

# Display Dynamics Spotlight Service

## **A Spotlight Service Complementing the Large Area Display and Supply Chain Service Area Package**

The Omdia Display Dynamics Spotlight Service offers timely information and analysis covering major issues in the display industry. Instant analysis of hot topics and developments in the LCD and OLED industries, along with display applications such as smartphones, tablets, TVs, monitors, notebooks, public displays and handheld applications are covered in detail.

“ This service has been helping us to quickly catch the latest industry and market development of upstream FPD business, which is very important to our strategy planning in terms of purchasing, product management and sales and marketing. ”

**Ricky Park**

Senior Principal Analyst

# Display Dynamics Spotlight Service

A Service Area Complementing the Large Area Display and Supply Chain Service Area Package

## HOW OMDIA HELPS YOU

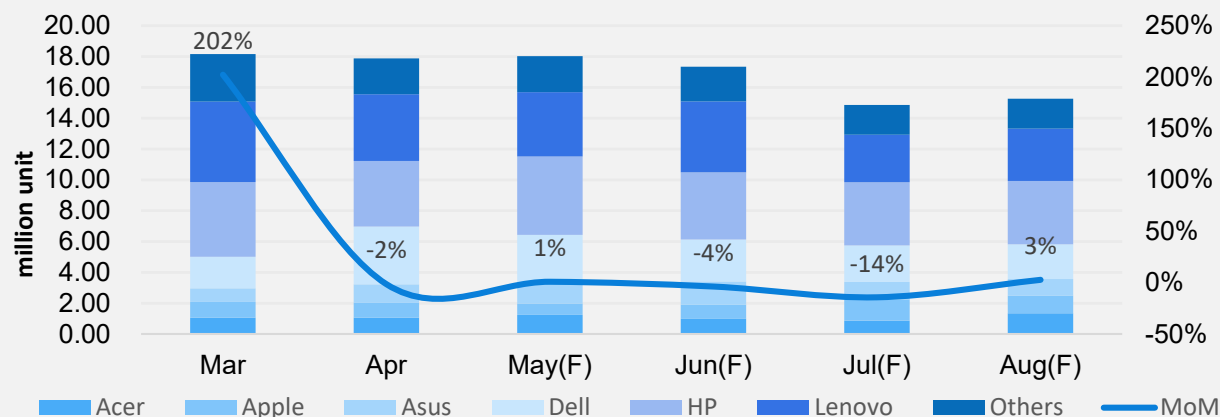
- Stay abreast of the rapidly changing displays industry with news articles, product presentations and conference information
- Get insight into how current industry developments may impact your business with expert insights from our global team of analysts
- Helps you make critical decisions in the continually evolving worldwide display market by providing the data and repost

## KEY QUESTIONS ADDRESSED

- What is the production plan of each panel maker?
- What is the utilization and inventory management strategy of each panel maker?
- How many panels is each panel maker shipping? And what is their shipment plan for the next three months?
- What is the current inventory level and forecast for panel makers? Are they at risk of excessively piling up inventory or running very low compared to the stable inventory level?
- How will the market be changed by inventory trends in the near future?

### Notebook brand production forecast

Notebook brand production shipments and forecast by company



Source: Omdia

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# Display Dynamics Spotlight Service: Our Expert Analysts



**David Hsieh**  
Senior Director,  
Displays



**Ricky Park**  
Director,  
Display Outlook



**Linda Lin**  
Principal Analyst,  
Display Strategy

# Display Dynamics Spotlight Service: Deliverables



## DATABASE

—Monthly—

- Display Strategic Outlook Database
  - Display Dynamics Summary



## REPORTS

—Monthly—

- Display Strategic Outlook Market Brief  
Analyst provides the executive summary for the monthly market changes based on the database.



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## PRESENTATIONS

—Quarterly—

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Display Dynamics Spotlight Service: Market Report & Database

## Display Strategic Outlook Market Brief

Monthly report analyzing the display industry, including components, materials, panels, OEM/Brands and end market.

### DETAILS

**Frequency:** Monthly

#### Coverage

- Display, LCD, OLED, flexible, transparent, and touch
- TV, notebook, tablet, smartphone, public display, and automotive
- OEM, brands, components, supply, demand, prices, fabs
- Shipments, inventory, price forecasts, brand production and a sell-through watch
- Large display, small medium and component markets trends, drivers, outlooks

## Display Strategic Outlook Database

Monthly database that provides worldwide data on display shipments, FAB utilization, inventory, price forecasts, supply chain activity, component supply demand, OEM/ODM shipment, brand production and a sell-through watch.

