

New GfK data reveals big screen TV sales up 75 per cent

As sleeping patterns return to normal, football forecasting octopuses retire and office tipping prizes are awarded, the impact of the World Cup on big screen television sales has emerged in preliminary data compiled by GfK. The sports-mad period coincided with significant 75 per cent year-on-year growth in the 40 inch plus TV category, with unit sales totalling over 140,000 from the first week of May up to Australia's kick off on June 14. Of particular interest was the battle between plasma and LCD. Unit sales for LCD just squeezed over the line, accounting for 52 per cent of sales over the period. It was surprising to see that nearly a quarter of big screen TV purchasers chose not to embrace full high definition models, despite the number of games telecast in the format. According to GfK Australia's Neville Ray, consumers and retailers alike benefited from World Cup fever. "Consumers in the market for big screen TVs were spoilt for choice and reaped the benefits of heavy promotional activity with, for example, game consoles, home theatre systems and Blu-ray player package deals on offer. "For retailers, consumer demand was welcome in the current climate with competitive pricing key to driving sales. For example, the average price of televisions 40 inches and above in May 2009 was approximately \$2,100, whereas in May 2010 it was \$1,400 - a wallet-saving \$700 difference," said Mr Ray. The latest and greatest technology to hit the \$3 billion television market is 3D, with free-to-air broadcasting network SBS airing 15 matches in this new technology. "3D is the technology on everybody's lips and while it is a long way from making its mark in this category, it's certainly got the interest of some early adopters. It will be interesting to keep an eye on the take-up it benefits from between now and other upcoming major sporting events," said Mr Ray. -ends-The GfK Group

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