

## IN PH, TV IS NOT DEAD, IT'S EVEN GETTING BIGGER

Pinoys still love television, remain particular about the picture quality on their screens, and are "stepping up" their TV choices from basic ones to those with more high-tech features.

These are the recent observations of electronics company Sony Philippines, which, without disclosing figures, says they are "very happy" with results this past year.

"Picture quality remains the basic requirement for TV [buyers]," says Coycoy Cordova, senior marketing manager. "That's why Sony continuously strives to deliver the best picture quality to [customers]. We see the market also stepping up from their current television units. For instance, basic TV owners have already started to step up to internet and 4K TVs."

It's a stable growth that Sony sees spilling to 2019, says Cordova. Aside from purchasing units with higher screen resolutions, such as their Bravia 4K and other ultra high-definition

(UHD) TVs, the company expects buyers to go for those with larger screens, from 45 inches and above.

"The market demand for 4K UHD TVs is expected to experience growth as the average selling price is starting to drop. The 4K ratio is expected to increase to up to 40 percent in 2019. This means that four out of 10 customers are expected to purchase a 4K UHD TV," says Cordova.

Aside from resolution and screen size, design and user experience are also top priorities for Sony when it comes to TV innovations.

"Design is also a key consideration [for buyers], as the TV set will occupy living spaces. It's important that the TV maintains the harmony of the consumers' living spaces while still making a statement," says Cordova.

"User experience is another important factor. Apart from regular viewing, it's important for customers that they can eas-

ily stream from their TVs; gaming experience is more enjoyable; and the TV allows them to throw content from their mobile phone, among many other things," she adds.

And speaking of mobile, Cordova says that while the use of such devices has become more prevalent in the country, traditional still trumps digital—and that TV is still the most dominant medium.

"The increased usage of mobile phones ... is actually an opportunity for us. We have made user experience more seamless with mobile contents easily thrown to the TV with our Bravia TVs' built-in Chromecast feature. We have made streaming services such as Youtube and Netflix easily accessible in our Bravia TVs. For many of our customers, a bigger device is still better for content viewing," she says. "Mobile devices are actually complementary devices for TVs for better viewing and user experience."

Cordova believes it's an exciting time for TV, especially with the quick and continuing development of new technologies.

"At the end of the day, we all just want to provide a product that the customers can truly enjoy and something that's worth our customer's hard-earned money," she says. —ANNELLE

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