

Small Medium Display Market Tracker

Hiroshi Hayase, Senior Director

ACTUALS AND FORECAST

Frequency, Time Period

- Quarterly update
- 3-year history; 7-year forecast

Measures

- Shipments (K unit)
- Revenue (USD thousands)
- Average selling price (USD)
- Display Area (m²)
- Pixels Per Inch
- Wide-viewing angle LCD technology (K unit)

PRODUCTS COVERED

- Amusement
- Automobile Monitor
- Automotive
- Digital Still Camera
- E-Book
- Home Appliance
- Mobile PC
- Mobile Phone
- Mobile Phone Sub Display
- Multi-Function Printer
- Near Eye
- Office Appliance
- Portable Navigation Device
- Smart Watch (Wearable)
- Video Camera

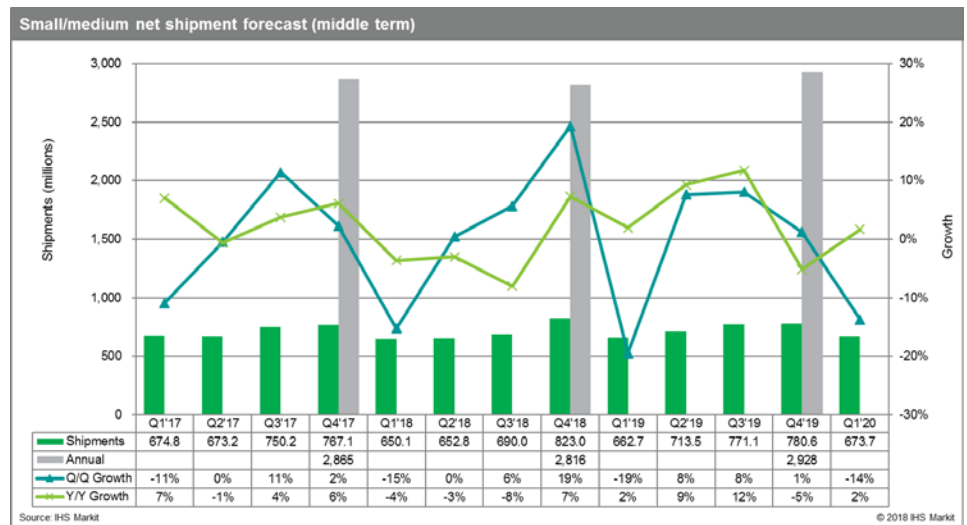
TECHNOLOGIES COVERED

- AMEPD
- AMOLED
- PMEPD
- PMLCD
- PMOLED
- TFT LCD (a-Si, LTPS, Oxide)

The Small Medium Display Market Tracker is a shipment and revenue tracking standard for all small medium displays. The report contains quarterly updates of small medium ($\leq 9"$) display shipments by original specification, application, size, resolution, aspect ratio, display shape and technology (LCD, OLED). It provides a four-year quarterly forecast and an additional three-year annual forecast.

In addition to historical shipments by display maker, the report provides market shares of display makers, display revenue, average selling prices, area, ppi data, and wide-viewing angle LCD technology are also included.

The report is delivered in both PowerPoint (analysis) and Excel (pivot tables and flex files).



Key Issues Addressed

- Future technology trends for small medium displays
- Historical changes in display prices
- Effect of display area growth on material demand
- Effect of ppi competition on smartphone displays
- Share of IPS/FFS technology per application
- Future small medium revenue

Applicable To

- Brand manufacturers/OEMs/ODMs
- Product planning managers for system sales
- Procurement managers for OLED components
- Panel suppliers
- Product marketing/strategic planning managers
- Component suppliers
- Manufacturers of competitive technologies
- Fund managers/investors with interest in display companies

LEAD ANALYST

Hiroshi Hayase, Senior Director

Mr. Hiroshi Hayase is a Senior Director of Analysis & Research.

He joined IHS Markit in November 2014, when IHS Markit acquired DisplaySearch, a leader in primary research and forecasting on the global display market. With nearly 35 years of experience in the LCD industry, he brings an unparalleled focus to sales, marketing management, production, product engineering and market research and analysis.

At DisplaySearch, Mr. Hayase served as vice president of small and medium displays. Before that, he was responsible for sales and market research at a Taiwanese LCD panel/module manufacturer, Wintek Japan Corporation. Earlier, he served as sales manager with Applied Komatsu Technology (AKT), where he was responsible for sales of CVD systems to major Japanese panel producers. He also has 13 years of experience in sales management and production engineering across the full range of LCD production processes with Seiko Epson.

CONTRIBUTING ANALYSTS

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Small Medium Display Shipments by Product

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- Mobile Phone sub-display
- Amusement
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- Digital Still Camera
- E-reader
- Mobile PC
- Multifunction Printer
- Portable Navigation Device
- Smart Watch
- Video Camera
- Automotive (non-monitor) PM FPD
- Home Appliance PM FPD
- Office Appliance PM FPD

Small Medium Display Gross Shipments and Revenue by Supplier

Small Medium Value Chain Analysis by Products

Small Medium Shipment and Revenue Forecast Revenue Forecast

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

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