OLED Materials Market Tracker
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Organic light-emitting materials used in the mass production of active-matrix organic light-emitting diode (AMOLED) panels include red, green, and blue (RGB) light-emitting materials; materials of common layers, including a hole transport layer (HTL), an electron transport layer (ETL), and a capping layer (CPL); and functional materials. This report deals with market analysis and forecast regarding organic light-emitting materials, consumption of the materials by AMOLED panel maker, and the status of organic light-emitting materials suppliers.

The market of organic light-emitting materials used in AMOLED panels is growing in line with the growth of the AMOLED market. The fine metal mask (FMM) RGB-type will use the materials the most in 2015 before full-fledged production of large-sized panels. After 2015, however, consumption of the materials by large-sized white OLED (WOLED) panels should increase each year.

### Key Issues Addressed
- AMOLED materials demand and forecast
- Materials supply analysis
- Forecast on materials using newly developed devices
- AMOLED industry and market trend
- Short-term demand by AMOLED panel maker
- Long-term demand by AMOLED industry
- Competition analysis

### Applicable To
- Brand manufacturers/OEMs/ODMs for TVs/monitors/mobile PC
  - Product planning managers for system sales
  - Procurement managers for display components
- Display panel suppliers
  - Product marketing/strategic planning managers
- Display component suppliers
- Manufacturers of competitive technologies
- Investment community
LEAD ANALYST
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Dr. Jimmy Kim 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 senior analyst in charge of display materials and LED analysis.

Before DisplaySearch, he spent three years on the marketing team at Samsung LED (currently Samsung Electronics), leading the display-related LED market team and creating marketing strategies for the company. Prior to Samsung LED, Dr. Kim spent five years at Samsung Electronics working on the R&D team for the LCD business. There, he led several R&D projects on new light sources for LCD backlights and new BLU structures.

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