



IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

TV Display & OEM

COVERAGE

- Panel to OEM shipments
- OEM to brand shipments
- Detailed China market research
- Monthly, quarterly and annual forecasts, historical data, and analysis
- Display prices for top 5 models
- TV display industry trends and analysis
- Supply chain relationship dynamics and the competitive landscape
- OEM costs and prices for Chinese TV makers

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 Access

For prompt responses to urgent and unique questions.

Subscribers of this service will receive:

China TV OEM Cost & Price Tracker – Delivered monthly in XLS, this tracker provides OEM costs and prices for Chinese TV makers so clients can see the most current distribution of margin across the major supply chain participants and more skillfully judge short-term display supply/demand trends, including changing business plans, panel procurement strategies, and shipment plans for important set sizes.

Monthly TV Display Market Tracker– Delivered in XLS and PPT, this is a monthly update on TV display shipments, TV set production, and prices with a 3-month forecast. Analysis on the TV supply chain are provided, covering panel, brand and OEM industry dynamics, panel pricing outlook, business strategies, top TV makers' purchasing plans and competitive landscape.

Monthly TV Display Market Tracker - China – Delivered in XLS and PPT, this is a monthly update on China's TV display supply chain. China TV makers' (top tier and low tier) purchasing from panel suppliers by size, resolution and technology are covered with monthly coverage of domestic vs. export. Monthly analysis is also included, covering display suppliers, TV makers in China, business strategies, purchasing plans and competitive analysis.

TV Display Market Tracker – This tracker provides a detailed TV supply chain matrix including detailed information on panel maker to TV OEM shipments, and to TV brand from TV OEM coverage. TV panel makers', TV OEMs' and TV brands' business plans by size are covered in detail.

On a quarterly basis, insights are provided with global TV market outlook briefs, TV feature adoption updates, display supply base and supply chain related activities covering industry dynamics, TV display pricing outlook, business strategies, top TV makers' purchasing plans, TV display supply/demand by size analysis, and the competitive landscape.

Research Coverage

Technology	Regions	Supply Chain Coverage	
TFT-LCD	Worldwide	Shipments from display maker to TV OEM	9 TV display makers
	China	Shipments from TV OEM to TV brands	30 TV brands
		Segmented by Size and Resolution	25+ TV OEMs
		TV Display Prices (for top 5 models)	
		OEM Production (from Top TV Makers)	

Time Periods

Monthly deliverables: 12 month history, corresponding month, and a 3-month forecast

Quarterly Deliverables: 4 year history, corresponding quarter, 1 year forecast

Monthly China TV OEM Cost & Price Tracker

Total set costs, including OEM manufacturing (prices of Open cell and Rest of Cost), channel margin, panel tariffs, value added tax, as well as other costs (e.g., R&D, SG&A)

Lowest online sales prices as of the last week of each month

Simulated margins of mainstream fighter LCD TV models (in-house and out-sourced) sold through the e-commerce channel JD.com, including 32-, 43-, 49-, 50-, 55-, and 65-inch.

Analysis Coverage

This service offers the most frequent and complete analysis on the TV display-related supply chain, offering coverage on business relations, business intelligence, pricing trends, and the competitive landscape. Monthly analysis covers display suppliers worldwide, as well as TV makers in China.

Quarterly coverage provides even more detail on supply chain-related activities, covering panel, brand and OEM industry dynamics, TV display pricing outlooks, business strategies, top TV makers' purchasing plans and the competitive landscape.

For more information technology.ihs.com

WORLDWIDE

T +1 844 301 7334

E technology_us@ihsmarkit.com
technology_apac@ihsmarkit.com
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.