

Monitor Display Supply Chain Tracker

Robin Wu, Senior Analyst

ACTUALS AND FORECAST

Frequency, Time Period

- Quarterly updates
- 1 quarter results
- 2-year actual results

Measures

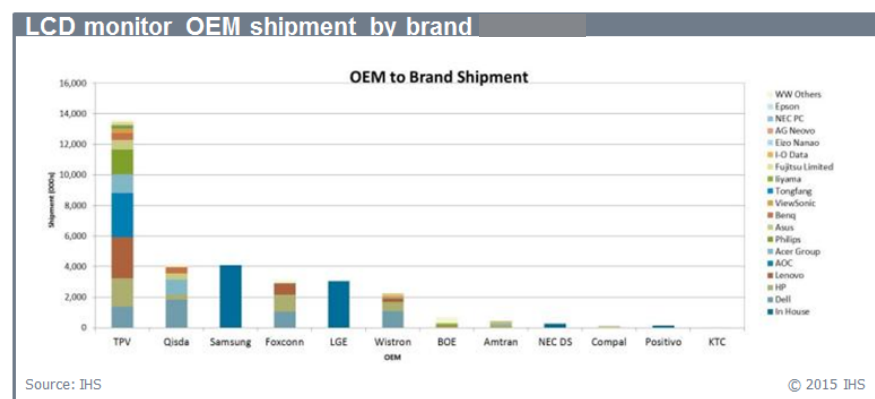
- Panel shipment by size
- Brand shipment by size
- OEM shipment by size
- Panel to OEM by size (OEM from panel)
- OEM to brand by size (brand from OEM)
- Insourcing/Outsourcing

Market Coverage

- All LCD panel makers that manufacture LCD monitor panels
- Worldwide LCD monitor brands
- Worldwide LCD monitor OEM makers

The *Monitor Display Supply Chain Tracker* illuminates the relationships between panel makers, OEM/ODM subcontract manufacturers, and brands. The tracker provides the most detailed and comprehensive supply chain data for LCD monitors, using actual shipment data by size. The report uniquely conveys the relationships between suppliers and brands, by panel size information and OEM volumes.

Suppliers can determine market share and benchmark against competitors. Buyers can identify and evaluate key panel makers or OEMs to improve their purchasing decisions. Excel data tables enable views of various combinations of panel maker, OEM, brand, panel size, and time period.



Key Issues Addressed

- Evaluate competition in the LCD monitor industry, strategic alliances, and panel production
- Determine which monitor OEM makers are capable and selected to work with LCD monitor brands
- Learn relevant supply chain dynamics of who-produces-what-for-whom
- Determine availability of new LCD monitor sizes by supplier
- Mitigate risk by understanding how diversified your suppliers and your competitors' suppliers are
- Identify negotiation leverage by panel makers and suppliers based on growth or decline in their customers or shipments

Applicable To

- Brand manufacturers/OEMs/ODMs for monitors
 - o Product planning managers for system sales
 - o Procurement managers
- LCD monitor panel suppliers
 - o Product marketing/strategic planning managers
- LCD monitor component suppliers
- Manufacturers of competitive technologies
- Investment community
- Retailers

LEAD ANALYST

Robin Wu, Senior Analyst

Mr. Robin Wu is a Senior Analyst/Researcher within the IHS Technology group. He joined IHS in November 2014, when IHS acquired DisplaySearch, a leader in primary research and forecasting on the global display market. At DisplaySearch, he served as a PC and TFT analyst, specializing in trend analysis of China's PC, monitor, and panel markets. He also acted as vice chair of the VESA monitor task group in 2010 and has focused on monitor/panel standardization since early 2009.

Prior to DisplaySearch, Mr. Wu spent nearly seven years at the leading IT brand IBM/Lenovo. There, he focused on monitor/TFT business, delivering industry-leading green ThinkVision products and managing panel sourcing and qualifications. In addition to providing support to the desktop/AIO business, he acted as a liaison in the industry, building strong relationships with leading PC monitor OEMs in China. Mr. Wu has a bachelor's degree in Mechanics & Electronics and a master's degree in Micro-Electro-Mechanical Systems from Huazhong University of Science and Technology, China.

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Table of Contents

- Top panel to OEM, by size
- Top OEM to brand, by size
- Top brand to OEM, by size
- Panel historical – Panel to OEM historical, by size
- Brand historical – Brand to OEM historical, by size
- Panel to OEM pivot, by size
- OEM share, by size
- Panel to OEM share, by size
- OEM to brand pivot, by size
- OEM to brand share
- Brand to OEM share

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