

Worldwide Monitor Market Tracker

Monitor Vendor Shares Shift in Response to Global Economic Conditions

By Rhoda Alexander, Director

Forecast

Frequency, Time Period

- Historical back to 2007
- Annual forecast to 2013
- Quarterly forecast for year past, current year and future year

Categories

- End-user consumption
- Channel shipments

Measures

- Units
- Average selling price (OEM and street)
- Revenue (OEM and street)

Regions, Markets

- Worldwide
- North America
- EMEA
- Japan
- China
- Rest of Asia Pacific
- Latin America

Technologies Covered

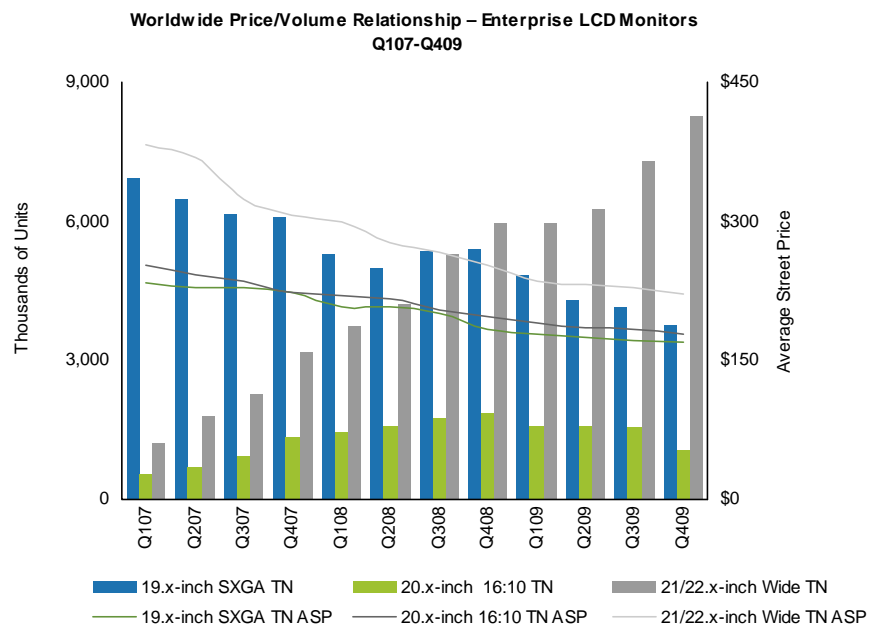
- LCD
 - TN
 - MVA/PVA/IPS
- CRT
 - FFSM/FTM
 - Standard/FST

Markets Covered

- Desktop/Workstation
 - Multi-Function Monitors
 - Standard Monitors
 - All-in-One Monitors
 - Business
 - Consumer

Facing the twin challenges of a global economic crisis and desktop migration to more mobile devices, today's monitor manufacturers, vendors, and channel participants have an ever more critical need for timely, accurate market data. Inventory management and selecting the right product designs will separate the winners and the losers in this highly competitive market.

This series provides the best available analysis of the global LCD and CRT monitor markets, addressing the entire supply chain from manufacturing through branded vendors to end-user sales. From the impact of component availability, to regional market dynamics, to issues surrounding sales channels on a quarterly basis. The Worldwide Monitor Market Tracker report series provides timely, market analysis, which is the key to success in today's market.



Critical Questions Answered

- What is the worldwide outlook for the LCD monitor market and how does it differ by region? What role will monitors play in the mobile PC market?
- How are consumers and business customers reacting to shifting screen formats and styles?
- Which are the major branded vendors and manufacturers and their relative share position?
- How is regional monitor demand impacted by financial conditions and notebook/netbook migration trends?
- What are the opportunities for wide-format displays in business markets? What are the barriers for 16:9 entry to this market?

Who Should Read This?

- Purchasing
 - Commodity and global supply managers for PC OEMs
- Suppliers/Distributors
 - Marketing executives for LCD and CRT manufacturers and branded monitor vendors
 - Strategic development managers for component manufacturers-glass/plastics
- Financial
 - Technology analysts evaluating market opportunities and strengths

Lead Analyst

Rhoda Alexander, Director

Rhoda has more than 20 years of experience in the computer display monitor industry. She developed many of the industry's first global reports on the monitor market, including the Monitrak, and Flat Panel Monitrak reports. She coordinated the development of the Worldwide Monitor Market Tracker, Medical Displays Report, and Specialty Monitor Services.

Rhoda leads iSuppli monitor research efforts across a broad array of markets, gathering and analyzing data on price trends, production developments and migrations, market requirements, and economic impacts. The research extends beyond the large volume desktop and workstation monitor markets to smaller, high-performance opportunities in such diverse applications as medical, film, broadcast, and air-traffic control. She has extensive experience in development and execution of syndicated and primary research and has coordinated projects for many of the world's largest system and display manufacturers, with a focus on analyzing opportunities and developing forecasts for a wide variety of display monitor markets, including LCD and CRT. Rhoda is considered one of the most highly respected analysts in the display industry.

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Pixel Format Category

Database Includes

- Eight Data Selection Criteria
 - Technology (CRT/LCD)
 - Technology Type (tube/panel type)
 - Market (Standard/MFM)
 - Region
 - Pixel Format
 - Size Family
 - Time Period
 - Channel (Business/Consumer)
- Unit Market Share
 - Manufacturer by region
 - Branded Vendor by region and size
- Two Market Forecasts
 - End-user consumption
 - Channel shipments