Display Optical Film Market Tracker
Irene Heo, Principal Analyst

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.

**ACTUALS AND FORECAST**
- **Frequency, Time Period**
  - Quarterly update
- **Measures**
  - Area
  - Revenue
  - Unit
  - Typical selling price

**DATA COVERED**
- Polarizer production capacity
- Polarizer market forecast (revenue, area)
- Polarizer pricing
- TFT LCD polarizer supply/demand
- Large-area LCD polarizer supply chain share (unit, area)
- Status of major polarizer companies
- Polarizer and sub film structure trends
- PVA protection film (TAC/Acryl/COP) demand forecast (revenue, area)
- PVA protection film capacity
- PVA protection film supply/demand trends
- PVA protection film pricing
- Compensation film demand forecast
- Compensation film supply chain share
- Optical film revenue demand forecast
- Optical films area demand forecast
- Optical film pricing
- Backlight optical film demand forecast
  - Reflective polarizer
  - Normal prism
  - Multi-function prism
  - Diffuser
  - Reflector
  - Microlens
- Backlight optical films price trends
  - Reflective polarizer
  - Prism
  - Diffuser
  - Reflector
  - Microlens

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

![Polarizer Structure Diagram](source: IHS Markit)
Table of Contents

Executive summary
Research methodology
Research scope and definitions
Polarizer and sub films
Polarizer market trend and demand forecast
- Long-term forecast
- Short-term forecast
- By display type, application, display mode
Polarizer production capacity trend
- Polarizer production line and capacity
- By manufacturer, region, group
Major polarizer companies’ status — Nitto, Sumitomo Chemical, LG Chem, Samsung SDI, Sanritz, BenQ Materials, CMMT, others
Polarizer supply chain: overall, notebook, monitor, TV, tablet PC
Polarizer price trends and demand/supply
Polarizer sub-film demand forecasts
- PVA film
  o Market forecast
  o Production capacity
- PVA protection film (TAC, acryl, PET, COP)
  o Market forecast
  o Production capacity
  o Supply/demand trends
  o Pricing trends
- Compensation film
  o Market forecast
  o Polarizer structure change trend
  o Type of compensation film by display mode (TN, VA, IPS)
  o Compensation film adoption trend by major application/panel marker
  o Market share by film, manufacturer
- Surface treatment film (AG, AG/LR, LR, HC)
  o Market forecast
  o Market trends
- PET protection film/release film
  o Market forecast
  o Market trends
- Polarizer issues
  o Polarizer structures of Apple’s products
  o RTP process
  o Coating PVA polarizer
  o One polarizer
Backlight optical films
Prism film and multi-function prism
Micro lens film
Reflective polarizers and functional films
Film stack by application: notebook PC, monitor, TV
Price trends: prism film, micro lens film, reflective polarizer
Prism film supply chain: mobile PC, monitor, TV
BLU cost structure: smartphone, tablet PC, notebook PC, TV
Diffuser film
- Price trends
- Supply chain for mobile PC
- Supply chain for monitor
- Supply chain for TV
Reflector film
- Price trends
- Supply chain for notebook PC
- Supply chain for monitor
- Supply chain for TV
Light guide plate (LGP)
- TFT LCD LGP demand (mobile PC, monitor, TV)
- PMMA demand for TFT LCD LGPs
- PMMA supply/demand for TFT LCD LGPs

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