



Television Online Category Report

October 2015 – September 2016

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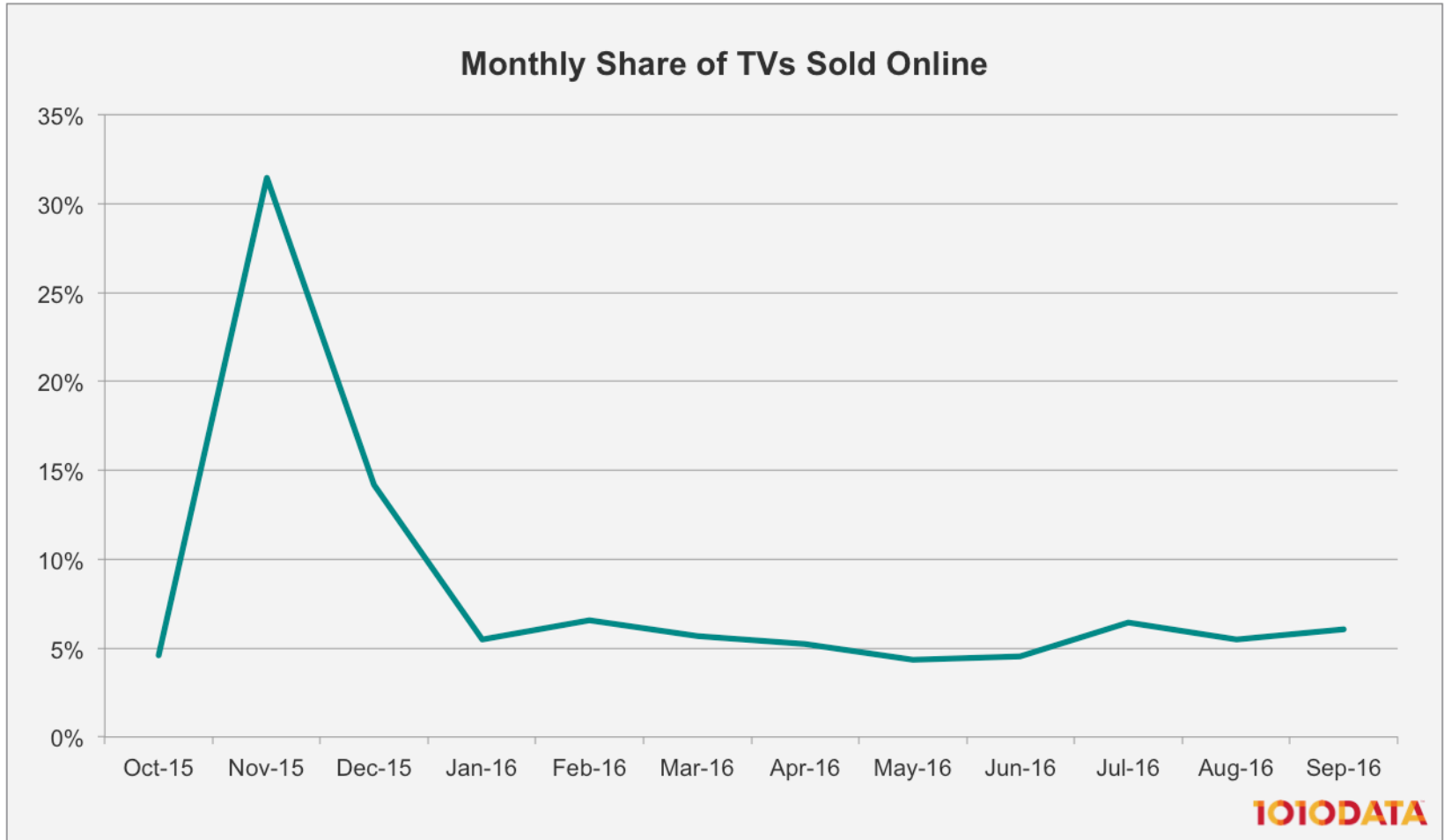


Key Takeaways

As we approach Black Friday, 1010data decided to analyze online TV sales from October 2015 to September 2016. Through our analysis we uncovered:

- The online TV category generated \$3.2 billion in sales and grew 40 percent year over year
- Almost half of online TV sales occurred during November/December
- Best Buy had the highest proportion of online TV sales
- Samsung is the number one TV brand sold online
- Low-price models from Sceptre and TCL are among the most popular TVs sold online

