

**COLOR TELEVISION RECEIVERS:  
U.S. PRODUCTION, SHIPMENTS,  
INVENTORIES, AND IMPORTS,  
SECOND CALENDAR QUARTER  
1980 (PRELIMINARY)**

**Report to the President on  
Investigation No. 332-112  
Under Section 332 of the  
Tariff Act of 1930**

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## Capsulized Trend Analysis

### U.S. production

U.S. production of color television receivers in the second quarter of 1980 was 2.7 million sets, 2.3 percent higher than production in the second quarter of 1979 and 28 percent higher than in the second quarter of 1978. Compared with production in the second quarter of 1979, it was higher in the categories of 17 inches and under and of 18 and 19 inches, but slightly lower for sets 20 inches and over. The share of production contributed by each of the three major screen size categories changed minimally from the first quarter of 1980 to the second quarter of 1980.

### U.S. producers' inventories

U.S. producers' inventories of color television receivers at the end of June 1980 were 988,050 units, 6.8 percent higher than the number in June 1979. Quarterly average inventories for the second quarter were 6.9 percent lower than inventories in the second quarter of 1979 and 8.9 percent higher than those in the second quarter of 1978. Stocks of sets 17 inches and under decreased on the average by 11.6 percent, compared with the levels in the second quarter of 1979. Decreases during the second quarter of 1980 in categories of 18 and 19 inches and 20 inches and over were 5.3 and 6.8 percent, respectively. Compared with the second quarter inventories of 1978, current average quarterly inventories for screen size categories 17 inches and under, were 13.4 percent lower; for 18 and 19 inches, 45 percent higher; and for 20 inches and over, 11.7 percent lower.

U.S. producers' shipments

U.S. producers' shipments of color television receivers in the second quarter of 1980 were slightly less than those in the first quarter. However, in the second quarter, shipments amounted to over 2.2 million sets, 5.8 percent higher than those in the second quarter of 1979 and 7.9 percent higher than shipments in the second quarter of 1978. Shipments rose in the categories of 17 inches and under, and in 18 and 19 inches, but declined in the category of 20 inches and over. Total shipments in the second quarter of 1980 recorded a greater increase over shipments in 1979 than those recorded between the corresponding periods of 1979 and 1978 (5.9 percent compared with 2.1 percent, respectively).

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Table 2.—Complete color television receivers: U.S. imports by producing establishments, by screen size categories, by months, April 1978-June 1980—Continued

Period	Screen size category		
	17 inches and under	18 inches and over 1/2	Total
	Value (1,000 dollars)		
1978:			
April	914	4,834	5,748
May	2,522	4,956	7,478
June	2,973	6,410	9,383
Subtotal	6,409	16,200	22,609
July	3,165	6,439	9,604
August	3,974	5,848	9,822
September	1,619	6,263	7,882
Subtotal	8,758	18,550	27,308
October	4,256	6,580	10,836
November	4,763	7,871	12,634
December	2,062	7,299	9,361
Subtotal	11,081	21,750	32,831
Total, 1978	32,580	74,181	106,761
1979:			
January	2,569	3,158	5,727
February	657	2,800	3,457
March	495	1,786	2,281
Subtotal 2/	3,721	7,744	11,465
April	2,408	31	2,439
May	784	486	1,190
June	794	61	855
Subtotal	3,906	578	4,484
July	3/	3/	3/
August	1,340	3/	3/
September	3/	3/	3/
Subtotal	3/	3/	2,215
October	3/	3/	3/
November	3/	3/	3/
December	3/	3/	3/
Subtotal	3/	3/	3/
Total, 1979	3/	3/	3/
1980:			
January	3/	3/	3/
February	3/	3/	3/
March	3/	3/	3/
Subtotal	3/	3/	3/
April	3/	3/	3/
May	3/	3/	3/
June	3/	3/	3/
Subtotal	3/	3/	3/

1/ U.S. imports of complete color television receivers with a screen size of 20 inches or more were negligible.

2/ Does not include data for two firms accounting for less than 5 percent of total U.S. industry shipments.

3/ Data would reveal operations of individual firms.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 3.—Complete color television receivers: U.S. producers' inventories <sup>1/</sup> of U.S.-made and imported receivers, by screen size categories, by months, April 1978-June 1980

Period	(In units)			
	Screen size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
1978:	:	:	:	:
April	163,996	280,696	358,069	802,761
May	172,604	317,097	376,940	866,641
June	155,579	321,158	351,932	828,669
Average	164,060	306,317	362,314	832,690
July	146,937	311,241	323,551	781,729
August	135,673	288,788	320,082	744,543
September	124,328	301,382	317,555	743,265
Average	135,646	300,470	320,396	756,512
October	131,423	361,117	326,418	818,958
November	119,580	378,371	329,238	827,189
December	110,682	364,339	294,612	769,633
Average	120,562	367,942	316,757	805,261
Average, 1978	141,133	310,783	328,259	780,175
1979:	:	:	:	:
January	104,883	394,658	272,521	772,062
February	117,362	431,118	279,216	827,696
March	111,446	447,646	285,708	844,800
Average <sup>2/</sup>	111,230	424,474	279,148	814,852
April	162,681	469,043	346,392	978,116
May	171,778	491,240	354,148	1,017,166
June	147,838	448,179	329,049	925,066
Average	160,766	469,487	343,196	973,449
July	135,656	390,413	318,797	844,866
August	135,439	324,228	306,407	766,074
September	115,618	266,331	272,497	654,446
Average	128,904	326,991	299,234	755,129
October	92,678	232,485	252,857	578,020
November	92,018	211,161	260,167	563,346
December	79,291	191,407	250,826	521,524
Average	87,996	211,684	254,613	554,297
Average, 1979	122,224	358,159	294,048	774,430
1980:	:	:	:	:
January	103,300	231,686	235,492	570,478
February	96,406	220,195	250,217	566,818
March	96,992	247,273	268,972	613,235
Average	98,899	233,051	251,561	583,511
April	121,035	346,723	295,705	763,463
May	154,234	477,705	335,625	967,564
June	151,051	508,942	328,057	988,050
Average	142,107	444,456	319,795	906,359

<sup>1/</sup> Reported on the last day of the month.

