

# Display Backlight Market Tracker

Jimmy Kim, Ph.D., Principal Analyst

## ACTUALS AND FORECAST

### Frequency, Time Period

- Quarterly update

### Measures

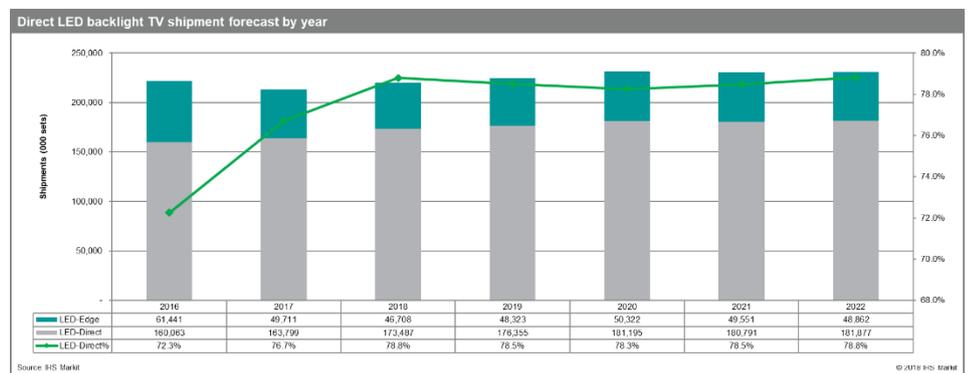
- Unit
- Typical selling price (\$US)

## EXCEL DATA FILE

- Total backlight summary, large and small: CCFL, LED, AMOLED
- BLU shipments by application: smartphone, tablet, notebook PC, monitor, TV
- LED BLU shipments by LCD supplier: smartphone, tablet, notebook PC, monitor, TV
- BLU supply chain: notebook PC, monitor, TV
- LED package supply chain: notebook PC, monitor, TV
- Optical film supply chain: notebook PC, monitor, TV
- BLU cost comparison by size: smartphone, tablet, notebook PC, monitor, TV

The Display Backlight Market Tracker covers the entire value chain for large-sized TFT LCD backlight units (BLUs). It covers shipments, relationships between backlight makers and panel makers and LED makers and backlight makers, new technological developments, and industry news, as well as trends in prices, supply/demand, and cost structures.

This report includes a backlight forecast and supply chain Excel data file, a backlight cost Excel data file and a PowerPoint report.



## Key Issues Addressed

- Discover the latest technology and supply chain information as well as pricing and forecasts for the entire range of TFT LCD backlights
- Understand improvements in display performance derived from TFT LCD backlighting
- Learn about different backlight configurations and stacks found in production today
- Gain a single source of backlight information regarding supply/demand, supplier performance and capacity, price trends, cost trends, revenue, and market share.

## Applicable To

- Brand manufacturers, OEMs, ODMs
  - LCD and the materials/ components procurement division
- LCD panel suppliers
  - o Materials and components procurement division
  - o Panel development division
- Investment community - Fund managers, investors, and analysts with an interest in display companies Backlight and the materials suppliers

## LEAD ANALYST

### Jimmy Kim, Principal Analyst

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. He led several R&D projects on new light sources for LCD backlights and new BLU structures. He earned his Doctor of Philosophy from the School of Materials Science and Engineering at Seoul National University, Korea.

## CONTRIBUTING ANALYSTS

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## Panel sizes covered in the report

- Smartphone: 4", 4.3", 4.5", 4.7", 4.8", 5", 5.1", 5.2", 5.3", 5.5", 5.7", 6"
- Tablet: 7", 7.9", 8", 9.7", 10.1"
- Notebook PC: 11.6", 12.5", 13.3", 14", 15.6", 17.3"
- Monitor: 18.5", 19", 19.5", 20", 21.5", 22", 23", 23.6", 24", 27"
- TV: 29", 32", 39", 40", 42", 43", 48", 49", 50", 55", 58", 60", 65", 70"

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