

**COLOR TELEVISION RECEIVERS:
U.S. PRODUCTION, SHIPMENTS, INVENTORIES,
IMPORTS, EMPLOYMENT, MAN-HOURS,
AND PRICES, FIRST CALENDAR
QUARTER 1978**

**Report to the President on
Investigation No. 332-95 Under
Section 332 of the Tariff Act
of 1930, as Amended**



USITC PUBLICATION 886

MAY 1978

UNITED STATES INTERNATIONAL TRADE COMMISSION

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NEWS

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USITC REPORTS RESULTS OF SURVEYS OF THE U.S. COLOR TV INDUSTRY

The United States International Trade Commission has completed its fourth quarterly survey of U.S. manufacturers of color television receivers to obtain data on economic factors indicative of conditions in the U.S. industry. The survey, required by Presidential Proclamation No. 4511, covers the first quarter of 1978. The Commission has previously reported data obtained for the fourth quarter of 1976 and the year 1977 (USITC Publication 866).

The Commission has submitted detailed data in confidence to the Special Representative for Trade Negotiations who is responsible for monitoring the Orderly Marketing Agreement implemented by the Presidential Proclamation. Data which do not reveal operations of individual firms have been aggregated and are available from the Office of the Secretary, United States International Trade Commission, Washington, D.C. 20436. These monthly data cover January 1977 through March 1978 and show production, shipments, inventories, imports, employment, man-hours, and certain prices of U.S. producers.

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Table 1.--Complete color television receivers: U.S. production, by screen size categories, by months, January 1977-March 1978

(In units)				
Period	Screen size category			Total
	17 inches and under	18 inches and 19 inches	20 inches and over	
1977:				
January-----	76,373	207,207	188,184	471,764
February-----	83,641	210,928	218,312	512,881
March-----	99,896	285,052	238,395	623,343
Subtotal-----	259,910	703,187	644,891	1,607,988
April-----	98,924	232,384	199,033	530,341
May-----	87,407	251,345	268,590	607,342
June-----	111,106	273,550	301,970	686,626
Subtotal-----	297,437	757,279	769,593	1,824,309
July-----	67,161	164,233	163,174	394,568
August-----	97,459	<u>1/</u> 242,655	270,524	<u>1/</u> 610,638
September-----	92,636	303,115	296,512	692,263
Subtotal-----	257,256	710,003	730,210	1,697,469
October-----	90,930	321,983	284,978	697,891
November-----	75,212	285,871	285,712	646,795
December-----	59,204	235,469	235,909	530,582
Subtotal-----	225,346	843,323	806,599	1,875,268
Total, 1977-----	1,039,949	3,013,792	2,951,293	7,005,034
1978:				
January-----	85,446	265,470	239,676	590,592
February-----	95,427	276,565	255,765	627,757
March-----	116,808	302,323	267,595	686,726
Subtotal-----	297,681	844,358	763,036	1,905,075

1/ Revised.

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

Table 2.--Complete color television receivers: U.S. imports by producing establishments, by screen size categories, by months, January 1977-March 1978

Period	Screen size category			Total
	17 inches and under	18 inches and over ^{1/}		
Quantity (units)				
1977:				
January-----	10,556	5,871		16,427
February-----	4,424	2,195		6,619
March-----	11,215	8,070		19,285
Subtotal-----	26,195	16,136		42,331
April-----	11,973	7,553		19,526
May-----	24,027	19,880		43,907
June-----	30,066	26,447		56,513
Subtotal-----	66,066	53,880		119,946
July-----	5,685	16,244		21,929
August-----	19,342	24,122		43,464
September-----	7,383	29,220		36,603
Subtotal-----	32,410	69,586		101,996
October-----	17,436	33,635		51,071
November-----	9,852	26,874		36,726
December-----	4,308	20,232		24,540
Subtotal-----	31,596	80,741		112,337
Total, 1977-----	156,267	220,343		376,610
1978:				
January-----	4,625	24,172		28,797
February-----	11,518	24,926		36,444
March-----	20,906	27,226		48,132
Subtotal-----	37,049	76,324		113,373
Value (1,000 dollars)				
1977:				
January-----	1,796	1,167		2,963
February-----	942	491		1,433
March-----	2,119	2,089		4,208
Subtotal-----	4,857	3,747		8,604
April-----	1,973	1,752		3,725
May-----	4,041	4,046		8,087
June-----	4,821	5,256		10,077
Subtotal-----	10,835	11,054		21,889
July-----	888	3,680		4,568
August-----	3,249	5,492		8,741
September-----	1,270	6,565		7,835
Subtotal-----	5,407	15,737		21,144
October-----	2,793	7,739		10,532
November-----	1,550	6,048		7,598
December-----	685	4,515		5,200
Subtotal-----	5,028	18,302		23,330
Total, 1977-----	26,127	48,840		74,967
1978:				
January-----	873	5,500		6,373
February-----	1,859	6,105		7,964
March-----	3,600	6,076		9,676
Subtotal-----	6,332	17,681		24,013

