
GET THE MOST TV FOR YOUR MONEY

Fall is prime time for TV shopping, with some models reduced as much as 50 percent from their original prices. But it takes consumer smarts to navigate Black Friday hype and come away with a great deal.

BY JAMES K. WILLCOX

**BLACK
FRIDAY**
*This year it falls
on Nov. 23.*





↑
UP

FRAGILE

↑
UP

DO NOT LAY FLAT

It's a Big Purchase
But that doesn't mean
your new TV needs to
kill your budget.

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SAVVY SHOPPERS KNOW that timing can be everything if you want a great price. That's especially true when you're shopping for a new TV.

And fall is one of the best times to get a deal on a new set as retailers scramble to lure in shoppers during the long run-up to Black Friday.

"New TVs come out every year in the spring, and their pricing starts to decline quickly," says Deirdre Kennedy, senior analyst for TVs at the retail market research firm GAP Intelligence. "But they tend to really drop in October, and then even more sharply by the time Black Friday comes around. It's not just hype; this really is a great time for consumers to shop for a new set."

But you'll need some know-how to find the best deal on a TV you'll love without getting confused or misled by the avalanche of sales come-ons that materialize this time of year.

Check Out 'Look-Alike' Models

Retailers offer plenty of bargains this time of year, but they don't make their sales simple to navigate.

For starters, those eye-popping, too-good-to-be-true deals you see around Black Friday (known as "doorbuster specials") are usually available only in limited quantities. They may inspire you to head to the stores or a retailer's website, but supplies run out quickly, and most people won't be able to take advantage of the deal.

But don't worry if you fail to snag one of those super-cheap televisions. You'll still be able to find a great deal.

And many doorbuster models are very basic sets that could leave you feeling unsatisfied, anyway. For instance, last year we saw a \$125 39-inch Element set and a \$250 55-inch Westinghouse set. Those are very low prices, but TVs from those brands usually haven't fared well in our ratings.

You'll also see low-priced TVs made specifically for Black Friday and often available through a single retailer. These sets are called "derivatives" in the TV industry because they're similar to the mainstream models we see all year but with different model numbers and often fewer features. For example, they may have fewer HDMI inputs or come with a simpler remote control.

Some of these TVs can be a good deal depending on which features are missing. In 2017, a 55-inch Samsung derivative we tested was about \$170 cheaper than the TV it was based on and performed equally well in CR's tests. (See the facing page for details.)

"We've seen more of these derivative models in recent years" Kennedy says. "These models tend to stick around past the holidays and become part of the brands' regular assortment." In addition to derivative models, you may see completely fresh low-end models appear at this time of year.

Derivatives and new-for-the-holidays models can make it tough for consumers to judge the quality of many TVs being advertised. It can be difficult to compare prices, too. After all, if a set is being sold at only one retailer, you can't shop around or ask a store to honor a price-match guarantee.

Pick Your Timing

You've always been able to score a great deal on a mid-tier TV around Black Friday and Cyber Monday, both of which fall right after Thanksgiving. But years ago there were fewer steep discounts on fully featured top-performing sets from major brands.

That's starting to change. In fall 2017, for example, prices of some expensive

LG OLED TVs dropped by as much as 40 percent from their high points, according to GAP Intelligence.

That means consumers looking for a high-end set might find one at a great price this fall. If you can't—or you're just not ready to buy—it's fine to wait a couple of months. You'll have another chance at a deal during the promotions that traditionally start just before the Super Bowl, in early February.

An analysis of two years of pricing data, conducted by Consumer Reports and GAP, showed that TV prices on many retail sites climbed sharply in early January. But then Super Bowl sales pushed prices back down to around their Black Friday levels. And those deals included many crowd-pleasing large-screen sets.

If history is a guide, prices on leftover 2018 TVs will stay low into the spring as retailers try to make room on the shelves for 2019 models.

