

# Future of TV - An Oversized Smartphone?

October 2022

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## INTRODUCTION

Scope

Key takeaways

## CHANGING MARKET LANDSCAPE

LCD TVs reign supreme despite challenges from technologically superior alternatives

More people are watching shows and movies at home due to the pandemic

Intense competition for video streaming subscribers

Smart TVs are not exactly smart?

Adspend on TV decreases but traditional TV media can help reach a wider audience

Going down the Metaverse rabbit hole

Millennials and Gen Z are willing to pay for digital services

Mini projectors in bedroom or in rental room

## THE FUTURE OF TV

Manufacturers investing heavily in next-generation display technologies

Insatiable demand for screen time driving sales of devices with a display

Avid gamers will pay for the best TVs to maximise their gaming experience

Rapid urbanisation means smaller houses and less space for bulky items

Screen presence extends from living room and bedroom into the kitchen

Opportunities to grow e-commerce sales on TV

Screens of all sizes for different consumers' needs

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