

3Q19 TV Shipment Grows 16.8% QoQ Owing to Peak Season, with Slight Projected Decline YoY, Says TrendForce

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WitsView research division of [TrendForce](#) shows that global TV shipment in 3Q19 reached 54.97 million units, a 16.8% growth QoQ and 1.9% decline YoY. As China-U.S. trade relations worsened in 2Q19, TV brands took on a speculative attitude towards stocking-up. This attitude completely changed with the imminent arrival, towards the second half of 3Q19, of Double 11 in China and year-end festivities in Europe and the Americas, which are both shopping holidays that require companies to stock up. Not only did TV brands actively ramp up their shipments, but they also hoped to make up for lost sales in 1H19 through large-scale sales promotions.

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WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

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