

Press Release

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Buying an LCD TV in Argentina or Brazil costs 42% more...

Buenos Aires, ARGENTINA – According to a new research study conducted by IFR South America, buying an LCD Television in Argentina or Brazil will cost consumers more, up to 42% more than the median for the whole region.

Even with retailers pushing sales, Argentina and Brazil have the highest prices for LCD Televisions, and it is by design that both countries have local manufacturing facilities for LCD Televisions. Unlike Chile where imports from Asia can enter without tariffs due to an agreement, both Argentina and Brazil have a protection system for their national industry so their import taxes are higher.

It is estimated that retailers and vendors across Argentina will sell one million LCD Televisions during this year more than double the sales from 2009. Already in June 2010 over 600K LCD Televisions have been sold.

For the full article published in El Cronista on 21 June 2010, please see next page.

IFR Monitoring helps retailers and manufacturers measure critical Shelf, Print Advertising and Internet share across the country and around the world. IFR Monitoring exists in over 60 countries, and is part of the GfK Group, the No. 4 market research company worldwide.

For questions, please contact Jose Gey at JGey@ifrmonitoring.com

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