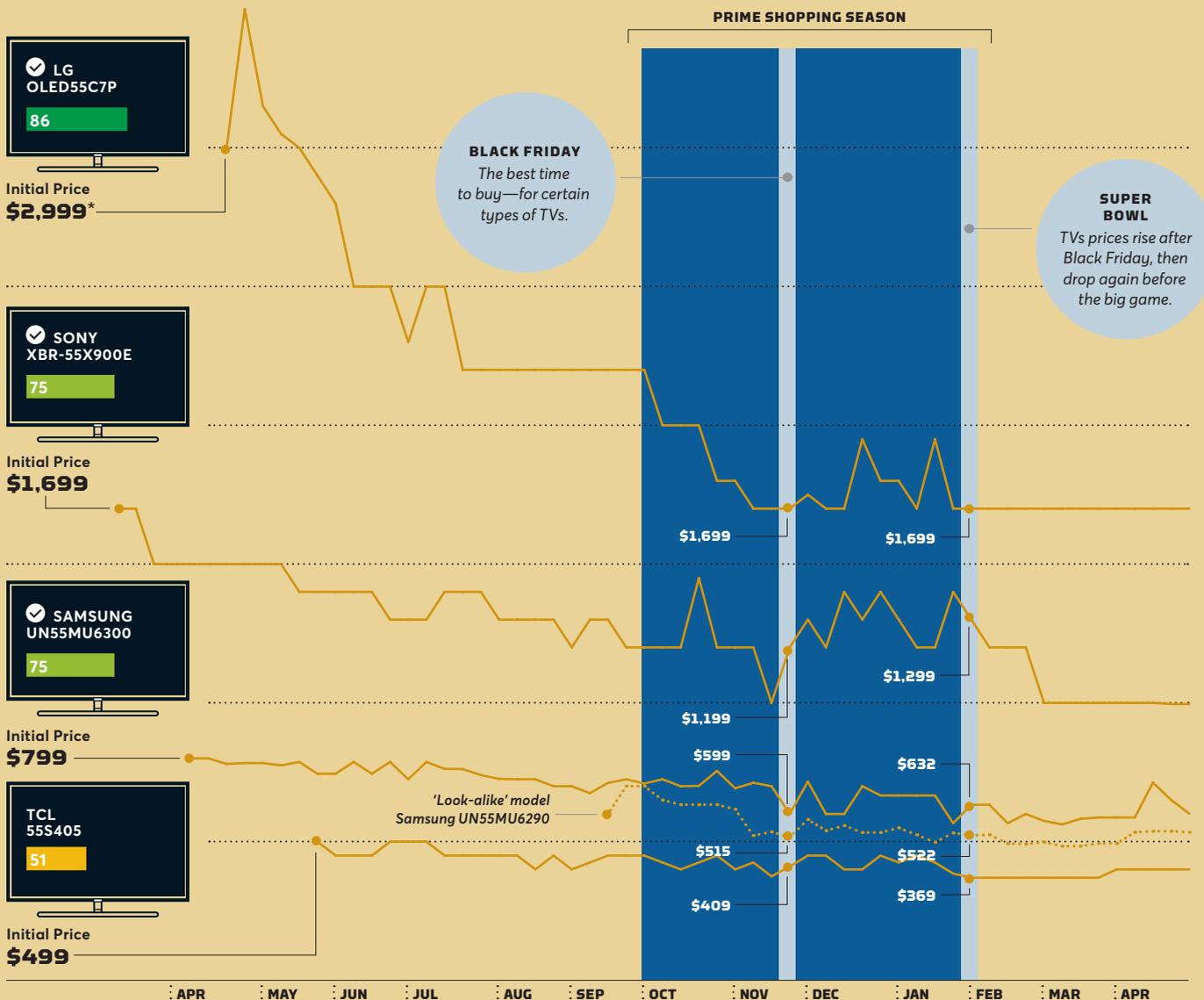
Explore Your Buying Options

In recent years, when we've asked Consumer Reports members about their experience shopping for electronics, those who shopped online were more satisfied than those who walked into a store regarding things like ease of checkout, product quality, selection, customer support, and price. But consumers had good experiences in walk-in stores, too.

