

NEWS RELEASE

ElectroniCast Consultants



Professional Production LED Lighting Global Market Forecast

According to ElectroniCast, the worldwide market value of LED Production Lighting will increase at 17% per year (2015-2020)...

Aptos, CA (USA) – January 18, 2016 -- ElectroniCast Consultants, a leading market research consultancy covering the LED lighting industry, today announced the release of their global market forecast of the use of light emitting diode (LED) professional production lights in Television/Broadcast, Motion Picture, and Videography.

According to the market forecast report, the global consumption of LED professional lighting lamps/fixtures reached \$178 million in 2015. During the forecast period, the value of the LED fixtures with lamps is forecast to increase at an average annual growth rate of 17%, to \$390 million in the year 2020. Market forecast data in the study report refers to consumption (use) for a particular calendar year; therefore, this data is not cumulative data.

TV/Broadcast stations worldwide continue to retrofit their studios with LED-based production lights, to improve the picture quality with the new HDTV-based requirements. Also, other benefits of LED lighting versus the incumbent lighting is the consumption of less electrical power, since LEDs use less energy and also less air conditioning is required since heat generated by LED lights is negligible.

LED production lights in the motion picture/film category is driven by requirements for lighting effects and set lighting, mainly because of its flexibility. A single light source can generate a great variety of colors. Additionally, continuous cost/performance improvements driven by technological advancements are driving the LED lighting fixture market from a niche-only solution to a general use solution.

The worldwide value of LED-based production lighting in the Television/Broadcast segment was \$94 million in 2015, compared to \$50 million in the Motion Picture category and \$34 million in the Videography industry segment. "The volume (quantity) of LED-based lighting in the TV/Broadcast industry sector is forecasted to increase at 20% per year (2015-2010)," said Stephen Montgomery, principal analyst of LED market research at ElectroniCast Consultants.

"LED lighting means very low generated heat. The LEDs operate relatively cool to touch, so they can be moved easier, faster and safer versus incumbent light. Also, the broadcast studio stays cool, which provides a comfortable work environment," Montgomery added.

This market forecast report is available immediately from ElectroniCast Consultants. For detailed information on this or other services provided by ElectroniCast, please contact Theresa Hosking, Marketing/Sales; thosking@electronicastconsultants.com (Telephone/USA: 831-708-2381)

ElectroniCast Consultants – www.electronicast.com specializes in forecasting trends in technology forecasting, markets and applications forecasting, strategic planning and consulting. ElectroniCast Consultants, as a technology-based independent forecasting firm, serves industrial companies, trade associations, government agencies, communications and manufacturing companies, as well as the investment/financial community. Reduction of the risk of major investment decisions is the main benefit provided. ElectroniCast Consultants' goal is to understand the challenges and opportunities facing clients and to provide timely, accurate information for strategic planning.

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**LED Professional Production Lighting
Global Consumption Market Forecast
(Value \$Million)
Source: ElectroniCast Consultants**

