

Desktop Monitor Market Tracker

Jeff Lin, Principal Analyst and Hidetoshi Himuro, Manager

ACTUALS AND FORECAST

Frequency, Time Period

- Quarterly update

Deliverables

- Excel
 - Preliminary data
 - History tables + touch
 - FLEX brand history
 - Design win database (display model list with specifications – SKU level)
- PowerPoint: Analysis

DATA COVERED

- Shipments, revenues, and ASPs for desktop displays segmented by:
 - Historical and forecast LED monitor ASP pricing
 - Worldwide or by regions (North America, Eastern Europe, Western Europe, MEA, China, Japan, Asia Pacific and Latin America)
 - Over 45 size and resolution combinations by brand, region, and category
- LED set-level monitor tracking by size, brand, and region
- LED monitor forecasts
- Tracking for over 35 global and regional brands by size, technology, and aspect ratio
- Time period: Results for the prior 8+ quarters and 20+ rolling quarterly forecast
- Historical shipments from the previous eight or more quarters, with a rolling quarterly five-year forecast
- Historical shipments by end market, commercial versus consumer (by region), bundle type—stand-alone vs. bundled (by region), MFM functionality, channel (retail, commercial, direct), panel type (for example, GlareType)

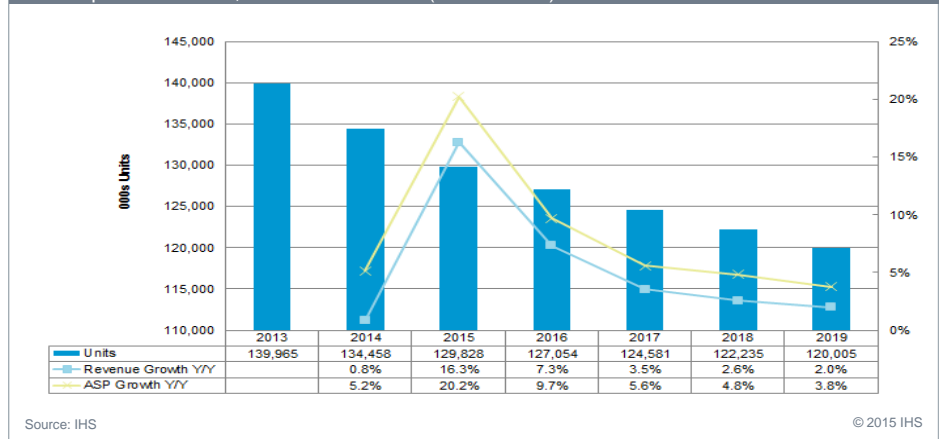
TECHNOLOGIES COVERED

- CRT, LCD, AMOLED

Desktop monitor revenues and ASPs increase while unit volume continues decline

The Desktop Monitor Market Tracker is a single, comprehensive resource that provides indispensable coverage of CRT, LCD, All-in-One and AMOLED desktop monitor markets and supply chain. Backed by a global team of analysts it offers the most detailed, reliable coverage in the industry.

Desktop Monitor Units, Revenue and ASP (2013 - 2019)



Key Issues Addressed

- What is the pricing forecast for LED technology in monitors?
- What is the demand for wide aspect ratio LCD monitors by region?
- What is the expected growth pattern for all desktop display solutions?
- How can I track all-in-one touch-enabled vs. standard monitors?

Use this Market Tracker to

- Understand the penetration rate of touch and LED backlights in the monitor market, with LED set-level monitor tracking and forecasting by size, brand and region
- Use the LED pricing forecast to see timeline and potential for premium revenue
- Recognize opportunities and risks in specific regions
- Benchmark market share and product mix by region by size by technology
- Formulate product and pricing strategies

LEAD ANALYSTS

Jeff Lin, Principal Analyst

Jeff Lin is responsible for market research and analysis of the PC monitor value chain and large-area panel roadmap. Before joining IHS Markit, Jeff gained valuable experience handling panel sourcing and desktop monitor market analysis at BenQ Corporation. Jeff has also been a key monitor account sales manager at Samsung Electronics Taiwan, where he formed key relationships with leading PC monitor brands and OEMs in Taiwan. Prior to Samsung, he was an engineer at Chunghwa Picture Tubes (CPT), where he led TV panel development projects and planned TV panel roadmaps.

Jeff has a bachelor's degree in environmental engineering from National Cheng Kung University and a master's degree in business administration from National Cheng Chi University.

Hidetoshi Himuro, Manager

Mr. Hidetoshi Himuro is responsible for market research and analysis of large-area LCD applications, including monitor, notebook PCs and public display/digital signage. He also forecasted monthly large-area LCD panel pricing. With his background in engineering, he covered the LCD panel technology roadmap.

Prior IHS Markit, Mr. Himuro held a number of positions at NEC (Japan & US). At NEC, his diverse responsibilities included strategic planning, project management, LCD panel and monitor set procurement, design verification, vendor relationships and hardware development for notebook PCs and LCD monitors and their LCD panels. He has a bachelor's degree in Electrical Engineering from Tokyo University of Science, Japan.

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Special Topics:

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For more information [ihsmarkit.com/technology](https://www.ihsmarkit.com/technology)

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