

Hisense once again secures top spot in 100-inch TV global shipments

Suwanee, GA (Dec. 9, 2024) – Hisense, a leading brand in global consumer electronics and home appliances, solidifies its position as the top player in the global premium TV market with its 100-inch TV in Q3 2024, according to leading international market research firm Omdia. This achievement marks Hisense’s fourth consecutive quarter at the forefront of the market.

In Q3 2024, Hisense’s 100-inch TVs captured a strong 63.4% share of the global shipment volume, propelling Hisense to the top spot in TV shipments for four consecutive quarters, reinforcing its market leadership in the premium TV segment.

Hisense is revolutionizing the premium TV market with its cutting-edge ULED Mini-LED 100-inch TV lineup, powered by advanced AI technology that enhances everyday life and embraces the future of television. By leveraging its Hi-View AI Engine, Hisense redefines image realism, ensuring every scene accurately reflects the creator’s intent, delivering a more authentic, detailed, and vibrant viewing experience. Picture quality is further elevated by dynamically adjusting clarity, contrast, color, and smoothness based on user scenarios, fine-tuning every element for optimal viewing in real-time.

For game-watching experiences, as the Official Partner of FIFA Club World Cup 2025™, Hisense ULED Mini-LED 100-inch TVs take entertainment to new heights. Equipped with AI Sports Mode, AI Smooth Motion, and 3D Sound Upscaler, Hisense’s AI TVs offer clear match details, smooth ball motion, and crisp sound, immersing you in the action as if you were in the stadium cheering on your favorite team from the comfort of your home.

Hisense ULED Mini-LED 100-inch TVs have received widespread acclaim from leading media, highlighting Hisense’s excellence in TV technology. The ULED X model has been honored as a “Top Pick” for “setting new performance benchmarks for picture size and quality” by Sound & Vision, while the U9N has been shortlisted for the Innovation Awards by Future. Additionally, the

U8N has received the “Editors’ Choice” top-spot from Tom’s Guide, and has been recognized as a “Recommended Product” by Digital Trends, while also being endorsed by Wired.

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About Hisense

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, refrigerators, ranges, dishwashers, air conditioners, and dehumidifiers. As the Official TV and Home Appliance Partner of the NBA, UEFA EURO 2024, and FIFA Club World Cup 2025, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing reliable, award-winning products. According to Omdia, Hisense ranked No. 2 for TV shipments and No. 1 in the 100-inch TV category globally from 2022 to Q1 2024, a testament to the company’s commitment to superior product quality and the best user-centric experience.

Media Contact

Hisense USA PR

press.usa@hisense.com