

The *Display Strategic Outlook* provides an executive level view of the LCD industry in a monthly deliverable. The report covers components, panels, the supply chain, OEMs/ODMs, brands, and sell-through for four applications: LCD TV, monitor, notebook, and tablet. A four-month forecast is included to help subscribers understand dynamic market intelligence.

With OLED status updates also included, this report provides a resourceful database for the display industry with concise, relevant information for decision-makers who need to quickly understand the entire large-area TFT LCD supply chain. Presented in a dashboard format, every aspect of the supply chain is highlighted—from components to the end-market.

Sample supply chain weather forecast				
	May'15 (F)	Jun'15 (F)	Jul'15 (F)	Aug'15 (F)
Components				
TV				
TFT LCD Panels				
Monitor				
Mobile PC				
OEM/ODM				

Source: IHS © 2015 IHS

Detailed content in the report lists the status of components in the market, followed by panel shipment plans, shipments to customers, and shipments to China. Changes in major clients and strategies are highlighted, and panel price, panel inventory, and fab capacity are also shown in the report to analyze overall display market trends. For the downstream market, OEM/ODM and brand production are listed, as is sell-through and end-maker inventory by application status.

### Key Issues Addressed

- Current challenges in the component market
- Changes to panel makers' customers
- Panel price trends
- Inventory levels for each application
- ODM/OEM market and brand production demand status
- Future market demand for each application

### Applicable To

- Upstream component players
  - Product planning managers
  - Marketing managers
- LCD panel suppliers
  - Marketing/strategic planning managers
- Brand manufacturers/OEMs/ODMs
  - Product planning managers
  - Procurement managers for LCD components
- Manufacturers of competitive technologies
- Investment community

### Actuals and Forecast

#### Frequency, Time Period

- Monthly
- Eight months of results
- Four months of forecasts

#### Measures

- Supply Chain Weather Forecast
- Panel Shipments (M Units) by Application
- Inventory Weeks by Panel Maker
- Panel Prices (\$USD)
- Fab Utilization Rate (%) per Fab by Company
- Supply Chain Analysis (%)
- OEM/ODM Shipments (M Units)
- Brand Production Forecast (M Units)
- TV Panel Shipments to China (M Units)

### Products Covered

- LCD TVs
- Monitors
- Notebooks
- Tablets

### Technologies Covered

- a-Si TFT-LCD Panels
- AMOLED

## Lead Analyst

### Linda Lin – Senior Analyst

Linda Lin specializes in large-area TFT LCD panel research at IHS. She is in charge of surveying panel makers and brand vendors to follow notebook panel supply chains, and covers worldwide large-size panel market research.

With over eight years of industry experience, Linda owns superior relationship and network in the display industry. Prior to joining IHS in 2011, she worked for WitsView and was in charge of panel and downstream (monitor and TV) product research. She also worked for Market Intelligence & Consulting Institute and took charge of regional research for South and East Asia. It was during this time that she changed research domain to large-size panel displays.

Linda earned a Master's Degree in Business Administration from National Yunlin University of Science and Technology in Taiwan.

### Ricky Park - Director

Ricky Park joined IHS in 2001 as an analyst and he is now director of the LCD research team at IHS Technology. His team publishes more than 15 syndicated reports, covering the large-area TFT LCD panel market and all applications using larger-sized panels. He also serves as project manager for dozens of high-value industry feasibility studies carried out for Fortune 500 companies.

Ricky was one of the main developers of the LCD research practice where he applied his unique methodology, processes, and network capability to expand the TFT LCD research business into its current form. He holds a large number of key market analyses specializing in various technologies and applications of the electronics value chain industry.

He received a Bachelor's degree in Engineering from Hanyang University.

## About IHS

IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. Businesses and governments in more than 165 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs 8,000 people in 31 countries around the world.

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