### DETAILS

**Frequency:** Monthly

#### Coverage

- Display, LCD, OLED, flexible, transparent, and touch
- TV, notebook, tablet, smartphone, public display, and automotive
- OEM, brands, components, supply, demand, prices, fabs
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- Large display, small medium and component markets trends, drivers, outlooks

# Display Dynamics Spotlight Service: Market Data

## Display Dynamics Market Summary

Market data is providing the detail database for TFT-LCD and AMOLED display including panel shipment, inventory, price, FAB utilization and SCM. Furthermore, OEM/ODM, brand production plan and end market trend is also provided.

### DETAILS

#### Frequency: Monthly

#### Measurements

- Panel Shipments Units by Application
- Inventory Weeks by Key Applications
- Panel Prices (\$US)
- Fab Utilization Rate (%) by suppliers and Gen.
- Supply Chain Analysis
- OEM/ODM Shipments Forecast Units by Key Applications
- Brand Production Forecast Units by Key Applications
- SET Inventory by Key Applications
- Sell-through Watch
- Component Supply Demand

#### Regions

- China
- Korea
- Japan
- Taiwan

#### Technologies

- All display technologies
- LCD display
- OLED display

#### Applications

- Smartphones
- Tablets
- TVs
- Monitors
- Notebooks
- Automotive
- Public displays
- Handheld applications

#### Markets

- Large display
- Small medium display
- Key components
- OEM/Brand industry
- End market

#### Panel Suppliers

- AUO
- BOE
- CEC-Panda
- ChinaStar
- CPT
- HannStar
- InfoVision
- Innolux
- Japan Display
- LG Display
- NEC
- Panasonic LCD
- Samsung
- Sharp
- Tianma

#### OEMs

- AmTRAN
- Briview
- Darwin
- Compal
- Foxconn
- Inventec
- LGE
- Pegatron
- Qisda
- Quanta
- Samsung
- TPV
- Wistron

#### Brands

- Acer
- AOC
- Apple
- Asus
- BenQ
- Changhong
- Dell
- Hisense
- HP
- Konka
- Lenovo
- LGE
- Microsoft
- Philips
- Samsung
- Skyworth
- TCL
- TPV
- Vestel
- ViewSonic

# Display Dynamics Viewpoint Service vs. Spotlight Service

## Display Dynamics Viewpoint Service

Subscribers of this service will receive:

- ✓ Analysis Insight
- ✓ Display Dynamics Summary – Report
- ✓ Display Dynamics Summary – Data table
- ✓ Presentations
- ✓ Analyst access

## Display Dynamics Spotlight Service

Subscribers of this service will receive:

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# Related Content: Large Area Display and Supply Chain Service Area Coverage



## Service Area Package: Large Area Display & Display Supply Chain

Display Long-term Demand Forecast Tracker

Display Production & Inventory Tracker

Large Area Display Price Tracker

Large Area Display Market Tracker

Large Area Display Production Strategy Tracker

Large area Display Technology Tracker

TV Display & OEM Intelligence Service

Notebook/ Tablet Display & OEM Intelligence Service

Monitor Display & OEM Tracker

Display Dynamics Viewpoint Service

Display Dynamics Spotlight Service

## About Omdia's Large Area Display and Supply Chain Research

Industry's most comprehensive research coverages of large display from display productions and shipments to OEM/ODM supply chains. Omdia provide insights across all of large area display manufactures' detailed productions, shipments and inventory status not only for historical results but also detailed and accurate forecasting. Coverage also include display supply chain flows for major large area display applications and latest trends on product technology .

Team of analysts, all with 10+ years experiences in display industry located through key countries in Asia provide complete coverage of the large area display industry. With strong global network in display industry, we are proud to conduct high quality primary researches which bring world class database and reports that are commonly used as the industry standard primary data.

Strong focus in the "connect the dots" among upstream and downstream of the display industry linking towards different applications of consumer electronics where displays are used.





# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



## CONNECT WITH US

 @OmdiaHQ | [ondia.com](https://www.ondia.com)

### Customer Success

E: [customersuccess@ondia.com](mailto:customersuccess@ondia.com)

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### SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.