

Plasma Display Market Tracker

Plasma Displays Face a Tough Time Ahead

By Riddhi Patel, Principal Analyst

Forecast**Frequency, Time Period**

- Forecasts through 2012

Measures

- Units
- Market Value
- Average selling price
- Quarterly PDP market shares

Regions, Markets

- Worldwide
- North America
- Europe/Middle East and Africa (EMEA)
- Japan
- Asia Pacific (APAC)
- Latin America

Details

- Screen Size (six categories)
- Business vs. Consumer
- Business applications (eight)
- Pixel Format
- Panel Production

Technologies Covered

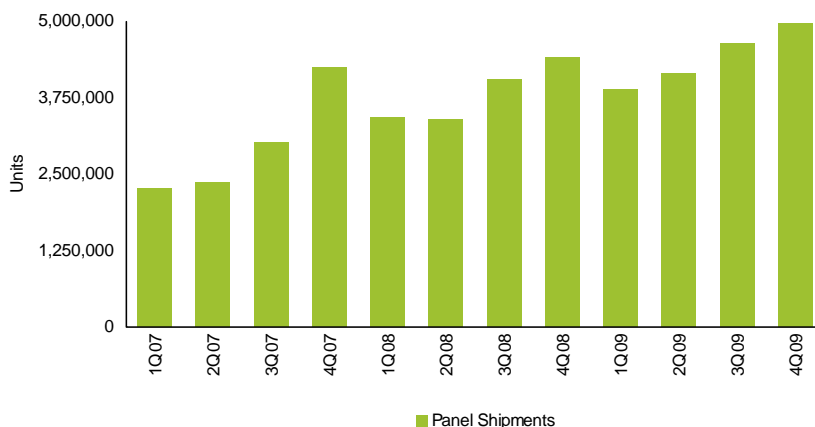
- PDP

Applications Covered

- Conference Room
- Consumer
- Education
- Financial Exchange
- Indoor Venues
- Industrial/Medical
- Rental/Staging
- Retail/Signage
- Transportation

From its humble beginnings as a monochrome technology used in vending and pinball machines to the high-end flat-panel televisions and digital signage of today, plasma display panels (PDPs) are today facing intense competition from the growth of LCD in large sizes. Once a technology that opened up the market for flat panels in 40-inch and larger, it is now facing a tough time keeping pace with LCD. This report delves into the entire color PDP market on a quarterly basis, with an emphasis on panel production, panel prices and panel manufacturers' plans. Plasma Display Market Tracker provides a forecast of the worldwide PDP panel production by application and by screen size in units, value, and average selling price. The report also offers a strategic analysis of the plasma display market, including industry partnerships, manufacturing trends, and supply/demand issues. This service also includes online access to a database containing 8-quarter and 3-year forecasts (units, value, average selling price) for seven application categories, with separate line items for plasma system production and plasma system shipments. Combined with the systems reports of Television Systems Market Tracker and Signage and Professional Displays Market Tracker, this report is the most powerful tool to understand the use of PDPs in various applications and their positioning against the competing technologies in each of the application segments.

Worldwide Plasma Display Panel Shipments, Q107-Q409

**Critical Questions Answered**

- What are near-term pricing trends for plasma display panels?
- Which manufacturers dominate the supply of plasma display panels?
- What is the screen size mix now and what trends will impact future screen size development?
- What will the impact of consumer acceptance of plasma television be on other TV technologies?
- Which major business applications are deploying plasma monitors and why?

Who Should Read This?

- Purchasing
 - Purchasing Managers: components, PDPs
- Suppliers/Distributors
 - Product and strategic marketing managers for PDP panels and PDP-based products
- Investment Community
 - Fund managers and investors with interest in display companies

Lead Analyst

Riddhi Patel, Principal Analyst

Riddhi Patel came to iSuppli with extensive high-profile marketing, market research, strategy formulation and analysis and product marketing experience from leading technology companies and research firms. She most recently worked as Senior Market Intelligence Manager at a Silicon Valley venture capital firm where she was responsible for the strategic marketing, market research and business development initiatives for the portfolio companies.

At iSuppli, she is responsible for the television and plasma display panel (PDP) analysis. The scope will include creating and implementing industry surveys, market sizing and forecasting, and evaluating the impact of broad market factors on television and PDP demands and understanding consumer preferences when making a TV purchase decision.

Riddhi earned an MBA in Marketing and International Business and Bachelor of Science in Physics, from South Gujarat University and Maharaja Sayajirao University.

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Database

- Five Data Selection Criteria
 - Application
 - Size
 - Region
 - Pixel Format
 - Time Period