



CONTACT:

Seraphina Wee

Regional Manager, PR & Communications

Tel: 6826 8622

Email: seraphina.wee@gfk.com

FOR IMMEDIATE RELEASE

World Cup Fever Propels Asian Consumers to Purchase Bigger and Better TV Sets for Enhanced Viewing Experience: GfK Asia

Nearly 90,000 TV sets worth over USD73 Million snapped up in the final week leading up to the highly-anticipated global sporting event

July 2, 2010, SINGAPORE – Every four years, it is not only football fans who eagerly anticipate the coming of the FIFA World Cup. As the most widely viewed sporting event in the world, television manufacturers and retailers globally are also expecting the tournament to significantly boost TV sales. In the first week of June (Wk 23) alone, combined sales of high definition (HD) and full high definition (FHD) TV in eight Asian markets—Hong Kong, Indonesia, Thailand, Malaysia, Singapore, Korea, Taiwan, and Vietnam reached almost 90,000 units, hitting a total value in excess of USD73 million. This reflects a massive growth of 249 and 156 percent in unit and value growth respectively when compared to the same period (Wk 23 09) last year. (Chart 1)

In terms of TV resolution and screen sizes, FHD TV proved to be slightly more popular, while 30-45 inch screens were the most common sizes snapped up by consumers, making up 71 percent of the overall TV sets sold.

“The World Cup is a global phenomenon that attracts a lot of television audience all over the world. While consumer responses differ across different countries, there is an apparent common demand for better viewing pleasure,” commented Ms Jasmine Lim, Regional Account Director for Consumer Electronics at GfK Asia. “Fans wanting in on a closer and better view of the World Cup actions are more willing to invest, and are likely to take this opportunity to upgrade their box to bigger screen sized ones, and in full HD, as evident from our latest GfK Asia retail audit report.”

Findings from GfK Asia reveal a consistent upward surge in TV sales in Asia several weeks before the kick-off of the World Cup season, and hitting its peak the week just before the start of the tournament.

“When we make comparisons across countries, it is interesting to also note that some nationalities are much more fervent about World Cup, as reflected in the growth spurt of TV unit sales as the date of the World Cup drew nearer. This trend is particularly obvious in countries such as Malaysia, Singapore, Thailand, Vietnam, and South Korea,” commented Ms Lim. “For instance, World Cup fever was especially intense in South Korea. From its lowest point ten weeks before the start of the tournament where just over 22,000 units of TV were sold, we see weekly TV sales scaling upwards quite swiftly, jumping almost two-fold to hit nearly 41,000 units in the week prior to World Cup kick-off!” observed Ms Lim. (Chart 2)

In Singapore, GfK findings saw an increase in sales of LED TVs, particularly of 40 and 42 inch screen sizes, following the announcement that Singapore's local cable TV operator had secured the broadcast rights to the World Cup and will be screening the matches in high definition.

"TV sales started increasing across Asia as early as the beginning of this year, as brand manufacturers started cashing in on the World Cup euphoria to launch new products such as 3D TV, while retailers cash in on the excitement surrounding the sporting extravaganza by introducing attractive promotions aligned with the World Cup theme," noted Ms Lim.

World Cup fever is proving to be a powerful driving force behind the sales of TV. Year to date (Wk 1 – Wk 23 2010), TV sales have grown by over 86 percent compared to the same period (Wk 1 – Wk 23 last year. "Thanks to this long awaited, most watched sporting extravaganza, it is certain that 2010 will be a fantastic growth year for TV," concluded Ms Lim.

About GfK Retail Panel

The GfK Retail Panel is a regular survey monitoring sales of specific products and product categories, using a range of Internet, retail outlets and companies to provide trade and industry highly accurate and up-to-date information on various segments of the market, including technical consumer equipment, optics, and automotive.

