

# Why do smartphone brands jump to make TV?

There are three main reasons for this fairly common situation.

Many years ago, consumers were only familiar with traditional color TV brands such as Samsung, LG, Sharp, Sony, Hitachi, Panasonic or more recently TCL, Skyworth . But now, looking out market, we can see the TV market participation of manufacturers . mobile phones. From Xiaomi to Huawei, and now even the presence of OnePlus, Huawei, Motorola and Nokia. In the Vietnamese market, the Vsmart brand is fumbling into the smartphone market and is not afraid to challenge the TV market, showing its willingness to compete with international brands.

But with lower and lower prices, LCD TVs have become increasingly close to everyone. It is also the reason why sales of this product line tend to decrease, causing the entire LCD TV industry to enter a "cold winter". So why do old and new companies become so "crazy"?

Remember, the competition in the field of TV is fierce, from image quality to audio applications. Even big or old TV brands are sometimes unsure of what consumers are looking for. But maybe this is also the reason why mobile phone makers are hopeful to gain a corner of this market share pie.

According to technology experts, there are three main reasons to explain this new trend.

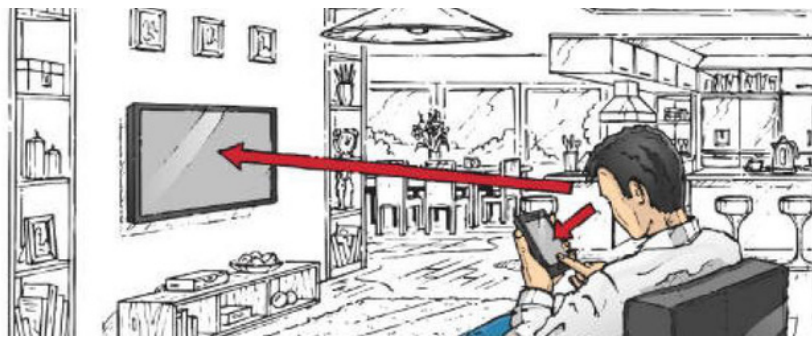


The TV market is suddenly becoming cramped.

First, there is the need for conversion and upgrading. With the assimilation of smartphones increasingly clear, many brands of mobile phones on the market have gradually lost the attention of users. As phones become more and more similar in appearance and configuration, the brand's distinctive mark will gradually fade. Therefore, mobile phone brands must transform, both in technology and in products. And TV is a device that has quite a lot of similarities in technology with smartphones. It is no coincidence that Smart TVs can now be compared to a large smartphone, with a screen, a chip, RAM, an operating system . And in fact, the TV manufacturing industry also needs a conversion, upgrades, and opportunities are evenly spread to all technology companies who want to get involved.

Second, is the influence of the brand. Compared to the TV industry, the mobile phone market is changing so fast. And the consequence of each of these revolutions will be that some "veterans" are eliminated over time. Some typical faces like HTC, Nokia . But if you switch to the field of TV early, technology companies have more ways to increase the presence of their own brand image. As brands become more popular, get more exposure to consumers, create a deep impression, they will bring the opposite business benefits to the company, in selling other products.

Third, there is a diverse development need. Technology companies all want to develop under a diversification strategy. In the past, large phone companies only produced products close to smartphones like tablets, wireless headsets, or smart watches. But now they need to expand further and TV is the most appropriate audience. Because many functions in smartphones can be used simultaneously on TV. Therefore, this trend helps to expand the ecosystem, benefiting the mobile manufacturing industry.



Manufacturers want to maximize profits and control users full time.

In addition, according to in-depth analysis research, in the age of IoT (Internet of Things), interoperability between small-screen mobile phones and large-screen smart TVs is an inevitable development trend. . Therefore, if the phone companies enter the field of TV production, they can achieve sales breakthroughs. TV keeps users in the living room, and smartphones follow users everywhere. The ultimate beneficiary will always be the manufacturer.

In the future, more mobile phone companies are expected to participate in the smart TV game. And what more could this wave bring about? Let's wait and see.

Reference *Sina*

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