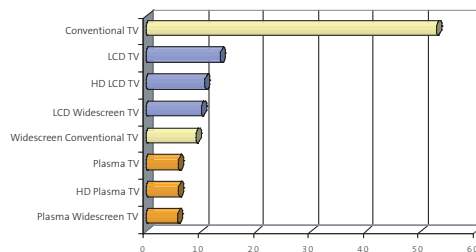


CHART 3: LCDs dominate the shopping lists of Australians intending to purchase a new television in the next 12 months – Nielsen Panorama – Survey 9 2008

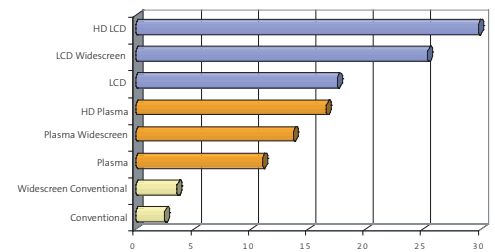


CHART 4: What’s on the shopping lists of Australians intending to purchase a new television in the next 12 months? – Nielsen Panorama – Survey 9 2008

Intending TV set owners by type of sets currently owned, and considering to purchase	All TV owners 14 + who intend to purchase in next 12 months	Conventional including widescreen TV owners only	LCD, plasma HD TV owners	LCD, plasma, HD TV owners with 3 TVs already
New TV in the next 12 months	Total 000’s	Total 000’s	Total 000’s	Total 000’s
Total in 000’s	3596	2056	989	598
New TV in the next 12 months	Total %	Total %	Total %	Total %
LCD TV	17.5	18	16	16
LCD widescreen TV	25.4	28	22	23
HD LCD TV	29.8	29	33	34
Plasma TV	11	9	13	16
Plasma widescreen TV	13.7	14	14	12
HD Plasma TV	16.6	16	18	20
Widescreen Conventional TV	3.6	3	2	1
Conventional TV	2.5	3	0	0

Nielsen Panorama - Survey 9 2008

ABOUT NIELSEN PANORAMA

Panorama Research is based on continuous interviews across Australia, with the findings released ten times per year to coincide with Australian TV and Radio audience ratings. For information on how Panorama can assist your marketing strategies, contact Simone Bryant at Nielsen on (02) 8873 7736 or visit our Nielsen Australia website, www.au.nielsen.com

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