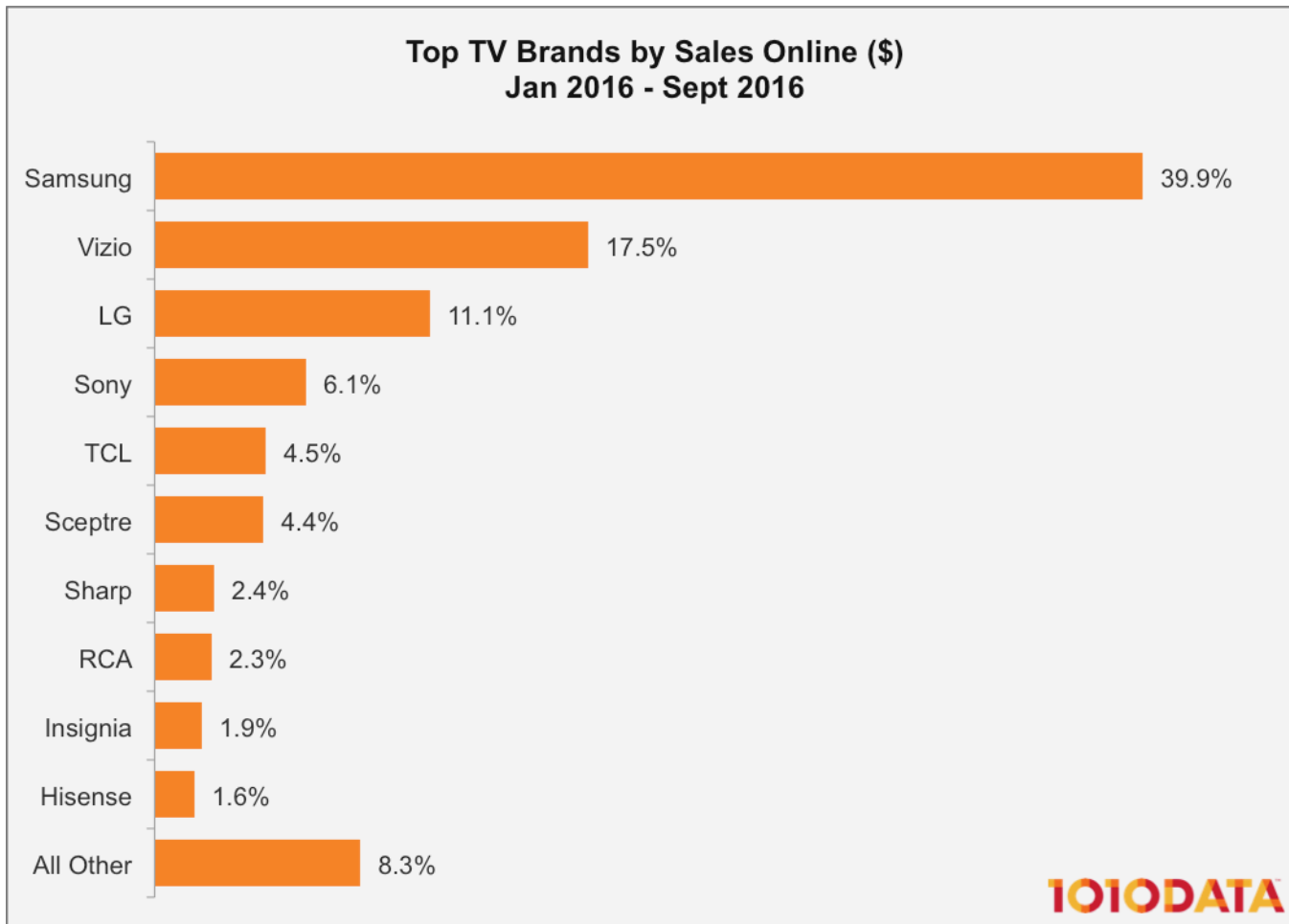
45% of online TV sales occurred during November and December



