

# Web-Enabled TVs Leading Home Viewing Revolution

Contributed by eMarketer  
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## Half of Americans have or want internet-connected TVs

Americans are becoming more and more comfortable with alternative ways of viewing long-form video, and online viewing of full TV episodes is on the rise and accounting for an ever-greater share of online video viewing.

With these changes in viewing habits, video viewers will increasingly look to enjoy these experiences on a big screen.

Despite disagreement on the absolute numbers, two forecasters project dramatic growth in sales of internet-enabled television sets around the world as the digital home becomes a reality.

iSuppli Corporation estimated in July that 28 million web-enabled TVs would be sold worldwide this year, more than double sales in 2009. By 2014 the firm forecasts a 428.6% increase to 148 million units sold.

DisplaySearchÂ released a higher estimate of sales for 2010, at 45 million units worldwide, and a more conservative projection for 2014, of 119 million. This still predicts triple-digit growth over the period, of 164.4%.

The absolute numbers may be different, but agreement on such a dramatic growth curve points to real interest among Americans in hooking their televisions up to the internet.

Survey data from consumer electronics site Retrevo indicates that about half of internet users have either already connected their TV to the web or are interested in doing so.

“Nearly a quarter of US internet users have already connected their TVs to the internet and another quarter would like to,” said Paul Verna, eMarketer senior analyst. “That means that if the number of people who wish to connect their TVs did so, the universe of web-enabled TV would be approximately 108 million viewers, using eMarketer’s estimate of 221 million US internet users in 2010.

“This spells a huge opportunity for consumer electronics manufacturers to deliver this connectability in easy-to-use, affordable ways, whether through TVs, set-top boxes, Blu-ray players, game consoles or any combination of the above.”

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