

# Samsung to provide 3D TVs to Britain's Virgin Media

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A South Korean woman watches a 3D TV at a showroom of Samsung Electronics in Seoul on April 2010. South Korea's Samsung, the world's largest maker of flat-screen TVs, on Wednesday announced a partnership with Virgin Media to expand its presence in Britain's 3D television market.

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Virgin Media will use Samsung models to display its [3D TV](#) content as it launches such services in Britain, the South Korean company said in a statement.

The media group has 3.9 million video-on-demand subscribers and provides broadband as well as mobile services.

Samsung accounted for 73 percent of the British 3D TV market as of August, according to industry data.

Its domestic rival LG Electronics, the world's second largest flat-screen TV maker, earlier announced a tie-up with Britain's BSkyB to supply 3D TVs to broadcast Premier League matches.

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