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Smart TV sales to hit £2.5bn as more and more Brits want TV and internet all in one

Over half (55%) of people in Britain have connected their TV sets to the internet. This demonstrates consumers increasingly want to connect their 'main screens' (TV and computer), which could drive a big increase in sales for Smart TVs (TV's that connect directly to the internet without needing another device), according to a YouGov study on the nation's TV habits.

The study found that more than one in ten (11%) Brits intend to purchase a Smart TV in the next year. The optimal price for a 32 inch HD Smart TV – based on the average amount this group is willing to pay – is £440. The optimal price for a 42 inch version is £550. According to YouGov projections, sales of Smart TVs over the next year could equate to nearly £2.54 billion.

Commenting on the study findings, YouGov Media Consulting Director Dan Brilot said:

“The good news for Smart TV manufacturers is that there is a huge appetite for accessing internet services on TV sets, whether that be on demand TV, radio, news apps, or video calling services like Skype. The bad news is that there are a lot of competing technologies out there that can be confusing to the consumer. However, our research indicates that the Smart TV industry is starting to do a better job at communicating why their 'cutting out the middleman' device is the best choice in such a fractured market.”

Brilot said that for manufacturers and retailers hoping to sell Smart TVs this holiday season, affordable pricing would be key.

“The message for manufacturers and retailers is clear: If they can set the right price the revenue potential in the short and mid-term from Smart TVs is huge, particularly as we enter the Christmas shopping period. The other big advantage consumers should be made aware of is the potential for new apps. People love getting new apps for their Smart phones, so they need to know that they can also continually load new apps onto their Smart TV,” said Brilot.

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Notes to editors:

Based on population figures from the ONS, if 11% of Britons aged 16+ (5.76 million) purchased a 32 inch Smart TV costing £440 in the next year, it would equate to almost £254 billion in sales.

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About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive SixthSense market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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