Each approach has advantages. The web makes it easy to compare prices and can help you avoid holiday-season crowds. Going to a store lets you really see what you're buying and provides instant gratification if you bring your new TV home or arrange for same-day delivery.

Our most recent member survey on electronics retailers reflects tens of thousands of shopping experiences at dozens of outlets. One takeaway from all that research: If you don't like the service or selection at one store, keep looking, because a number of retailers get high marks. Among the online

WHEN TO GET THE BEST PRICES ON TVs



MONEY-SAVING TACTICS

CHECK BLACK FRIDAY WEBSITES

Black Friday print ads get leaked and posted at bfads.net, bestblackfriday.com, dealnews.com, gottadeal.com, and theblackfriday.com.

USE PRICE AND COUPON TOOLS

You don't have to go retailer-by-retailer to compare prices. Try Google Shopping, plus services such as NexTag, PriceGrabber, Pricewatch, and Shopzilla. In the store, apps such as BuyVia, ShopSavvy, and Shopular let you scan bar codes to compare prices, get discounts, and score coupons.

SIGN UP FOR STORE LOYALTY PROGRAMS

This will get you members-only alerts for sales and promotions, and help you earn rewards if you buy.

AVOID PRICEY ACCESSORIES

You've just scored an awesome giant-screen 4K TV at an all-time low price,

so don't blow your savings by splurging on pricey accessories. If you know you'll need an HDMI cable, for instance, buy it in advance from an online retailer.

CHECK STORE POLICIES IN ADVANCE

Some retailers may suspend price-match guarantees or return policies on some Black Friday deals.

'LOOK-ALIKE' TVs

Samsung's UN55MU6290, launched in September 2017, was a "derivative" TV based on the UN55MU6300. The derivative was cheaper, but the two sets performed almost identically in CR testing, with Excellent HD picture quality, Very Good UHD performance, and Very Good sound. (The pricier MU6300 had a more sophisticated remote, voice control, and Bluetooth.) The price difference? About \$170.

*Source: Pricing data supplied by GAP Intelligence; all TVs in chart are 2017 55-inch models.

and walk-in retailers that sell TVs, Abt Electronics, B&H Photo, Crutchfield, and independent walk-in stores as a group all rated well for product quality and customer service.

Don't Hesitate to Haggle

You can ask for a better deal whether you're shopping online or at a walk-in store. Our surveys on electronics shopping show that many consumers don't try to bargain, but that the majority of people who do try succeed in getting a better deal. You can ask in person at a walk-in store or by picking up the phone or opening a chat window if you're shopping online.

Haggling may seem intimidating, but you don't need expert negotiating skills. Thirty-one percent of the in-store shoppers who negotiated said they simply asked for a better deal.

It can be helpful to come in armed with competitors' prices. And if you can't get a break on price, ask for something else. For instance, Karen Jaffe, a manager in Consumer Reports' survey research department, notes that 57 percent of shoppers who negotiated for a free warranty or warranty extension were successful. "So it's always worth trying to haggle," she says, "and more often than not you'll have some level of success."

Pick Your Priorities

A steep discount on a high-end set can still have you spending \$1,500 or more. Even if that fits in with your budget,

you won't know if it's a worthwhile purchase until you decide what you're looking for in a television.

Would you rather skimp a bit on picture quality to buy a set with a bigger screen, or get the best possible picture on a smaller set? Do you plan to use an external sound system or sound-bar speaker? If you do, don't pay extra for a TV with great sound.

The viewing angle is especially important if you plan to invite friends to watch movies or sports with you. The wider the viewing angle, the better the picture looks for anyone sitting off-center.

