

Small Medium Display Supply Chain Tracker

Hiroshi Hayase, Senior Director

ACTUALS AND FORECAST

Frequency, Time Period

- Quarterly update
- 3-year history (actuals)

Measures

- Shipments (K unit)
- Share (%)

PRODUCTS COVERED

Supply chain

- Amusement
- Automobile monitor
- Digital still camera
- E-book
- Mobile PC
- Mobile phone
- Multi-functional printer
- Near eye
- Portable navigation device
- Smart watch
- Video camera

Product track

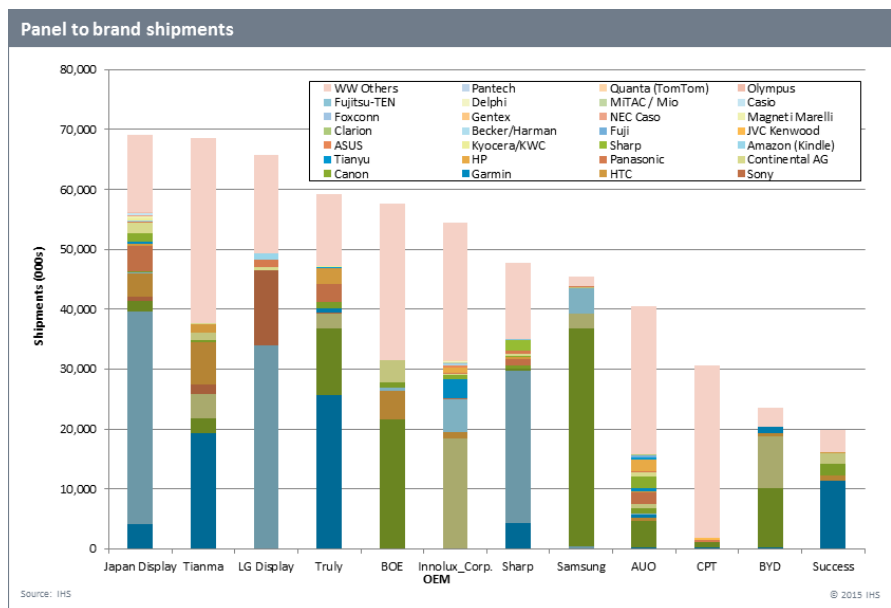
- Automotive
- Home appliance
- Office appliance

TECHNOLOGIES COVERED

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

The Small Medium Display Supply Chain Tracker follows the relationships between small/medium display makers and device/application makers. It offers quarterly updates of the small/medium display supply chain between display makers and set makers by application and by display technology.

The report provides shipments from display maker to set production makers by quarter and by application. An Excel pivot table allows you to freely analyze combinations of display makers, set production makers, applications, display technologies, and quarters.



Key Issues Addressed

- What are display makers supplying to set makers?
- Which display technologies are being purchased by set makers?
- Through tracking display procurement volumes, determine:
 - o Set makers' share of applications
 - o Display makers' share of shipments by application
 - o Display technology trends by mobile application and set maker
- What are trends in relationships between display makers and set makers?

Applicable To

- Brand manufacturers/OEMs/ODMs
- Product planning managers
- OLED component procurement managers
- Panel suppliers
- Product marketing/strategic planning managers
- Component suppliers
- Manufacturers of competitive technologies
- Fund managers/investors/analysts

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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Data tables

- Top display makers' (panel) shipment volumes to set makers (brands) by application
- Top set makers' (brand) display procurement volumes from display makers (panels) by application.
- Historical panel to brand shipments
- Historical brand from panel
- Panel to brand pivot
- Panel to brand share
- Brand share

For more information ihsmarket.com/technology

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