

Press Release

J.D. Power Reports:

Good Picture Quality at the Right Price Is Top Consideration When Purchasing a High-Definition Television

Sony and Vizio Rank Highest in Customer Satisfaction with Smaller than 50-Inch Televisions;
Samsung Ranks Highest in Satisfaction with 50-Inch or Larger Televisions

WESTLAKE VILLAGE, Calif.: 9 July 2013 — Customers who recently purchased a high-definition television cite picture quality and price as the two primary reasons for selecting their TV, according to the J.D. Power 2013 High-Definition Television (HDTV) Satisfaction ReportSM released today.

The report measures satisfaction with HDTVs among customers who purchased one in the past 12 months. Satisfaction is evaluated across seven factors: performance; reliability; ease of operation; style/appearance; features; price; and warranty.

Among customers who purchased an HDTV that is 50 inches or larger, picture quality is cited most often as the reason for their selection (66%), followed closely by price (62%). Among customers who purchased an HDTV smaller than 50 inches, price (68%) is the leading reason, followed by picture quality (58%).

“Customers purchasing a smaller HDTV tend to be more price conscious than those purchasing a larger HDTV,” said Christina Cooley, director in the diversified services industries practice at J.D. Power. “Yet, we find that customers who buy larger HDTVs are more likely to research brands and features before making their purchase.”

The report finds that among customers who purchased a 50-inch or larger HDTV, 27 percent visited the manufacturer’s website, compared with 21 percent among those who purchased an HDTV smaller than 50 inches. Both groups of customers indicate that the in-store display was their primary source of information during the shopping process, with approximately one-half indicating that they relied primarily on the in-store displays.

“Consumers are doing their homework before visiting a retailer; however, it’s not until they actually see the TVs side by side that they ultimately decide which brand, size and type to buy,” said Cooley. “It’s vital that consumers are able to clearly see and experience the various benefits provided across the manufacturers’ offerings and have access to knowledgeable salespeople to help them decide which TV will best suit their needs.”

According to the report, there is a notable shift in customers’ selections of HDTV technology year over year. In 2013, a larger percentage of customers have purchased LED televisions (44%) vs. LCD (39%) or plasma (17%) televisions, compared with LCD (41%), LED (33%) and plasma (19%) in 2012.

“LED televisions have traditionally been more expensive than LCDs, but we’re seeing the price points of the two technologies converge, allowing more consumers the option to cross-shop both technologies,” said Cooley.

TV Technology

Among the latest television technologies in the market are Smart TV and 3D TV. Smart TV—sometimes referred to as connected TV or hybrid TV—allows web viewing from the television, while 3D TV provides depth perception to the display.

The report finds that 67 percent of customers with HDTVs 50 inches or larger and 43 percent of those with HDTVs smaller than 50 inches have a Smart TV. In comparison, 36 percent of customers with HDTVs 50 inches or larger and 16 percent of those with HDTVs smaller than 50 inches have a 3D TV.

“While 3D HDTV technology may not be as popular as manufacturers had hoped, Smart TV is resonating well with consumers, who like its focus on online interactive media, Internet TV and streaming media,” said Cooley.

Report Rankings

Sony and Vizio rank highest in a tie in customer satisfaction with HDTV brands in the under 50 inches segment with a score of 858 (on a 1,000-point scale). LG Electronics and Samsung, follow Sony and Vizio in a tie at 854. Overall customer satisfaction in this segment averages 851.

Samsung ranks highest in the 50 or more inches segment with a score of 879. Overall customer satisfaction in this segment averages 872.

J.D. Power offers the following tips to consumers shopping for an HDTV:

- Research TV brands before shopping at a retailer in order to gauge which brands should be considered given the size requirements, type of TV and the specific features you are looking for.
- Spend time at the retailer looking closely at the TVs, paying particular attention to the picture quality. You want to make sure you are getting the best picture quality for your budget.
- Find knowledgeable retail staff to talk to regarding the differences between the types of TVs and new technologies, such as 3D and Smart TVs, and the benefits of each.

The 2013 High-Definition Television (HDTV) Satisfaction Report is based on responses of more than 6,000 customers who purchased an HDTV in the past 12 months. The study was fielded in May and June 2013.

About J.D. Power

J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. Headquartered in Westlake Village, Calif., J.D. Power has offices in North/South America, Europe and Asia Pacific. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power is a business unit of McGraw Hill Financial.

About McGraw Hill Financial

McGraw Hill Financial (NYSE: MHFI), a financial intelligence company, is a leader in credit ratings, benchmarks and analytics for the global capital and commodity markets. Iconic brands include Standard & Poor's Ratings Services, S&P Capital IQ, S&P Dow Jones Indices, Platts, CRISIL, J.D. Power, McGraw-Hill Construction and Aviation Week. The Company has approximately 17,000 employees in 27 countries. Additional information is available at <http://www.mhfi.com>.

J.D. Power Media Relations Contacts

Syvetril Perryman; Westlake Village, Calif.; 805-418-8103; media.relations@jdpa.com

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power. www.jdpower.com

Follow us on Twitter [@jdpower](https://twitter.com/jdpower)

(Page 3 of 3)

Note: Two charts follow.

