

## Press release

### Sales record in flatscreen TVs in Europe

- **Some 50 million flatscreen TVs will be sold in the EU in 2010**
- **Major sporting events and HD-TV provide purchasing incentives**
- **Prices for flatscreen TVs continue to fall**

#### Berlin, 19<sup>th</sup> January 2009

Sales of flatscreen televisions in Europe are set to reach a new record high this year. This is the conclusion of the European Information Technology Observatory (EITO) market research institute on the basis of current data. According to this report, some 50.2 million flatscreen TVs are expected to be sold in the EU during 2010, which amounts to a 6% increase over the previous year. "This year, the Winter Olympics and the Football World Cup Championship will ensure record sales of flatscreen televisions in Europe", said Axel Pols, Chairman of the EITO Task Force. "In addition, the increasing spread of high-resolution TVs creates purchasing incentives for consumers." Almost all new flatscreen televisions are capable of displaying high-resolution pictures. Throughout all of Europe, there are now TV stations, which – generally via satellite – broadcast their programmes in HD quality. In Germany, the regular broadcasting by the public television corporations will coincide with the start of the Winter Olympics in February 2010.

The largest single market for televisions in Europe is Great Britain, which surpasses even Germany. According to EITO, sales of flatscreen TVs in the United Kingdom are expected to increase by 5% to around 10.5 million sets in 2010. In Germany, sales are expected to rise by 4.7% to 8.2 million sets. France is at a similar level, with an increase of 4.6% to 6.9 million sets. Spain is recording the strongest growth amongst the major EU nations. Here, sold units of flatscreen televisions are expected to increase in 2010 by 10% to 5.4 million sets. By contrast, Italy is recording a substantial decrease. Sales are set to fall here by around 4.1%, to some 5.7 million sets.

In spite of the strong growth in sales, the revenues generated with flatscreen TVs in 2010 will, according to the EITO forecast, decline in the European Union

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by 3% to 26.7 billion euros. This is to be explained by falling prices for television sets. Between 2006 and 2010, the average price for flatscreen TVs will have almost halved in the EU from 1,000 euros to 530 euros. Compared to the previous year, the average price in 2010 is expected to fall by 8% (2009: 580 euros).

Since 1993 the European Information Technology Observatory ([www.eito.com](http://www.eito.com)) has been offering high quality and up-to-date information on European and global markets for information technology, telecommunications and consumer electronics. The EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM, the Federal Association for Information Technology, Telecommunications and New Media in Germany. EITO collaborates with leading market research institutes including PAC, IDATE, GfK, and research activities of the EITO Task Force are supported by the European Commission and the OECD. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Messe München, Red.es, Simo and Telecom Italia.