These decisions can help you use our ratings more effectively. Not all of the columns, which cover different features and tests, matter as much to all people.

Don't Be Afraid to Go Big

Bigger screens tend to take a bigger bite out of your budget, but not as much as they used to. Prices for TVs in the 55- to 65-inch range have dropped considerably. You can still spend \$3,000 or more for a 65-inch set, but there are also models that size that deliver a satisfying experience for \$700 or even a bit less.

If you have the room for it, a mega-screen TV can be inspiring, really showcasing your favorite movies and TV shows. Just make sure that the seating distance from the TV puts the whole image comfortably within view.

The TVs in our ratings are divided by screen size because this is such an important factor for most shoppers.

Consult Our HDR Scores

A majority of the models in our ratings can deliver a satisfying TV-watching experience, but there are some clear differences between the top-performing models and those in the middle of the pack. And right now, the biggest differentiator in performance is HDR, or high dynamic range. Among TVs that support HDR, the more expensive models tend to do better.

"When done well, HDR represents a more natural illumination of image content," says Claudio Ciacci, who heads up TV testing at Consumer Reports. "That includes the TV's ability to retain the vibrancy of colors as a scene gets brighter."

TVs with good HDR performance can display finer gradations from black to white. You'll see more nuanced detail in the shadows of dark scenes—such as nighttime in a garden—that otherwise might just look black. And you'll be able to discern more detail in bright scenes, such as a daytime sky with both the sun and clouds. The best HDR TVs have high peak brightness levels that can deliver more realistic "specular highlights," such as the sun glinting off a truck's chrome bumper. The result looks more like what we see in real life.

The TV show or movie you're watching has to be shot and transmitted to your set in HDR for this feature to work. (If you're streaming a movie, you'll usually see a flag on the title that lets you know it's in 4K HDR.) There's a growing selection of this content

STOP YOUR TV FROM SNOOPING

How much does your TV know about you? If it's a smart TV, one that connects to the internet, probably quite a bit.

These sets often use automatic content recognition (ACR), technology

that can tell the TV maker about the shows you watch, whether it comes from network TV, a streaming service, or even your own Blu-ray disc. That data can be used to target you with ads

not just on the TV but also on your mobile phone and laptop.

Companies need to get your permission to collect this data; in fact Vizio got in trouble with federal and

state regulators in 2017 for failing to do so. But when we analyzed TVs for privacy protections earlier this year, we found that it can be difficult to figure out how to turn off ACR when you're first

setting up your TV—and even harder later on.

During setup, read each screen carefully. You must agree to basic privacy policies and terms of service if you want to access

SOUND DECISION-MAKING

available, especially from streaming services such as Amazon and Netflix, and on 4K Ultra HD Blu-ray discs.

But not all TVs that tout HDR do a great job presenting these images in all their lifelike glory. That's why our ratings (starting on page 32) show a separate column for the HDR score. TVs with low scores don't make HDR movies look much different from TVs that lack the capability entirely.

Factor In Sound Quality

A TV's sound is an afterthought for many shoppers, but a set with satisfying sound can add visceral excitement to what you see on screen. After all, a movie's soundtrack often gets as much loving attention as any other part of the production.

Further, if your new TV has Bluetooth, like an increasing number of sets, you may want to use it to play music beamed from a phone or tablet.

After years of declining sound quality—a consequence of ever-slimming TV profiles—we're starting to see improvements.

These days, a number of sets in our ratings have Very Good or even Excellent sound quality, especially if you're looking for a larger TV. (Most TVs, especially smaller sets, still produce mediocre sound.)

There's an easy remedy for a TV with so-so audio: a sound-bar speaker. Learn more at right. Then use our TV ratings charts and Black Friday shopping tips as you hit the sales this holiday season.

streaming services. But you can say no to ACR, which goes by names such as LivePlus (for LG), or Viewing Information Services or SyncPlus (for Samsung).

