

China Flat Panel TV (FPTV) Market Survey Report, 2010



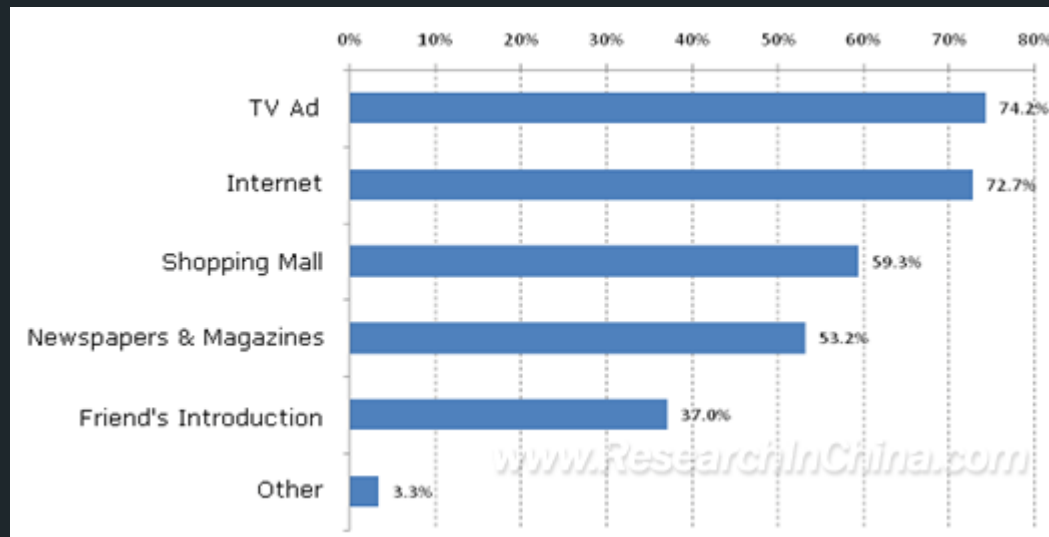
The global TV shipment climbed 2% to 211 million in 2009. The FPTV market in developing countries experienced robust growth, occupying 75% of the world's total FPTV shipment throughout the year, and the FPTV shipment in Chinese domestic market witnessed a YoY increase of more than 100%.

In 2009, the sales volume of FPTV in Chinese domestic market accounted for 73.1% while the sales value occupied over 95%. FPTV has become the absolute mainstream of color TV industry. Promisingly, the total sales volume of FPTV will reach 38 million in China in 2010, holding 90.5% of the total TV sales volume.

The consumers' views and attitudes towards FPTV greatly influence the development orientation of FPTV. Therefore, ResearchInChina and www.1diaocha.com jointly conducted an online questionnaire concerning FPTV in August 2010. Among the 600 samples, the respondents included both males and females aged from 20 to 50, with the gender proportion of 48.0% and 52.0% respectively. The questionnaire was carried out in 23 first-tier, second-tier and third-tier cities including Shanghai, Beijing, Guangzhou, Shenzhen and Chengdu, targeting groups all walks of life like civil servants, teachers, soldiers, business executives as well as staff members, self-employed entrepreneurs, blue-collar workers and students, with the monthly income ranging from RMB2,000 to RMB20,000.

The findings of consumers' channels of understanding FPTV indicate that TV advertisement and Internet are the dominant ways accounting for 74.2% and 72.7% respectively, 59.3% consumers may resort to shopping malls, while only 37% consumers have some knowledge of FPTV through newspapers and magazines.

