

# SLOWDOWN OF TV USAGE MAY ULTIMATELY SLIDE TO ITS EXTINCTION

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**Abstract :** With advanced technology and continuous innovation, people have started using alternative ways for viewing television ie Desktop computers, Notebook, ipod and tablet. The app world is born in the year 1993, by IBM the giant of IT world, and reached a record 44 billion downloads as recorded in the year 2013. Year 2013-14 is recorded a \$100+ billion revenue per clients. The APP's gigantic shares are from Apple, Amazon, Blackberry, Google, Nokia, Microsoft and Samsung. If the trend continues it would be very difficult for the television industry to survive in its existing form. Hence it would either get extinct or will have to innovate into a totally new product.

**Key words:** TV, Television , Television Market, Extinction of TV, Alternatives to TV, Trends in television.

**Introduction :** Television (TV) is a communication medium typically used in the 2000s for transmitting and receiving moving colour images and sound with synchronisation. Commercially the TV set has become commonplace in homes, businesses and institutions, particularly as a vehicle for advertising, a source of entertainment, and news.

Since the 1950s, TV has been the main medium for moulding public opinion. Since the mid-1960s, color TVs have been widely available. Since the 1970s, the availability of media such as video cassettes (mid-1970s), laserdiscs (1978), DVDs (1997) and high-definition Blu-ray Discs(2006) has enabled viewers to use the television set to watch recorded material, such as movies, as well as broadcast material. In recent years, Internet television has seen the rise of TV available via the Internet through services such as iPlayer and Hulu.

In 2009, 78% of the world's households owned at least one TV set, an increase of 5% over 2003. One major change in television technology was the replacement of the long-dominant CRT technology with various flat-panel TVs using LCD, plasma or LEDs. In 2013, 87 percent of TVs sold were colour LCD screen TVs.

Although other forms such as closed-circuit television (CCTV) are in use, the most common usage of the medium is for broadcast television, which was modelled on the existing radio systems developed in the 1920s, and uses high-powered radio-frequency transmitters to broadcast the TV signal to individual TV receivers.

The broadcast television system is typically disseminated via radio transmissions on designated channels in the 54–890 MHz frequency band.[4] Signals are now often transmitted with stereo or surround sound in many countries. Until the 2000s, broadcast TV programs were generally transmitted as an analog television signal, but during the decade several countries went almost exclusively digital. In addition to over-the-air transmission, TV signals are also distributed by cable and satellite systems.

A standard television set comprises multiple internal electronic circuits, including those for receiving and decoding broadcast signals. A visual display device which lacks a tuner is properly called a video monitor, rather than a television. A TV system may use different technical standards such as digital television (DTV) and high-definition television (HDTV). TV systems are also used for surveillance, industrial process control, and guiding of weapons, in places where direct observation is difficult or dangerous. Some studies have found a link between infancy exposure to TV and ADHD.

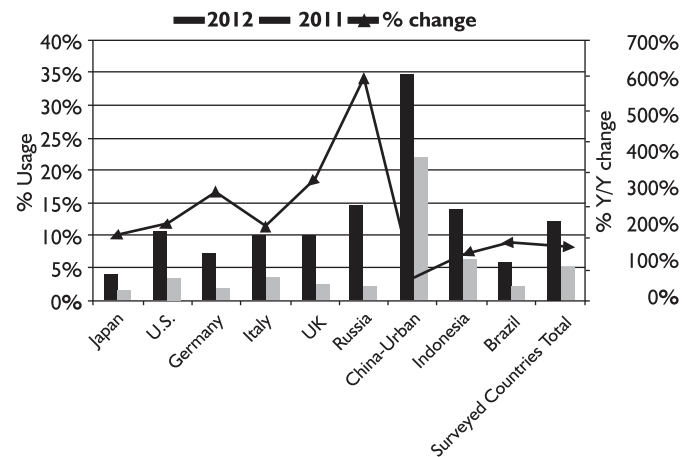
Hence television has gained lots of importance over the years but due to innovation in the mode of viewing it, its existence might eventually collapse.

Objectives (of the paper):

To find out the future of the television industry.

Future of television industry:

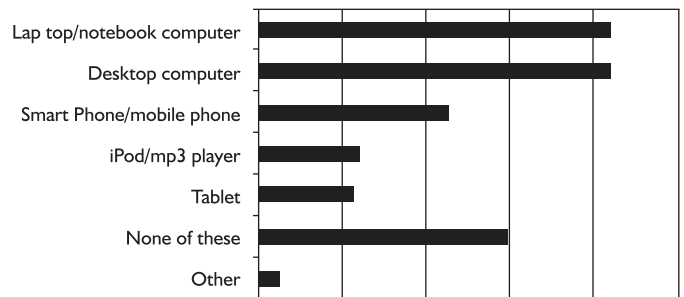
**Figure 1: Tablet Usage for TV/Video Content Viewing by Countries Surveyed**



Source: <http://sbx.speakerboxpr.com/blog/bid/146772/No-TV-No-problem-Stats-Highlight-Consumer-Viewing-Habits>

**Analysis of the graph:** From the above graph we can clearly understand that the use of tablet for television viewing has clearly increased in the countries surveyed. Hence people have started using alternative ways of viewing television this would eventually cause reduction in the purchase of television.

