



## IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

# Smartphone Display

### COVERAGE

- 100% coverage of smartphone display makers
- Forecasts and historical data
- Shipments
- Average Selling Prices
- Revenues
- Trends and analysis
- Smartphone display cost coverage
- Supply chain relationship coverage

### Market Trackers

Historical and forecasted, delivered in Excel Tables including revenues, units, ASPs, market shares and products.

### Presentations

Multiple presentations on core issues in display industry.

### Reports

Research addressing key focus areas, market size and industry-level analysis.

### Analyst Insights

Analysis on trends and developments throughout the year.

### Analyst Access

For prompt responses to urgent and unique questions.

### Subscribers of this service will receive:

**Smartphone Display Market Tracker** – Quarterly research on smartphone display shipments, technology developments, features, trends and smartphone market dynamics. It also provides quarterly and annual forecasts of mobile phone display shipments. Delivered in XLS and PPT, Information about new mobile phone display products and end-market events (such as new models using new display features) is included to keep subscribers up-to-date on changing technologies and markets.

**Smartphone Display Supply Chain Tracker** – Quarterly tracker focused on the relationships between smartphone display makers, and device/application manufacturers.

**Smartphone Display Shipment & Price Tracker** – This monthly updated tracker, delivered in XLS and PPT, provides the latest display shipment numbers, surveyed from 100% of smartphone display manufacturers. The shipment portion of the data includes monthly shipments of major display makers, including TFT-LCD and AMOLED suppliers. Monthly data is provided for each display maker's panel shipment total numbers for feature phone, and shipment units for smartphone by display size, resolution, and technology. The price portion of the data includes display pricing for selected sizes and resolution.

**Smartphone Display Cost Report** – Quarterly updated report that delivers smartphone display cost structure and profitability of mainstream display sizes with detailed parameters.

## Research Coverage

Technologies		Applications	Segments
TFT-LCD (a-Si, LTPS, Oxide) AMOLED PMOLED PMLCD		Feature Phone Smartphone Sub-display	Display Production (from display makers) Display Procurement (to set brand) Smartphone Display Cost Modeling and Analysis
Measurements	Segmentation		
Units and Share Revenue and Share ASP Display area PPI	Shipment and Revenue by Display Maker (16 companies) Shipments for brand sets (22 brands) Supply chain between display makers and set brand (with 2 year history) Shipment and ASP by display specification (over 120 categories)  * all data is combined in a pivot table		
Display Maker Regions		Display Shipments by Function	
China Japan Korea Taiwan		Wide view technology (IPS/VA/TN) Touch panel combination (In-Cell, On-Cell)	

For more information [technology.ihs.com](http://technology.ihs.com)

### WORLDWIDE

T +1 844 301 7334

E [technology\\_us@ihsmarkit.com](mailto:technology_us@ihsmarkit.com)  
[technology\\_apac@ihsmarkit.com](mailto:technology_apac@ihsmarkit.com)  
[technology\\_emea@ihsmarkit.com](mailto:technology_emea@ihsmarkit.com)

### About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.