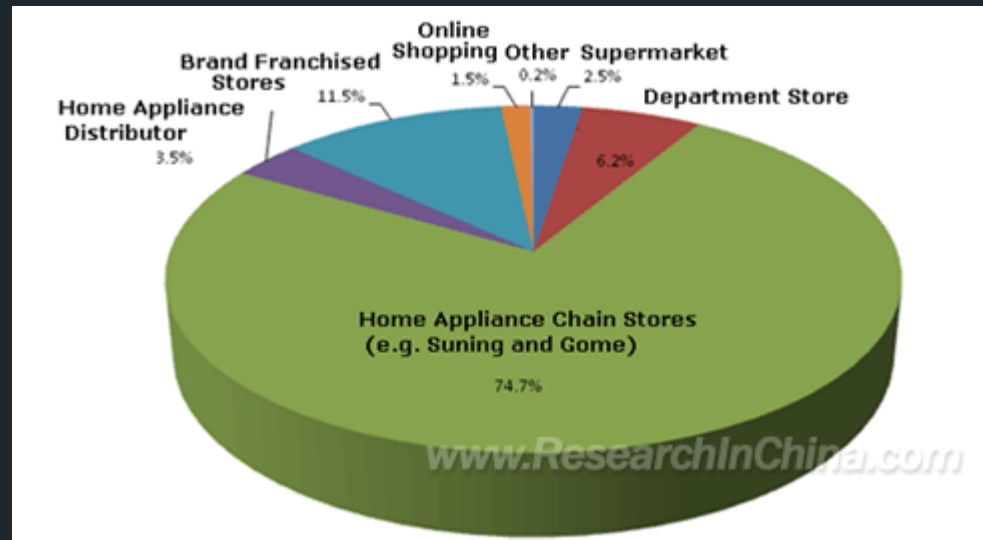
Consumers' Approaches of Understanding FPTV



Source: ResearchInChina; www.1diaocha.com

The findings of FPTV purchase channels present that 74.7% consumers rely on home appliance chain stores such as Suning and Gome, 11.5% would like to choose brand franchised stores, while fewer consumers like department store (6.2%), home appliance dealer (3.5%), supermarket (2.5%), and on-line shopping (1.5%).

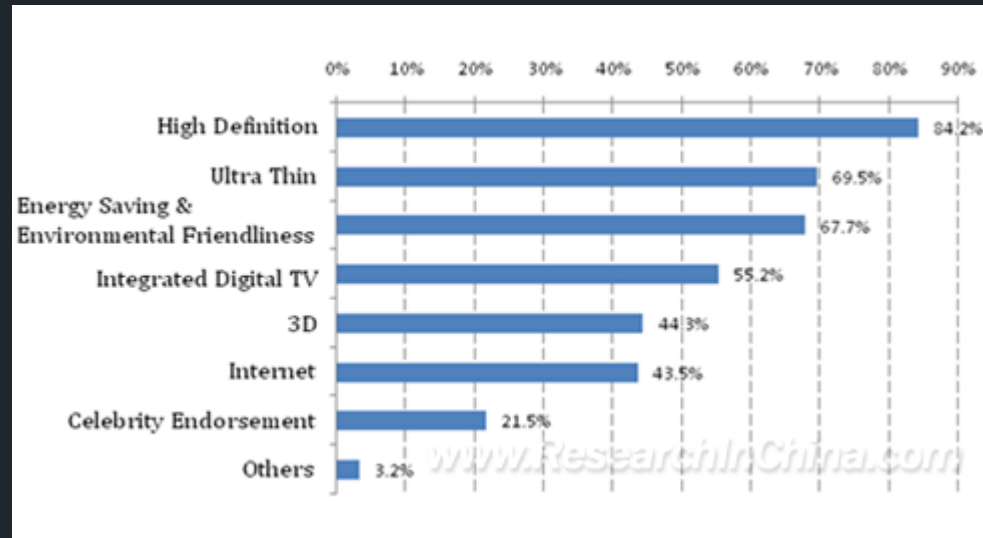
FPTV Purchasing Channels



Source: ResearchInChina; www.1diaocha.com

As for the advertising concepts stressed by the manufacturers, the consumers are deeply impressed with high definition (84.2%), ultra thinness (69.5%), and environmental friendliness (67.7%), followed by integrated digital television (55.2%), 3D (44.3%), Internet (43.5%), and celebrity endorsement (21.5%).

Consumers' Impression with FPTV Advertising Concepts



Source: ResearchInChina; www.1diaocha.com

The report not only analytically elaborates the findings of FPTV consumer survey but probes deeply into brand FPTV manufacturers and panel manufacturers.

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