**Figure 2: Alternate ways Consumers View TV/Video Content**



Source: <http://sbx.speakerboxpr.com/blog/bid/146772/No-TV-No-problem-Stats-Highlight-Consumer-Viewing-Habits>

**Analysis of the graph:** From the above graph we can clearly understand that people have started using different ways for viewing television.

**Television sales:**

According to a forecast, TV sales will fall below 200 million this year, and descent to that level may slip back a few quarters. But for the second straight year IHS reported this week that sales had fallen. They fell 7 per cent in 2012 to reach 238 million, and they have fallen a further 6 per cent to 225 million. They would have to fall another 11 per cent in 2014 to go under 200 million and for our forecast to be spot on, but certainly the run rate could drop below 50 million a quarter by the third quarter.

The problem seems to be that there is a "rare" deceleration in the liquid-crystal display (LCD) TV space in China, in the Asia-Pacific and in Eastern Europe. These are the markets that everyone said would hold up. But they are also the markets that were latest to embrace tablets and now tablet mania is taking hold, replacing secondary TV sets in many instances.

“The global TV market continues to be in transition following a golden period of tremendous growth from 2009 to 2011,” said Jusy Hong, principal analyst for consumer devices at IHS. “Television shipments were down again in 2013 just like in 2012, but an unusual development was the slow market last year in China, Asia-Pacific and Eastern Europe – until recently among the brighter spots for the industry.”

Consumers in North America and Western Europe continue to show little appetite for buying new TVs, and are all nearly saturated from flat-panel sets during the last major upgrade of the growth years.

China didn't suffer its reversal until the third and fourth quarters of 2013 partly because of the expiration of a subsidy programme in Beijing. If you drive that kind of reversal through the next 12 months, instead of just the last six, then LCD TV sales must fall once again.

LCD TV shipments in China fell to 13 million units, down from 14.0 million a year earlier and the fourth quarter declined to 14.4 million, compared to 14.5 million a year earlier. Asia-Pacific LCD TV shipments were 23.8 million, down from 25.4 million in 2012. New suggestions coming out of China are that 2014 sales will be closer to 45 million, down at least 3 million and all the hopes rest on a renewed subsidy, which has been predicted a few times, but not materialised.

Display Search reported that a last quarter push on 4K devices got China over the line with an extra million sales in the last quarter.

source: [http://www.theregister.co.uk/2014/03/24/tv\\_sales\\_dropping/](http://www.theregister.co.uk/2014/03/24/tv_sales_dropping/)

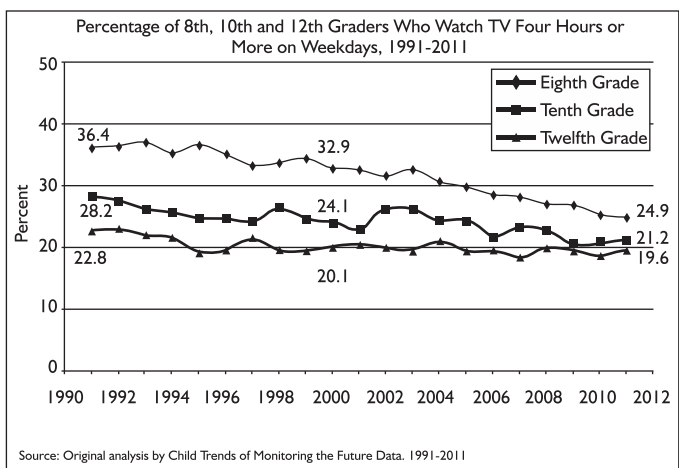
**Analysis :** From the above data we can clearly say that the television sales are expected to go down and this might be a threat to the television industry.

Television purchase reduced in America.

The number of American households with access to a television set and a TV signal is shrinking. People are preferring to play video games and browse online, this finding was done by the company Nielsen .

source: [http://mediadecoder.blogs.nytimes.com/2012/05/03/nielsen-reports-a-decline-in-television-viewing/?\\_php=true&\\_type=blogs&\\_r=0](http://mediadecoder.blogs.nytimes.com/2012/05/03/nielsen-reports-a-decline-in-television-viewing/?_php=true&_type=blogs&_r=0)

**TV viewing in younger generation**



**Analysis:** The above graph suggests that the television viewing has reduced in young generation .

**Conclusions:**

- 1) Television viewing has reduced significantly round the world.
- 2) Alternative ways of viewing television has increased.
- 3) If the trend continues television sales would continue to go down.
- 4) Television industry should innovate otherwise its sales would suffer heavily.

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