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

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 1/of U.S.-made and imported receivers, by screen size categories, by months, January 1977-March 1978

(In units)				
Period	Screen size category			Total
	17 inches and under	18 inches and 19 inches	20 inches and over	
1977:	:	:	:	:
January-----	208,233	205,612	207,235	621,080
February-----	203,650	206,198	209,061	618,909
March-----	229,246	218,683	209,854	657,783
Average-----	213,710	210,164	208,717	632,591
April-----	249,532	251,591	247,606	748,729
May-----	257,589	324,145	321,608	903,342
June-----	268,617	317,746	314,013	900,376
Average-----	258,579	297,827	294,409	850,815
July-----	238,767	300,568	281,239	820,574
August-----	251,917	303,994	268,374	824,285
September-----	214,809	295,997	246,917	757,723
Average-----	235,164	300,186	265,510	800,860
October-----	207,988	299,796	237,194	744,978
November-----	169,637	302,414	264,473	736,524
December-----	134,213	266,382	255,841	656,436
Average-----	170,612	289,530	252,503	712,645
Average, 1977-----	219,516	274,427	255,285	749,228
1978:	:	:	:	:
January-----	141,356	302,977	315,092	759,425
February-----	141,502	256,826	322,755	721,083
March-----	149,926	245,404	302,858	698,188
Average-----	144,262	268,402	313,568	726,232

1/ Reported on the last day of the month.

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

Note.--Most respondents were unable to net their production, imports, and shipments with inventories. In all cases the error was small. No attempt was made to force the balance.

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, January 1977-March 1978

Period	Screen size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
Quantity (units)				
1977:				
January-----	85,107	213,507	189,667	488,281
February-----	84,883	207,726	210,348	502,957
March-----	89,377	258,868	229,937	578,182
Subtotal-----	259,367	680,101	629,952	1,569,420
April-----	88,681	187,993	158,991	435,665
May-----	103,342	211,683	196,106	511,131
June-----	126,596	293,080	299,479	719,155
Subtotal-----	318,619	692,756	654,576	1,665,951
July-----	2/ 90,097	2/ 197,488	187,554	2/ 475,139
August-----	2/ 108,093	2/ 254,591	277,795	2/ 640,479
September-----	2/ 130,077	2/ 318,308	2/ 303,479	2/ 751,864
Subtotal-----	328,267	770,387	768,828	1,867,482
October-----	111,762	340,978	289,453	742,193
November-----	117,336	305,276	257,172	679,784
December-----	96,579	273,826	226,387	596,792
Subtotal-----	325,677	920,080	773,012	2,018,769
Total, 1977-----	1,231,930	3,063,324	2,826,368	7,121,622
1978:				
January-----	73,796	246,459	172,858	493,113
February-----	97,170	340,911	243,193	681,274
March-----	122,018	318,973	264,483	705,474
Subtotal-----	292,984	906,343	680,534	1,879,861
Value (1,000 dollars)				
1977:				
January-----	21,023	65,901	83,950	170,874
February-----	20,972	63,781	93,942	178,695
March-----	21,447	77,657	102,859	201,963
Subtotal-----	63,442	207,339	280,751	551,532
April-----	21,086	55,640	70,267	146,993
May-----	26,100	65,207	89,253	180,560
June-----	30,980	88,686	137,955	257,621
Subtotal-----	78,166	209,533	297,475	585,174
July-----	2/ 21,323	2/ 58,710	84,824	2/ 164,857
August-----	2/ 26,132	2/ 74,294	124,988	2/ 225,414
September-----	2/ 30,504	2/ 91,838	2/ 139,050	2/ 261,392
Subtotal-----	77,959	224,842	348,862	651,663
October-----	27,153	100,555	131,319	259,027
November-----	27,831	89,873	117,452	235,156
December-----	23,438	83,156	104,242	210,836
Subtotal-----	78,422	273,584	353,013	705,019
Total, 1977-----	297,989	915,298	1,280,101	2,493,388
1978:				
January-----	18,219	73,513	79,301	171,033
February-----	23,107	97,038	105,905	226,050
March-----	28,440	92,349	118,656	239,445
Subtotal-----	69,866	262,900	303,862	636,528