If you've already set up your TV, dive

into the settings—and be prepared to go several menus deep. Even if you turn off ACR, the TV maker may still see data such as your location and which streaming apps you open.

Most of the 200-plus TVs in our ratings earned no more than a Good score for sound. That's fine for many sitcoms, talk shows, and the like. But with movies and TV dramas, you might want a bit more sonic oomph.

You can buy a TV with an Excellent rating for sound quality, but you may have to pay more and perhaps buy a larger TV than you really want. An alternative is to add a sound bar to the TV of your choice.

Most sound bars have several speakers in a thin enclosure that can be mounted on a wall or placed on a shelf above or below the TV. Pedestal-style sound bases can support the set.

Sound bars are often sold with a wireless subwoofer to help with bass, and a few have rear speakers for surround-sound.

Many have Bluetooth, letting you stream music from a phone. And some advanced models offer access to streaming video and music services.

Prices range from \$100 to more than \$1,000, but many sell for \$200 to \$600.

Here are tips for when you're shopping:

Make sure you can return or exchange your pick. A model may sound very different in your home than the in-store demo.

Determine how many channels of sound you want.

To simply enhance your TV sound, 2.1 channels (two front channels and a separate subwoofer) will do nicely. But if you want true surround sound, choose a 5.1-channel system with rear speakers.

Decide whether to spring for Dolby Atmos or dts:X.

These technologies are built into several models and can give movies with specially encoded soundtracks a feeling of height.

"When done well, especially with models that have front and rear height-enabled speakers, listeners can really get a three-dimensional sound experience," says Maria Rerecich, who leads electronics testing at CR.

VIZIO
SB3821-C6
\$150

55



Despite its low price, this basic 2.1-channel system delivers Good overall sound. It has a wireless subwoofer and Bluetooth for streaming audio.

SONOS
BEAM
\$400

69



Sonos' first smart sound bar delivers Very Good sound, along with voice control, courtesy of the built-in Amazon Alexa digital assistant.

SAMSUNG
HW-K950
\$1,500

74



This pricey, top-rated, full-blown Dolby Atmos surround-sound system delivers Very Good sound. It has wireless rear speakers and a large subwoofer.

Ratings > **Televisions** Consumer Reports' TV ratings now include a separate score for how well a model can present HDR images. In addition to overall ratings, check the scores for HDR, sound, and other factors that matter most to you.