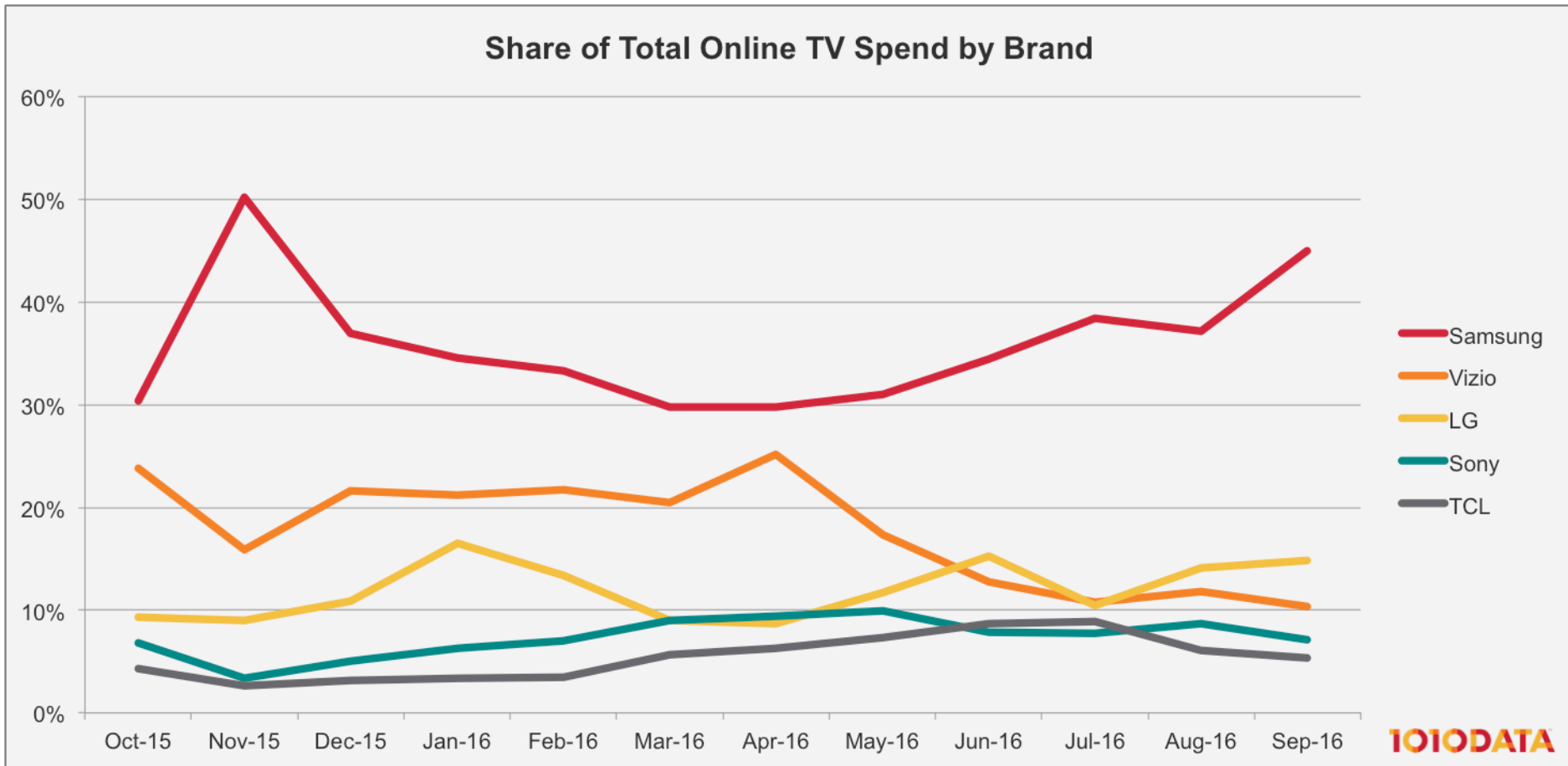
Best Buy is the top TV retailer online and experienced a 6-point share increase YOY



Samsung is #1, but brands like Sony and TCL are growing quickly



Samsung sales peaked in November 2015, while Vizio has been in decline since May 2016



The most popular TVs are 32-inch or 40-inch and cost an average of \$215

Most Popular TVs Sold Online

| Product | Popularity Index | Average Cost |
|---|------------------|--------------|
| 1. SCEPTRE X322BV-M 32 LED Class 720P HDTV with ultra slim metal brush bezel, 60Hz | 10,000 | \$135.00 |
| 2. SCEPTRE X405BV-F 40 LED Class 1080P HDTV with ultra slim metal brush bezel, 60Hz | 8,745 | \$216.32 |
| 3. TCL 32S3800 32-Inch 720p Roku Smart LED TV (2015 Model) | 7,569 | \$173.07 |
| 4. TCL 40FS3800 40-Inch 1080p Roku Smart LED TV (2015 Model) | 5,118 | \$272.63 |
| 5. Sceptre X505BV-F 50 1080p 60Hz LED HDTV | 5,086 | \$319.14 |
| 6. RCA LED32G30RQ 32 720p 60Hz Class LED HDTV | 4,592 | \$148.86 |
| 7. Samsung - 40 Class (40 Diag.) - LED - 1080p - Smart - HDTV - Black | 3,798 | \$350.06 |
| 8. Samsung UN32J5205 32-Inch 1080p Smart LED TV (2015 Model) | 3,404 | \$183.24 |
| 9. Samsung - 60 Class (60 Diag.) - LED - 2160p - Smart - 4K Ultra HD TV - Black | 3,240 | \$1,324.00 |
| 10. Samsung UN40J5200 40-Inch 1080p Smart LED TV (2015 Model) | 3,189 | \$237.36 |

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Data Methodology

1010data utilizes a number of sources of consumer spending data representing millions of consumers to provide an accurate assessment of online and offline retail sales, market share, and more. Our data enables clients to track consumer behavior using high-quality, granular datasets that are often difficult to source, cleanse, and consolidate.

**More questions?
Contact 1010data at
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