Display Optical Film Market Tracker
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The Display Optical Film Market Tracker covers polarizer and backlight-related films for TFT LCDs, including PVA, production film, COP, PSA, diffuser, reflector, light guide plate, microlens film, BEF/DBEF, prism sheet, and multi-functional film.

The report presents information regarding shipments, market share, capacity changes, value chain relationships between the film suppliers and panel makers, prices, supply/demand, revenue, technology development, and cost reduction efforts. Also included are area demand forecasts, revenue demand forecasts, market share analyses, and a price and cost analyses.

The Display Optical Film Market Tracker is published through an Excel data file and PowerPoint report.

### New polarizer structure and LCD TV edge LED backlight model optical film structure

<table>
<thead>
<tr>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
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</thead>
<tbody>
<tr>
<td>Micro lens</td>
<td>Diffuser</td>
<td>Prism sheet</td>
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<tr>
<td>LED</td>
<td>LGP</td>
<td>Diffuser</td>
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<tr>
<td>Down Diffuser</td>
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<td>LED</td>
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<td>LGP</td>
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<td>LGP</td>
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<tr>
<td>LED</td>
<td></td>
<td>Multi-function Prism</td>
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<tr>
<td>Down Diffuser</td>
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Source: IHS Markit

### Key Issues Addressed
- Discover the latest technology and supply chain information as well as pricing and forecasts for the entire range of TFT LCD optical films.
- Understand improvements in display performance derived from optical films.
- Learn about different optical film configurations and stacks found in production today.
- Gain a single source of optical film information for supply/demand, supplier performance and capacity, price trends, cost structures, revenue, and market share.

### Applicable To
- Brand manufacturers/OEMs/ODMs
- LCD and materials/components procurement division
- Suppliers
  - Optical film
  - Polarizer
  - Backlight
- LCD Panel suppliers
- Materials/components Procurement division
- Panel development division
- Investment Community
  - Fund managers / investors / analysts with interest in display companies
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For more information ihsmarkit.com/technology

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