Rec.	Rank	Brand & Model	Overall Score	Price	Test Results				
					Ultra-HD performance	HDR score	HD picture quality	Sound quality	Viewing angle
60-INCH AND LARGER TVs ¹									
✓	1	LG OLED65B8PUA	88	\$2,800	↑	↑	↑	↑	↑
✓	2	LG OLED65C8PUA	88	\$3,000	↑	↑	↑	↑	↑
✓	3	Sony XBR-65A8F	88	\$3,800	↑	↑	↑	↑	↑
✓	4	LG OLED65E8PUA	88	\$3,500	↑	↑	↑	↑	↑
✓	5	LG 65SK9500PUA	83	\$2,200	↑	↑	↑	↑	↑
✓	6	Samsung QN65Q9FN	83	\$3,800	↑	↑	↑	↑	↓
✓	7	Samsung QN65Q7CN	81	\$2,700	↑	↑	↑	↑	↓
✓	8	LG 65SK9000PUA	81	\$2,200	↑	↑	↑	↑	↑
✓	9	Samsung QN65Q7FN	80	\$2,600	↑	↑	↑	↑	↓
✓	10	Samsung QN65Q75FN	79	\$1,700	↑	↑	↑	↑	↓
✓	11	Samsung QN65Q65FN	79	\$1,800	↑	↑	↑	↑	↓
✓	12	Samsung QN65Q6FN	78	\$2,200	↑	↑	↑	↑	↓
✓	13	Samsung QN65Q8FN	78	\$3,000	↑	↑	↑	↑	↓
✓	14	Sony XBR-65X900F	78	\$2,200	↑	↑	↑	↑	↓
Ⓢ	15	Samsung UN65NU800D	77	\$1,580	↑	↑	↑	↑	↓
Ⓢ	16	Samsung UN65NU8000	77	\$1,700	↑	↑	↑	↑	↓
✓	17	Samsung UN65NU8500	77	\$1,800	↑	↑	↑	↑	↓
✓	18	LG 65SK8000PUA	73	\$1,600	↑	↓	↑	↑	↑
Ⓢ	19	Vizio PQ65-F1	73	\$1,200	↑	↑	↑	↓	↓
Ⓢ	20	LG 65UK7700AUB	72	\$1,250	↑	↓	↑	↑	↑
✓	21	LG 70UK6570PUB	72	\$1,300	↑	↓	↑	↑	↓
✓	22	Sony XBR-70X830F	71	\$2,200	↑	↓	↑	↑	↓
✓	23	Sony XBR-65X850F	71	\$1,800	↑	↓	↑	↑	↑
✓	24	Sony XBR-60X830F	71	\$1,400	↑	↓	↑	↑	↓
Ⓢ	25	LG 65UK6500AUA	71	\$985	↑	↓	↑	↑	↑
Ⓢ	26	Samsung UN65NU7100	70	\$1,100	↑	↓	↑	↑	↓
✓	27	Hisense 65H9EPLUS	70	\$1,200	↑	↓	↑	↑	↓
✓	28	Samsung UN65NU710D	69	\$1,080	↑	↓	↑	↑	↓
✓	29	Vizio P65-F1	69	\$1,300	↑	↓	↑	↓	↓
Ⓢ	30	TCL 65R615	69	\$970	↑	↑	↑	↓	↓
✓	31	Samsung UN65NU7300	69	\$1,200	↑	↓	↑	↑	↓

Rec.	Rank	Brand & Model	Overall Score	Price	Test Results				
					Ultra-HD performance	HDR score	HD picture quality	Sound quality	Viewing angle
60-INCH AND LARGER TVs <i>Continued</i>									
✓	32	TCL 65R617	68	\$1,000	↑	↑	↑	↓	↓
✓	33	Vizio M65-F0	68	\$1,000	↑	↓	↑	↑	↓
✓	34	LG 65UK6300PUE	65	\$1,000	↑	↓	↑	↑	↑
✓	35	Vizio E65-F0	65	\$800	↑	↓	↑	↓	↓
	36	Vizio M70-F3	64	\$1,400	↑	↓	↑	↓	↓
	37	TCL 65S517	63	\$890	↑	↓	↑	↓	↓
	38	Sharp LC-65Q7000U	61	\$850	↑	↓	↑	↓	↓
	39	Hisense 65H6E	60	\$650	↑	↓	↑	↓	↓
	40	Vizio D65-F1	59	\$780	↑	↓	↑	↓	↓
	41	Hisense 60H6E	58	\$550	↑	↓	↓	↓	↑
	42	Hitachi 65R80	58	\$650	↑	↓	↑	↓	↑
55- TO 59-INCH TVs									
✓	1	LG OLED55C8AUA	89	\$2,300	↑	↑	↑	↑	↑
✓	2	LG OLED55C8PUA	88	\$2,500	↑	↑	↑	↑	↑
✓	3	LG OLED55E8PUA	87	\$2,700	↑	↑	↑	↑	↑
✓	4	Sony XBR-55A8F	87	\$2,800	↑	↑	↑	↑	↑
✓	5	LG OLED55B8PUA	87	\$1,995	↑	↑	↑	↑	↑
✓	6	Samsung QN55Q7FN	81	\$1,900	↑	↑	↑	↑	↓
✓	7	Samsung QN55Q7CN	80	\$2,000	↑	↑	↑	↑	↓
✓	8	LG 55SK9000PUA	80	\$1,500	↑	↑	↑	↑	↑
✓	9	Samsung QN55Q8FN	79	\$2,200	↑	↑	↑	↑	↓
✓	10	Samsung QN55Q6FN	77	\$1,300	↑	↓	↑	↑	↓
Ⓢ	11	Samsung QN55Q65FN	76	\$1,100	↑	↓	↑	↑	↓
Ⓢ	12	Samsung UN55NU8000	76	\$1,200	↑	↑	↑	↑	↓
Ⓢ	13	Samsung UN55NU800D	76	\$1,080	↑	↑	↑	↑	↓
✓	14	Samsung UN55NU8500	76	\$1,300	↑	↑	↑	↑	↓
✓	15	Sony XBR-55X900F	76	\$1,500	↑	↑	↑	↑	↓
Ⓢ	16	LG 55SK8000PUA	75	\$1,000	↑	↓	↑	↑	↑
Ⓢ	17	LG 55UK7700PUD	72	\$895	↑	↓	↑	↑	↑
Ⓢ	18	Samsung UN55NU7100	72	\$700	↑	↓	↑	↑	↓
Ⓢ	19	Samsung UN55NU7300	71	\$800	↑	↓	↑	↑	↓
Ⓢ	20	TCL 55R617	69	\$650	↑	↑	↑	↓	↓
Ⓢ	21	TCL 55R615	69	\$600	↑	↑	↑	↓	↓