<sup>2/</sup> Does not include data for two firms accounting for less than 5 percent of total U.S. industry shipments.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.

Table 4.--Complete color television receivers: U.S. producers' shipments (excluding exports) 1/ of U.S.-made and imported receivers, by screen size categories, by months, April 1978-June 1980

Period	Screen size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
	Quantity (units)			
1978:				
April-----	87,682	289,564	190,355	567,601
May-----	108,506	292,540	217,961	619,007
June-----	144,076	352,575	322,745	819,396
Subtotal-----	340,264	934,679	731,061	2,006,004
July-----	89,730	252,312	205,650	547,692
August-----	122,851	369,634	298,438	790,923
September-----	128,224	384,308	294,507	807,039
Subtotal-----	340,805	1,006,254	798,595	2,145,654
October-----	135,952	355,440	299,363	790,755
November-----	125,832	359,928	263,465	749,225
December-----	113,327	321,103	211,548	645,978
Subtotal-----	375,111	1,036,471	774,376	2,185,958
Total, 1978-----	1,349,164	3,883,747	2,984,566	8,217,477
1979:				
January-----	121,859	293,259	182,814	597,932
February-----	102,233	302,034	195,384	599,651
March-----	152,739	368,101	224,145	744,985
Subtotal <u>2/</u> -----	376,831	963,394	602,343	1,942,568
April-----	101,915	259,791	123,948	485,654
May-----	119,215	358,411	211,111	688,737
June-----	161,547	442,836	268,429	872,812
Subtotal-----	382,677	1,061,038	603,488	2,047,203
July-----	130,397	321,208	178,624	630,229
August-----	131,176	396,360	259,577	787,113
September-----	165,270	408,337	278,398	852,005
Subtotal-----	426,843	1,125,905	716,599	2,269,347
October-----	189,819	502,743	284,437	976,999
November-----	167,058	483,020	235,736	885,814
December-----	128,565	383,891	186,970	699,426
Subtotal-----	485,442	1,369,654	707,143	2,562,239
Total, 1979-----	1,671,793	4,519,991	2,629,573	8,821,357
1980:				
January-----	168,210	447,830	216,767	832,807
February-----	148,075	452,198	206,989	807,262
March-----	158,090	433,097	202,492	793,679
Subtotal-----	474,375	1,333,125	626,248	2,433,748
April-----	160,529	382,667	155,596	698,792
May-----	156,107	356,397	178,703	691,207
June-----	174,897	383,532	219,471	777,900
Subtotal-----	491,533	1,122,596	553,770	2,167,899

See footnotes at end of table.

Table 4.--Complete color television receivers: U.S. producers' shipments (excluding exports) <sup>1/</sup> of U.S.-made and imported receivers, by screen size categories, by months, April 1978-June 1980--Continued

Period	Screen size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
Value (1,000 dollars)				
1978:				
April-----	20,400	81,000	81,047	182,447
May-----	26,836	84,799	94,348	205,983
June-----	34,672	102,394	141,204	278,270
Subtotal-----	81,908	268,193	316,599	666,700
July-----	21,040	73,557	92,859	187,456
August-----	30,002	111,803	133,175	274,980
September-----	30,345	110,903	133,944	275,192
Subtotal-----	81,387	296,263	359,978	737,628
October-----	31,512	105,279	136,954	273,745
November-----	29,894	107,660	122,257	259,811
December-----	28,171	95,567	104,540	228,278
Subtotal-----	89,577	308,506	363,751	761,834
Total, 1978-----	322,638	1,135,862	1,344,190	2,802,690
1979:				
January-----	28,416	88,563	87,150	204,129
February-----	24,243	91,861	92,101	208,205
March-----	37,069	109,008	104,180	250,257
Subtotal <sup>2/</sup> -----	89,728	289,432	283,431	662,591
April-----	25,002	76,123	56,579	157,695
May-----	31,617	112,156	98,245	242,018
June-----	39,767	135,770	127,481	303,018
Subtotal-----	96,386	324,049	282,296	702,731
July-----	31,318	97,127	83,518	211,963
August-----	32,232	121,338	122,479	276,049
September-----	39,878	124,717	131,725	296,320
Subtotal-----	103,428	343,182	337,722	784,332
October-----	47,970	151,930	136,857	336,757
November-----	41,133	140,481	114,472	296,086
December-----	30,788	109,966	95,609	236,363
Subtotal-----	119,891	402,377	346,938	869,206
Total, 1979-----	409,433	1,359,040	1,250,387	3,018,860
1980:				
January-----	41,474	135,696	107,078	284,248
February-----	37,846	137,886	97,847	273,579
March-----	38,416	130,555	96,850	265,821
Subtotal-----	117,736	404,137	301,775	823,648
April-----	38,963	114,263	73,967	227,193
May-----	38,991	111,702	89,748	240,441
June-----	42,975	122,946	113,908	279,829
Subtotal-----	120,929	348,911	277,623	747,463

<sup>1/</sup> The quantity and value of exports are small and are revealing of the operations of individual firms.

<sup>2/</sup> Does not include data for two firms accounting for less than 5 percent of total U.S. industry shipments.

Source: Compiled from data submitted in response to questionnaires of the U.S. International Trade Commission.



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