About GfK Asia Pte Ltd

A part of the global GfK Group, GfK Asia has over 25 years of experience providing reliable retail and technology market data in Asia. Our analysts track a broad range of consumer products, including technical consumer equipment, optics, automotive, and gaming software. GfK Asia covers more than 160 products and over 918,000 models, collecting monthly data from over 8,000 specialist / independent shops as well as over 560 organized retailers with approximately 15,000 outlets. Based in Singapore, GfK Asia offers extensive coverage of Singapore, Malaysia, Thailand, Indonesia, Korea, Taiwan, Hong Kong, Vietnam, The Philippines, and India.

The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The No. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group's sales amounted to EUR 1.16 billion. For further information, visit our website: www.gfk.com. Follow us on Twitter: www.twitter.com/gfk_group.

- END -

Note:

GfK Asia TV retail audit covers Singapore, Malaysia, Thailand, Indonesia, Vietnam, Hong Kong, South Korea, and Taiwan, and excludes sales of CRT TV.

Chart 1

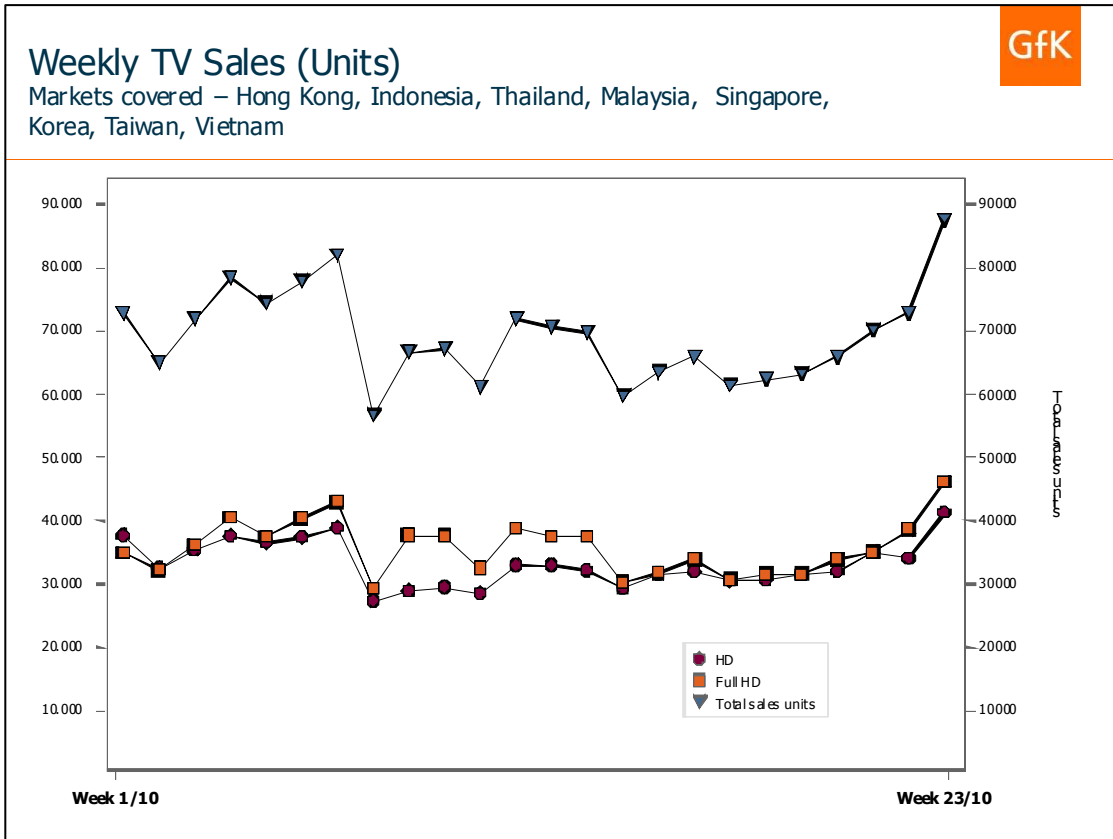


Chart 2:

