SANTA CLARA, CA – Use of tablets such as the iPad and Android-based devices by consumers for viewing TV/video content more than doubled in 14 regional markets, says **NPD DisplaySearch**
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This growth occurred in conjunction with increased tablet adoption in these markets.

The fastest growing region for tablet usage is Turkey, with tablet use growing from 3.1% in 2011 to 16.5% in 2012.

In addition, there was strong tablet usage growth in Germany (up nearly fourfold year-over-year), France and the US (both up more than threefold year-over-year).

Besides tablets, consumers are also leveraging other alternate electronic devices such as laptops and mobile phones to view TV/video content. More than 70% of consumers use alternate electronic devices such as tablets, notebook PCs, smartphones, MP3 players and desktop computers to view TV/video content, says the firm.

In mature markets like the US, the UK and Germany, a higher number of people view video content on portable computing devices, such as tablets and notebook PCs. In emerging markets like China, Indonesia, Russia and Turkey, consumers report they view content on mobile devices such as smartphones, likely due to the relatively high penetration of wireless networks, says NPD DisplaySearch.

“While the trends vary by region, it is evident that consumers around the globe are watching more video and TV content with their portable electronic devices, as these provide additional means of accessing content,” noted Riddhi Patel, research director of consumer insights for NPD DisplaySearch. “Despite this increase, however, TVs still remain the primary device of choice for viewing TV content, with 30% of consumers reporting that they view TV/video content on TVs alone.”

Despite increasing use of tablets and alternate smart devices, TV replacement cycles were shorter in 2012 than in 2011 in all the countries surveyed, as consumers expressed the desire for improved picture quality, larger size and HD performance, all of which are fulfilled with their adoption of flat panels. Increasing availability of these sets in a range of sizes and declining prices meet up with consumer needs and preferences globally. LCD continues to dominate global markets as the flat panel technology of choice, says the company.