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

2/ Revised.

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

Table 5.--Color television receivers: Average number of persons employed and man-hours worked in the production of color television receivers ¹/in those establishments where complete television receivers are produced, by months, January 1977-March 1978

Period	Average number of persons employed		Man-hours worked	
	All persons	Production and related workers	All persons	Production and related workers
	Number	Number	1,000 man-hours	1,000 man-hours
1977:				
January-----	27,022	22,935	4,361	3,612
February-----	27,132	22,959	4,352	3,608
March-----	27,623	23,602	4,988	4,179
Average or subtotal-----	27,259	23,165	13,701	11,399
April-----	28,500	24,363	4,861	4,101
May-----	29,506	25,468	5,256	4,480
June-----	30,106	25,897	5,876	4,977
Average or subtotal-----	29,371	25,243	15,993	13,558
July-----	31,229	26,513	4,186	3,519
August-----	30,968	26,460	5,477	4,676
September-----	30,377	26,339	5,387	4,686
Average or subtotal-----	30,858	26,437	15,050	12,881
October-----	29,256	25,359	4,929	4,201
November-----	29,033	25,158	4,953	4,218
December-----	28,493	24,655	4,817	4,099
Average or subtotal-----	28,927	25,057	14,698	12,517
Average or total, 1977-----	29,104	24,976	59,442	50,355
1978:				
January-----	26,501	23,426	4,463	3,767
February-----	26,973	23,728	4,552	3,906
March-----	26,410	23,177	4,948	4,238
Average or subtotal-----	26,628	23,444	13,963	11,911

¹/ Does not include color picture tubes.

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

Table 6.--Color television receivers: Average unit net selling price of U.S. producers, by selected screen size categories, by months, January 1977-March 1978

Period	Screen size category			
	13 inches	16 inches and 17 inches	18 inches and 19 inches	20 inches and over
1977:				
January-----	\$226.11	\$300.36	\$308.66	\$442.62
February-----	225.16	300.53	307.04	446.60
March-----	220.73	277.06	299.99	447.34
Average-----	223.72	291.68	304.87	445.67
April-----	212.64	270.20	295.97	441.96
May-----	222.69	289.38	308.04	455.13
June-----	222.28	284.35	302.60	460.65
Average-----	219.91	282.09	302.46	454.45
July-----	^{1/} 222.98	^{1/} 315.56	^{1/} 297.28	452.26
August-----	^{1/} 223.26	^{1/} 280.35	^{1/} 291.82	449.93
September-----	^{1/} 221.48	^{1/} 283.73	^{1/} 288.52	^{1/} 458.19
Average-----	222.48	288.95	291.86	453.76
October-----	226.90	305.94	294.90	453.68
November-----	223.25	289.61	294.40	456.71
December-----	226.50	302.01	303.68	460.46
Average-----	225.56	299.10	297.35	456.67
Average, 1977-----	223.03	289.47	298.79	452.91
1978:				
January-----	222.85	296.35	298.28	458.76
February-----	216.58	297.90	284.64	435.48
March-----	216.40	283.13	289.52	448.63
Average-----	217.83	292.05	290.07	446.51

^{1/} Revised.

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

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