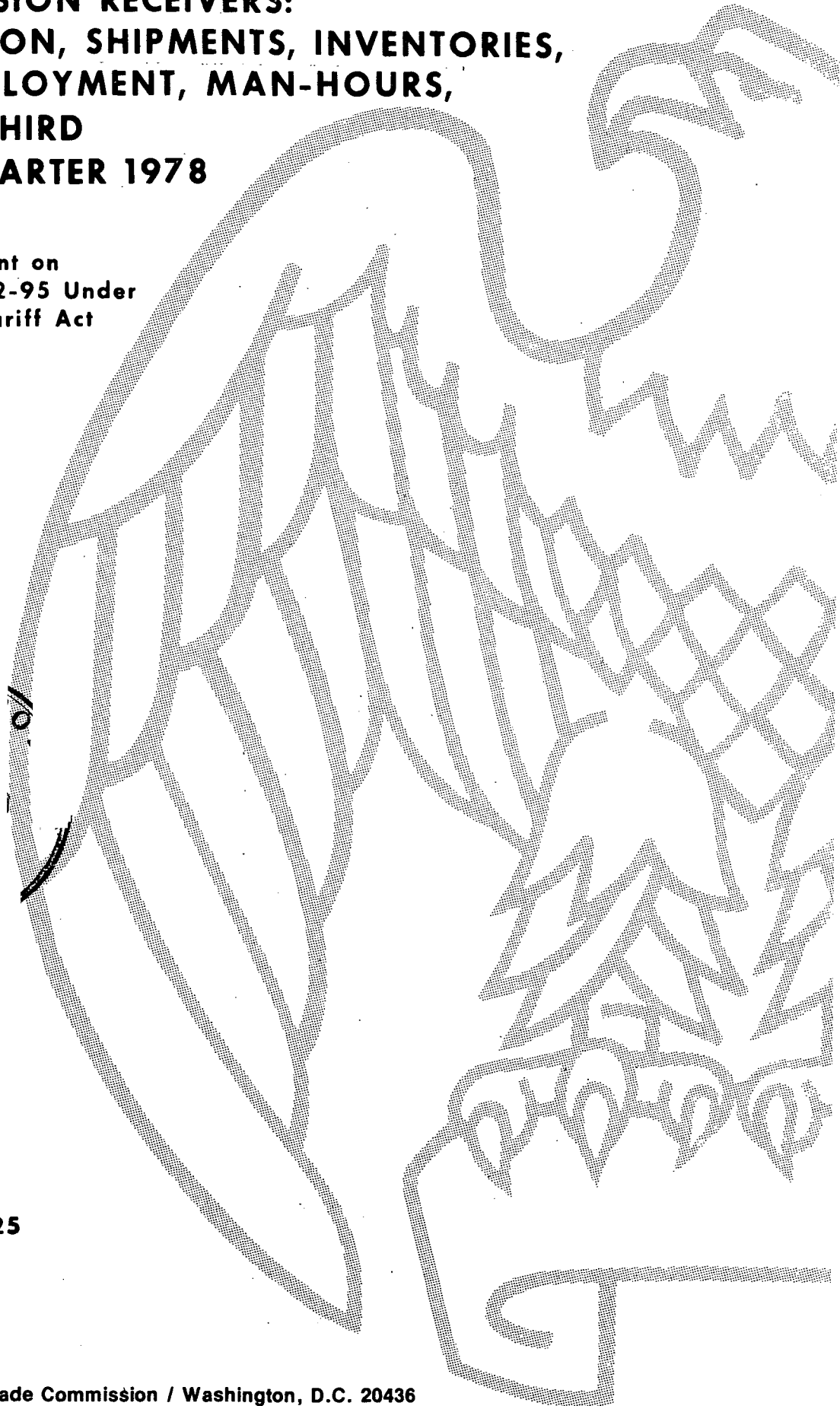


**COLOR TELEVISION RECEIVERS:
U.S. PRODUCTION, SHIPMENTS, INVENTORIES,
IMPORTS, EMPLOYMENT, MAN-HOURS,
AND PRICES, THIRD
CALENDAR QUARTER 1978**

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



**USITC PUBLICATION 925
NOVEMBER 1978**

UNITED STATES INTERNATIONAL TRADE COMMISSION

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assisted by
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NEWS

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FOR RELEASE
November 14, 1978

CONTACT: ROSS H. REYNOLDS, JR.
(202) 523-0230
USITC 78-131

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

The United States International Trade Commission has completed its sixth 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 third quarter of 1978. The Commission has previously reported data obtained for the fourth quarter of 1976, the year 1977, and the first two quarters of 1978 (USITC Publications 866, 886, and 901).