¹ All TVs are 65 inches except the LG 70UK6570PUB, Sony XBR-70X830F, and Vizio M70-F3 (70 inches); and the Sony XBR-60X830F and Hisense 60H6E (60 inches).
² Not a smart TV; additional streaming player is needed for streaming content.

Rec.	Rank	Brand & Model	Overall Score	Price	Test Results				
					Ultra HD performance	HDR score	HD picture quality	Sound quality	Viewing angle

55- TO 59-INCH TVs Continued

👉	22	LG 55UK6500AUA	68	\$600	👍	👎	👍	👍	👍
👉	23	Samsung UN55NU710D	68	\$630	👍	👎	👍	👍	👎
👍	24	Hisense 55H9EPLUS	66	\$700	👍	👎	👍	👎	👎
👍	25	Vizio P55-F1	65	\$900	👍	👎	👍	👎	👎
	26	LG 55UK6300PUE	64	\$595	👍	👎	👍	👎	👍
	27	TCL 55S517	63	\$475	👍	👎	👍	👎	👎
	28	TCL 55S515	62	\$450	👍	👎	👍	👎	👎
	29	Hisense 55H8E	61	\$470	👍	👎	👍	👎	👎
	30	Hisense 55H6E	60	\$380	👍	👎	👍	👎	👎
	31	Vizio M55-F0	60	\$700	👎	👎	👍	👎	👎
	32	Sharp LC-55Q7000U	59	\$500	👍	👎	👍	👍	👎
	33	Vizio D55-F2	59	\$500	👎	👎	👍	👎	👎
	34	Toshiba 55LF621U19	57	\$480	👎	👎	👍	👎	👎
	35	Philips 55PFL5703	57	\$500	👍	👎	👍	👎	👍

46- TO 52-INCH TVs

👍	1	Samsung UN49NU8000	75	\$1,000	👍	👍	👍	👍	👎
👍	2	Sony XBR-49X900F	74	\$1,200	👍	👍	👍	👎	👎
👍	3	LG 49SK8000PUA	69	\$900	👍	👎	👍	👍	👍
👉	4	LG 49UK6300PUE	69	\$495	👍	👎	👍	👍	👍
👍	5	Samsung UN50NU7100	67	\$600	👍	👎	👍	👍	👎
👉	6	Samsung UN50NU710D	67	\$530	👍	👎	👍	👍	👎
	7	LG 50UK6300BUB	64	\$500	👍	👎	👍	👎	👎
	8	LG 50UK6500AUA	64	\$490	👍	👎	👍	👎	👎
	9	TCL 49S517	60	\$430	👍	👎	👍	👎	👎
	10	TCL 49S515	60	\$400	👍	👎	👍	👎	👎
	11	Vizio D50-F1	60	\$430	👍	👎	👍	👎	👍
	12	Hisense 50H6E	59	\$300	👍	👎	👍	👎	👎
	13	Sharp LC-50Q7000U	58	\$430	👍	👎	👍	👎	👎