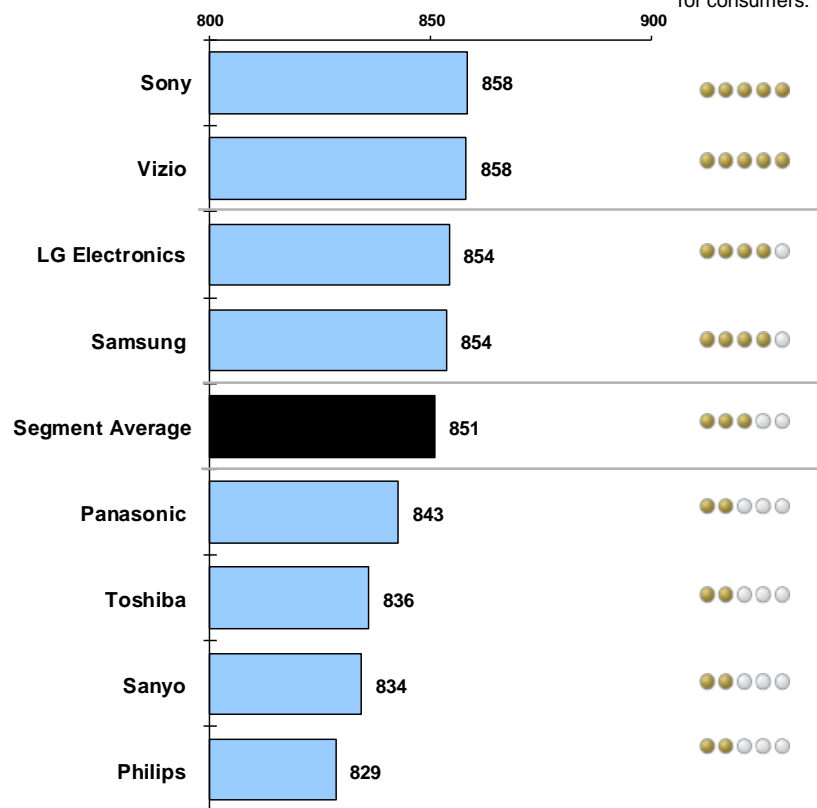
J.D. Power

2013 High-Definition Television Satisfaction ReportSM

Customer Satisfaction Index Ranking Under 50 Inches

(Based on a 1,000-point scale)

JDPower.com
Power Circle RatingsTM
for consumers:



Power Circle Ratings Legend

- 4 Gold, 1 White: Among the best
- 3 Gold, 2 White: Better than most
- 2 Gold, 3 White: About average
- 1 Gold, 4 White: The rest

Source: J.D. Power 2013 High-Definition Television Satisfaction ReportSM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power 2013 High-Definition Television Satisfaction ReportSM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle RatingsTM are derived from consumer ratings in J.D. Power studies and reports. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

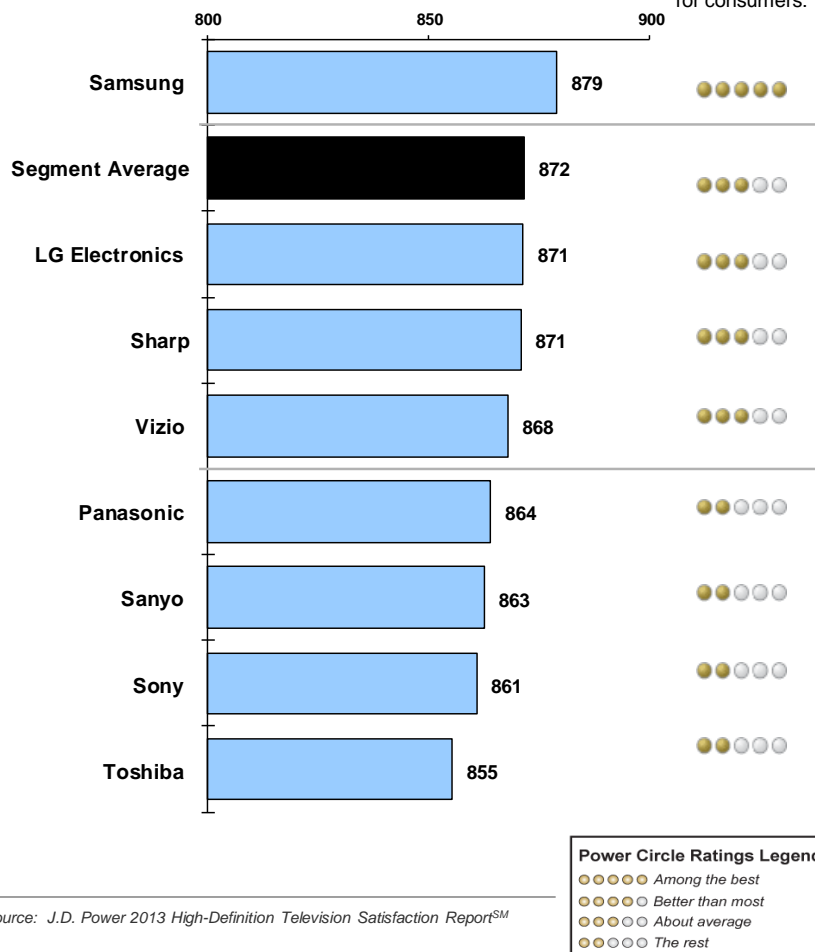
J.D. Power

2013 High-Definition Television Satisfaction ReportSM

Customer Satisfaction Index Ranking 50 or More Inches

(Based on a 1,000-point scale)

JDPower.com
Power Circle Ratings™
for consumers:



Source: J.D. Power 2013 High-Definition Television Satisfaction ReportSM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power 2013 High-Definition Television Satisfaction ReportSM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies and reports. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.