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LG MAINTAINS GLOBAL & NORTH AMERICAN DOMINANCE IN OLED TV MARKET

*LG OLED is World's No.1 OLED TV Brand,¹
Celebrating 12+ Years of Perfecting Award-Winning OLED TV Technology*

ENGLEWOOD CLIFFS, N.J., June 10, 2025 – In addition to being the World's No. 1 OLED TV brand¹ for 12 consecutive years, [LG Electronics](#) continued its legacy of excellence with its announcement today that in the first quarter of 2025, their North American (U.S. and Canada) OLED TV sales ranked No.1 (51%), with one out of every two OLED TVs sold in North America being an LG OLED, according to market research firm Circana, LLC.² That equates to more unit sales than all other OLED manufacturers combined.

Since their introduction in 2013, LG's OLED TVs have been critically acclaimed year-over-year for their stunning picture quality, delivering perfect blacks and vibrant colors for an unparalleled viewing experience. LG has led the OLED TV segment by consistently pushing the boundaries of self-emissive display technology, building a legacy of innovation and excellence in the global premium TV market. At CES 2025 earlier this year, LG's OLED evo G5 was awarded the coveted Best in Show Award by CNET Group. As the world's first true wireless OLED TV, the latest M5 series delivers wireless audio and video transmission.

Today, LG offers the widest lineup of OLED TVs from 42 thru 97-inch screen sizes, as well as innovative OLED TV solutions including the OLED T – the world's first transparent 4K OLED TV and a Time Magazine Best Inventions of 2024 honoree. For more information on the complete lineup of 2025 LG TVs, visit [LG.com](#).

¹ Source: Omdia. Unit shipments, 2013-2024. Results are not an endorsement of LG Electronics. Any reliance on these results is at the third-party's own risk. Visit <https://www.ondia.com/> for more details² Source: Circana, LLC, Retail Tracking Service, US, CA, TV, Display Segment: OLED, Unit Share, 3 ME March 2025

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, consumer electronics products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. [www.LG.com](#)

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