Production, shipments, and imports of U.S. producers increased significantly in the third quarter of 1978 in comparison with the third quarter of 1977 with increases experienced in all screen sizes. Total U.S. producers' average inventory levels decreased by 5.5 percent, due entirely to a 42.3 percent decrease in screen sizes of 17 inches and under.

Average employment of all persons employed in color television receiver operations of U.S. producers in the third quarter of 1978 was down 7.9 percent from the corresponding period of 1977. The average number of production and related workers decreased 7.3 percent during the corresponding period.

-more-

Average unit selling prices fluctuated in the third quarter of 1978 as compared with the corresponding quarter in 1977. In the 13-inches and 20-inches and over screen sizes, average unit prices were somewhat lower; in the 16- and 17-inches and in the 18- and 19-inches categories, average unit prices increased slightly.

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 in USITC Publication 925 and can be obtained by calling (202) 523-5178 or from the Office of the Secretary, United States International Trade Commission, 701 E St. NW, Washington, D.C. 20436. These monthly data cover January 1977 through September 1978 and show production, shipments, inventories, imports, employment, man-hours, and certain prices of U.S. producers.

Table 1.--Complete color television receivers: U.S. production, by screen size categories, by months, January 1977-September 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	242,655	270,524	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
April-----	127,413	299,417	239,847	666,677
May-----	126,561	313,077	242,932	682,570
June-----	143,768	344,554	288,735	777,057
Subtotal-----	397,742	957,048	771,514	2,126,304
July-----	73,827	230,981	187,648	492,456
August-----	97,781	359,956	313,177	770,914
September-----	110,407	389,666	305,940	806,013
Subtotal-----	282,015	980,603	806,765	2,069,383

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-September 1978

Period	Screen size category		
	17 inches and under	18 inches and over 1/	Total
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
April-----	4,998	22,418	27,416
May-----	15,679	24,273	39,952
June-----	19,205	30,553	49,758
Subtotal-----	39,882	77,244	117,126
July-----	20,105	25,666	45,771
August-----	23,028	27,965	50,993
September-----	9,370	29,167	38,537
Subtotal-----	52,503	82,798	135,301

See footnote at end of table.

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

Period	Screen size category			Total
	17 inches and under	18 inches and over. ^{1/}		
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
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

^{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-September 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
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

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-September 1978

Period	Screen size category				Total
	17 inches and under	18 inches and 19 inches	20 inches and over		
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-----	90,097	197,488	187,554		475,139
August-----	108,093	254,591	277,795		640,479
September-----	130,077	318,308	303,479		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
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

See footnote at end of table.

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-September 1978--Continued

Period	Screen size category			
	17 inches and under	18 inches and 19 inches	20 inches and over	Total
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-----	21,323	58,710	84,824	164,857
August-----	26,132	74,294	124,988	225,414
September-----	30,504	91,838	139,050	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-----	69,766	262,900	303,862	636,528
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

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

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-September 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
April-----	27,610	22,875	4,374	3,640
May-----	26,712	22,997	4,634	3,859
June-----	27,671	23,928	5,604	4,672
Average or subtotal-----	27,331	23,267	14,612	12,171
July-----	28,204	24,101	4,162	3,532
August-----	28,454	24,654	4,983	4,172
September-----	28,592	24,764	5,068	4,338
Average or subtotal-----	28,417	24,506	14,213	12,042

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-September 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-----	222.98	315.56	297.28	452.26
August-----	223.26	280.35	291.82	449.93
September-----	221.48	283.73	288.52	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
April 1/-----	223.16	282.04	279.73	425.77
May 1/-----	216.93	320.21	287.87	432.87
June 1/-----	218.57	279.26	290.42	437.51
Average 1/-----	219.36	292.00	286.94	433.07
July-----	213.67	285.83	291.53	451.54
August-----	210.06	305.87	302.47	446.24
September-----	226.69	275.83	288.58	454.81
Average-----	216.81	289.18	294.19	450.86

1/ Revised.

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

Library Cataloging Data

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Color television receivers: U.S. production, shipments, inventories, imports, employment, man-hours, and prices, third calendar quarter 1978. Report to the President on investigation no. 332-95 under section 332 of the Tariff act of 1930, as amended. Washington, 1978.

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