

LCD Cost and Profitability Market Tracker

Panel Suppliers Expect Further Drop in Profitability

By Sweta Dash, Director

Forecast

Frequency, Time Period

- Quarterly update
- 8 quarters + 3- years forecast for large LCD panel cost
- 2-years quarterly historical for individual company financial results

Measures

- Estimate and forecast of production cost of large TFT-LCD panels by application (TVs, monitors and notebooks), by generations, by size, by aspect ratio (16:9 and 16:10...), and by pixel format (Full HD, WXGA...)
- Cash cost and profit margin estimations and forecast
- Individual company large LCD financial results including revenue and operating profit margins estimations by historical quarters and by applications
- CAPEX estimations and forecasts by company and by region (Korea, Taiwan, Japan and China)

Regions, Markets

- Analysis of major TFT-LCD panel production regions (Taiwan, Korea, Japan, China)

Details

- Production cost forecast by panel size and application (notebooks, monitors, TVs)
- Panel cost forecast by generations (4th, 5th, 5.5th, 6th, 7th, 7.5th, 8th and higher)
- Large size LCD panel sales value / revenue estimation by company and by application, profit margin, inventory level, CAPEX plan

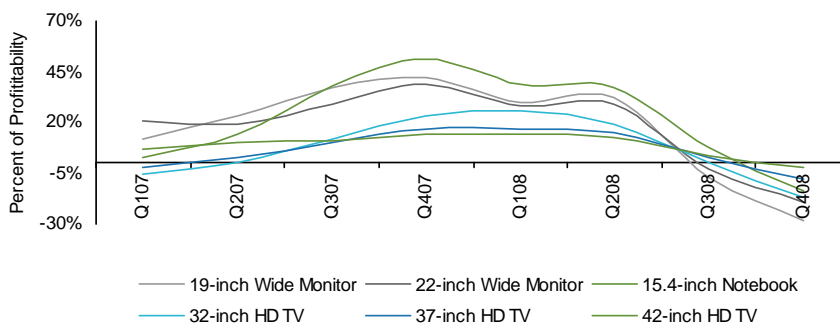
Quarterly Cost Estimates and Forecasts

- Desktop monitors - wide and standard Panel (from 15-inch to 27-inch in 16:9, 16:10 and standard format for various pixel formats including Full HD)
- Notebook computers - wide and standard Panel (including 16:9 format in 15.6- and 18.4-inch)
- LCD TV Panel (32-, 37-,40-, 42-, 46-, 50-inch and above)

This report includes an in-depth analysis of TFT-LCD panel suppliers' financial results and data, with a special look at the profitability of specific size panel and their LCD-based revenue. Panel cost (including fixed costs and cash costs) are estimated and forecasted by using iSuppli's proprietary cost model data and by primary quarterly survey results. Cost estimations and forecasts are done for industry's mainstream large Thin-Film Transistor Liquid Crystal Display (TFT-LCD) panel by size, by application (TVs, monitors and notebooks) and by pixel format for different generation fabs.

The LCD Cost and Profitability Market Tracker report series provides timely data for panel suppliers' gross and operating profit margins, revenue by applications, market shares by revenue, product mix, inventory level, CAPEX plan, component suppliers' base, partnership, regional component purchase shares, in-house development shares, profitability ranking and cost structure. These details help to evaluate panel suppliers' strategy and performance in the dynamic large LCD panel market. It provides individual financial profiles for top 11 large LCD panel suppliers including suppliers from Korea, Taiwan, Japan and China.

Large LCD Panel Profitability Outlook



Critical Questions Answered

- What are the quarterly total cost, cash cost and profit margin estimation and forecast for large LCD mainstream panels for televisions, notebooks and monitors?
- How does it impact current and future price as well as capital expenditures, production expansion plans and utilization rates?
- What is the manufacturing cost difference between different generation fabs for same size panels? Is there any cost advantages for producing monitor panels in 6th and higher generation fabs?
- What are the quarterly CAPEX estimates for large LCD panel suppliers? How does it impact future panel supply and production plans?
- What are the quarterly revenue, gross and operating profit margin estimates for large size LCD panel suppliers?

Who Should Read This?

- Brand Manufacturers/OEM/ODM for TVs/Monitors/Notebooks
 - Product planning managers for system sales
 - Procurement managers for LCD components
- LCD Panel Suppliers
 - Product marketing/strategic planning managers for LCD panels
- LCD Component Suppliers
- Manufacturers of Competitive Technologies
 - Plasma, Rear Projection, CRT and OLED
- Investment Community
 - Fund managers / investors / analysts with interest in display companies

Lead Analyst**Sweta Dash, Director**

Sweta is a well-respected industry analyst covering the LCD and projection display industries since the early 1990s. She has more than fifteen years of experience tracking electronic display, semiconductor, and computer markets.

At iSuppli, Sweta is the research director and lead analyst for LCD and projection display market reports and services. Her scope of research includes data analysis, market forecasting, and predicting future market and technology trends.

Sweta is the author of numerous papers and she has spoken extensively at various industry conferences. She has a Bachelors of Arts degree with honors and Master of Arts degree in Economics from University of Toronto, Canada.

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Summary Data and Assumptions

Cost and Profitability
 Manufacturing Costs
 Cost Analysis
 Cost Analysis Source Data
 Assumptions

SAMSUNG
 LG DISPLAY
 SHARP
 IPS Alpha
 AUO
 CMO
 CPT
 HANNSTAR
 BOE
 SVA-NEC
 INNOLUX