

AI could make TVs significantly more expensive.

The AI craze is causing a shortage of RAM memory chips, which could drive up the prices of TVs, phones, and gaming consoles in the coming years.

The explosion of artificial intelligence is causing a global RAM shortage, a phenomenon many experts jokingly call '**RAMageddon**'. This not only affects computer prices but could also make many other electronic devices more expensive, including TVs, game consoles, smartphones, and even high-tech home appliances.

However, if you're planning on buying a new TV, **now might be a better time than waiting**.

The AI craze is driving memory prices up sharply.

According to a report by Axios, a smart TV typically needs between **1GB and 8GB of RAM** to run its smart TV features and process video and data. Over the past year, the price of memory chips commonly used in 4K TVs has **more than quadrupled**.

These increased costs will most likely be passed on to consumers. Market analysis firm TrendForce says that a price increase for TVs is almost 'unavoidable', while Samsung has also acknowledged that it may have to adjust product prices.

However, TVs still use less memory and simpler chips compared to devices like personal computers or smartphones. Therefore, if TV prices increase, the increase may **not be as drastic as with other tech devices**. The specific price increases will likely become clearer when manufacturers announce their new TV lineups for 2026.

The main reason lies in the explosion of AI data centers. Large technology corporations like Microsoft, Google, and Nvidia are buying massive quantities of memory chips to power their AI infrastructure.

Meanwhile, TV manufacturers typically don't have the same purchasing power as tech giants. When memory supplies become scarce, prices will rise, product launch plans will be adjusted, and profit margins for smaller companies will shrink.

Marco Mezger, executive vice president of memory technology company Neumann, said that when memory supplies are tight, smaller businesses are often hit harder than giant technology corporations.



Why is now a good time to buy a TV?

The good news for consumers is that **rising RAM prices haven't yet impacted the TV retail market** . This makes now one of the most opportune times to buy a new TV.

In fact, smart TV prices have **dropped by about 15% from 2024 to early 2026**. Additionally, many manufacturers often lower prices during this period to make room on shelves for upcoming new TV models.

The TVs currently on the market were priced before the RAM crisis significantly impacted the supply chain. Therefore, buyers can still find many attractive deals, such as a 65-inch Samsung OLED TV for around \$900.

Another factor that helps keep TV prices low is that many manufacturers generate additional revenue by collecting user data from smart TV platforms.

All of this has resulted in the current TV market offering many attractive discounts. If you're considering buying a new TV, **you might not want to wait too long** .

How long will the RAM shortage last?

There is currently no definitive answer to this question. However, many industry analysts believe that the memory market may **not return to normal before 2028** .

Demand from AI is projected to consume **approximately 70% of all high-end DRAM by 2026**. This is leading manufacturers to prioritize producing memory chips for AI data centers over less advanced chips used in TVs or home appliances.

Although investors are pouring billions of dollars into expanding memory chip production, building a new factory still takes a considerable amount of time. In Taiwan alone, the process of bringing a factory into

operation takes about **19 months** , and in the US it can take even longer.

Therefore, the prices of TVs and many other electronic devices are likely to **remain high for the next few years.**

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