

Plan Your Television Purchase



FIND THE RIGHT TIME TO BUY

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

Overall, TV prices have been on the rise, but the months of August and November consistently show a significant dip.



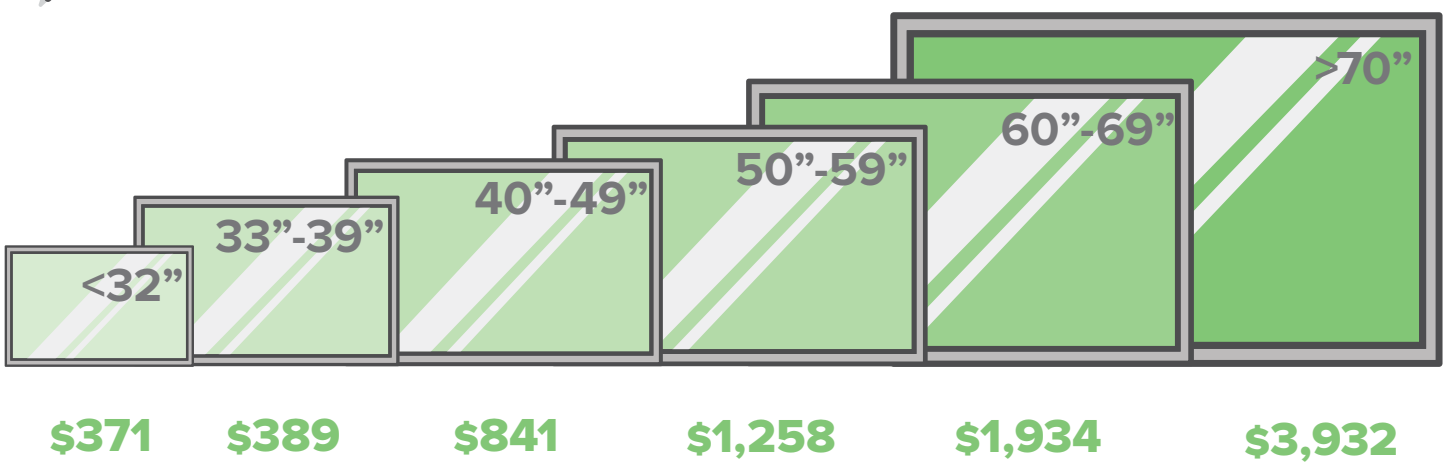
WANT A CHEAPER TV? Don't Buy a Brand New Model



Over time, the average price **gradually decreases**. To get a better deal, consumers should consider buying older models.



Average TV Prices Increase with Screen Size



Screen size is a critical feature considered by consumers when buying a TV. Most TVs are in the 30- to 60-inch range. Starting at 50 inches, the average price increase is progressively higher than for TVs less than 50 inches.

WANT MORE FEATURES? Be Prepared to Pay More



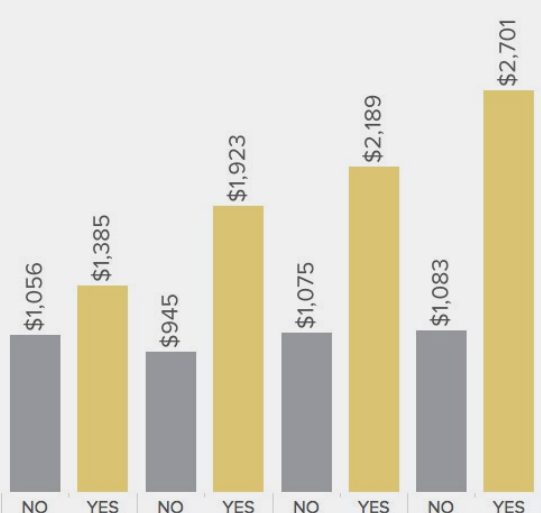
Non-featured TV



Featured TV

42% of LED/LCDs are featured*

The average price of featured TVs is **63.9% higher than non-featured ones**.



The top features we focused on are:

- 4K** Ultra HD,
- 3D** TV,
- Smart TV**, and
- Curved Screen**

Average price of smart TVs is only 23.8% more than non-featured TVs of the same kind.

3D and 4K TVs are more expensive than smart TVs.

For now, only Samsung offers curved LED/LCDs, with one exception from Sony.

*Featured TVs refer to TVs that have at least one of the above-mentioned features.