

**COLOR TELEVISION RECEIVERS :  
QUARTERLY PROFITS AND CAPACITY  
AND CERTAIN ANNUAL EXPENDITURES  
OF U.S. PRODUCERS; QUARTERLY  
PRICES, ORDERS, AND  
INVENTORIES OF IMPORTERS,  
1976 AND 1977**

**Report to the President on  
Investigation 332-95 Under  
Section 332 of the Tariff Act  
of 1930, as Amended**



**USITC PUBLICATION 877  
MARCH 1978**

# UNITED STATES INTERNATIONAL TRADE COMMISSION

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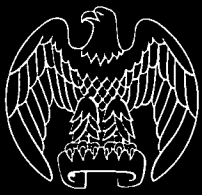
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# NEWS

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## USITC REPORTS RESULTS OF ANNUAL SURVEY OF U.S. PRODUCERS AND IMPORTERS OF COLOR TV RECEIVERS

The United States International Trade Commission has completed its first annual survey of U.S. producers and importers of color television receivers to obtain data on certain economic factors indicative of conditions in the U.S. industry. The surveys, required by Presidential Proclamation No. 4511, cover calendar years 1976 and 1977.

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. For U.S. producers the data show profits and capacity by calendar quarters in 1976 and 1977 and capital expenditures and R&D expenditures by calendar years 1976 and 1977. For importers the data show prices, orders, and inventories by calendar quarters in 1976 and 1977.

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Table 1.--Profit-and-loss experience of domestic producers of color television receivers on their color television receiver operations, by quarters, 1976 and 1977

Period	Net sales	Cost of goods sold	Gross profit	General, selling, and administrative expenses	Net operating profit	Other expense, net	Net profit before taxes	Ratio of net operating profit to net sales
	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>	<u>Percent</u>
Quarter ended--								
Mar. 31, 1976-----	488,132	391,253	96,879	65,555	31,324	8,790	22,534	6.4
June 30, 1976-----	525,672	407,598	118,074	67,203	50,871	21,933	28,938	9.7
Sept. 30, 1976-----	625,018	486,721	138,297	80,151	58,146	10,113	48,033	9.3
Dec. 31, 1976-----	644,870	497,528	147,342	87,167	60,175	10,933	49,242	9.3
Total, 1976-----	2,283,692	1,783,100	500,592	300,076	200,516	51,769	148,747	8.8
Mar. 31, 1977-----	569,188	448,872	120,316	77,023	43,293	8,455	34,838	7.6
June 30, 1977-----	591,820	456,879	134,941	74,423	60,518	8,032	52,486	10.2
Sept. 30, 1977-----	668,915	529,461	139,454	86,731	52,723	9,945	42,778	7.9
Dec. 31, 1977-----	701,604	541,654	159,950	102,989	56,961	4,879	52,082	8.1
Total, 1977-----	2,531,527	1,976,866	554,661	341,166	213,495	31,311	182,184	8.4

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

Table 2.--U.S. color television receiver production: Capacity <sup>1/</sup> of U.S. color television receiver assembly plants, by quarters and total, 1976 and 1977.

(In thousands of units)

Item	1976					1977				
	Jan.- Mar.	Apr.- June	July- Sept.	Oct.- Dec.	Total	Jan.- Mar.	Apr.- June	July- Sept.	Oct.- Dec.	Total
Total capacity-----	4,030	4,057	3,788	3,990	15,865	4,031	4,087	4,037	4,183	16,338

<sup>1/</sup> Capacity based on operations of assembly plants 1 shift a day, 5 days a week, assuming no change in product mix.

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

Table 3.--Capital expenditures <sup>1/</sup> and research and development costs for facilities and services related to the production or assembly of color television receivers and/or parts thereof, by types of expenditures, 1976 and 1977

(In thousands of dollars)

Type of expenditure	1976	1977
Facilities in the United States:		
Land, land improvements-----:	1,110	***
Building, leasehold improvements---:	9,235	3,889
Machinery, equipment, and fixtures:		
New <sup>2/</sup> -----:	29,713	31,865
Used-----:	1	***
Other-----:	1,043	1,099
Facilities outside the United States:		
Land, land improvements-----:	***	***
Building, leasehold improvements---:	2,596	1,746
Machinery, equipment, and fixtures:		
New <sup>2/</sup> -----:	4,712	7,001
Used-----:	***	658
Other-----:	0	0
Research and development-----:	86,288	90,680

<sup>1/</sup> Data do not include expenditures for administrative facilities, warehousing, or any other nonmanufacturing or nonassembly facilities.

<sup>2/</sup> Includes only new machinery not previously employed.

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

Table 4.--Imported complete color television receivers: Orders filled, by screen-size categories and by quarters, 1976 and 1977

Period	Screen-size category			Total
	17 inches and under	:	18 inches and over	
Quantity (units)				
1976:				
January-March-----	158,444	:	186,556	345,000
April-June-----	193,648	:	198,814	392,462
July-September-----	249,731	:	340,466	590,197
October-December-----	289,232	:	457,206	746,438
Total-----	891,055	:	1,183,042	2,074,097
1977:				
January-March-----	232,525	:	324,523	557,048
April-June-----	232,487	:	254,983	487,470
July-September-----	274,627	:	342,239	616,866
October-December-----	278,655	:	325,936	604,591
Total-----	1,018,294	:	1,247,681	2,265,975
Value (1,000 dollars)				
1976:				
January-March-----	42,725	:	60,811	103,536
April-June-----	52,569	:	62,910	115,479
July-September-----	65,191	:	110,020	175,211
October-December-----	77,436	:	150,581	228,017
Total-----	237,921	:	384,322	622,243
1977:				
January-March-----	61,630	:	105,771	167,401
April-June-----	61,195	:	83,749	144,944
July-September-----	73,761	:	116,160	189,921
October-December-----	77,209	:	116,091	193,300
Total-----	273,795	:	421,771	695,566

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

Table 5.--Imported complete color television receivers: U.S. importers' inventories, by screen-size categories, on specified dates, Dec. 31, 1975-Dec. 31, 1977

(In units)				
Date	Screen-size category			Total
	17 inches and under	18 inches and over		
Dec. 31, 1975-----	110,612	60,808		171,420
Mar. 31, 1976-----	82,960	82,287		165,247
June 30, 1976-----	184,287	198,885		383,172
Sept. 30, 1976-----	219,845	309,390		529,235
Dec. 31, 1976-----	254,706	299,663		554,369
Mar. 31, 1977-----	257,988	268,876		526,864
June 30, 1977-----	280,484	299,145		579,629
Sept. 30, 1977-----	214,868	263,756		478,624
Dec. 31, 1977-----	143,747	143,784		287,531

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

Table 6.--Imported color television receivers: Average unit values, by screen-size categories and by quarters, 1976 and 1977

Period	Screen-size category		
	13 inches	16 inches and 17 inches	18 inches and 19 inches
1976:			
January-March-----	***	***	\$325.97
April-June-----	***	***	316.43
July-September-----	\$240.06	***	323.15
October-December-----	252.77	\$312.65	329.35
1977:			
January-March-----	249.47	309.16	325.93
April-June-----	237.86	291.64	328.45
July-September-----	254.85	327.36	339.40
October-December-----	269.38	329.96	353.79

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



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