Rec.	Rank	Brand & Model	Overall Score	Price	Test Results				
					Ultra HD performance	HDR score	HD picture quality	Sound quality	Viewing angle

46- TO 52-INCH TVs Continued

	14	Hisense 50R7050E	57	\$300	👎	👎	👍	👎	👎
	15	Insignia NS-50D510NA19	57	\$250	NA	NA	👍	👎	👎
	16	Hisense 49H6E	57	\$375	👍	👎	👍	👎	👎
	17	Hisense 50R7E	57	\$350	👎	👎	👍	👎	👎
	18	Sharp LC-50LB601U	55	\$300	NA	NA	👎	👎	👎

39- TO 43-INCH TVs

👉	1	LG 43UK6500AUA	65	\$390	👍	👎	👍	👎	👍
	2	LG 43UK6300PUE	64	\$395	👍	👎	👍	👎	👍
	3	Samsung UN43NU710D	63	\$460	👍	👎	👍	👎	👎
	4	Samsung UN40NU7100	62	\$450	👍	👎	👍	👎	👎
	5	Samsung UN43NU7100	61	\$480	👍	👎	👍	👎	👎
	6	TCL 43S517	61	\$380	👍	👎	👍	👎	👎
	7	TCL 43S515	60	\$350	👍	👎	👍	👎	👎
	8	Vizio D43-F1	60	\$350	👍	👎	👍	👎	👎
	9	Vizio D39f-F0	60	\$250	NA	NA	👍	👎	👎
	10	Hisense 43H6E	59	\$290	👍	👎	👍	👎	👎
	11	Vizio E43-F1	58	\$350	👍	👎	👍	👎	👎
	12	Vizio D40f-F1	57	\$260	NA	NA	👍	👎	👎
	13	Philips 43PFL5703	57	\$380	👍	👎	👍	👎	👍
	14	Sharp LC-43Q7000U	56	\$380	👍	👎	👍	👎	👎
	15	Hisense 43H6080E	56	\$350	👍	👎	👍	👎	👎
	16	Toshiba 43LF621U19	56	\$330	👎	👎	👍	👎	👎
	17	Sharp LC-43LB601U	54	\$300	NA	NA	👎	👎	👎
	18	Hisense 43R7E	54	\$300	👎	👎	👍	👎	👎
	19	Sanyo FW40D48F	50	\$200	NA	NA	👍	👎	👎
	20	Hisense 40H3080E	49	\$240	NA	NA	👍	👎	👎
	21	Magnavox 40ME338V	48	\$230	NA	NA	👍	👎	👎

Readers with a Digital or All-Access membership can find the latest ratings at [CR.org/tvs](https://www.consumerreports.org/tvs).

HOW WE TEST: The Overall Score is out of a total of 100 points. **Ultra HD performance** is an evaluation of how well a TV reproduces full-quality ultra high definition (or 4K) using 4K content. The **HDR score** reflects how effectively the

TV can show high dynamic range when playing HDR content. HDR heightens the difference between the darkest blacks and brightest whites in an image, allowing for more nuanced detail in both the shadows and bright parts of a scene.

HD picture quality is evaluated after a TV is adjusted to produce the highest-fidelity image possible, encompassing detail, color accuracy, and contrast. **Sound quality** reflects overall clarity of sound, depth of bass, effective volume level, and

distortion for dialogue and music. **Viewing angle** reflects clarity and color accuracy from various horizontal and vertical angles.