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New data shows we all want bigger televisions

40-inch no longer big enough

by Stuart Miles published on 24 December 2007

We all want bigger televisions if new data from market research firm Gfk commissioned by Sharp is to be believed.

According to data captured in October, Gfk says that sales of flat screen televisions have risen by 182% year-on-year as more and more people use the excuse of the digital switchover to buy a new television.

According to the figures published on the 24 December, we are also buying bigger televisions with data showing that in the last 12 months, sales of televisions bigger than 46 inches have grown by 272%.

"Big screens are no longer for just shop windows or shiny office receptions", said Mike Gabriel, head of marketing and communications for Sharp. "With living space at a premium, our 42 inch range of AQUOS TVs have been designed to occupy the same space as its 37-inch predecessor once stood."

Sales of 40-42 inch TVs have also increased to 128% and sales of 37-in screens have risen by 308%.

Tommaso Monetto, Sharp product manager AQUOS LCD TV, said: "The growth in the popularity of larger screen TVs is underlined by the fact that last year our most popular range was the 42-in. Although we have seen a growth in sales of 46% in this range since January 2006, this has now been eclipsed by the 46-in range in 2007 - sales of which have shot up a whopping 150%".

