

# TV Display & OEM Intelligence Service

## Part of the Large Area Display & Display Supply Chain Service Area Package

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.

“ Light appears at the end of the tunnel for TV display panel suppliers—with 20 percent surge in customer purchases expected in 3Q20 . ”

**Deborah Yang**  
Director

# TV Display & OEM Intelligence Service

Part of the Large Area Display & Display Supply Chain Service Area Coverage

## HOW OMDIA HELPS YOU

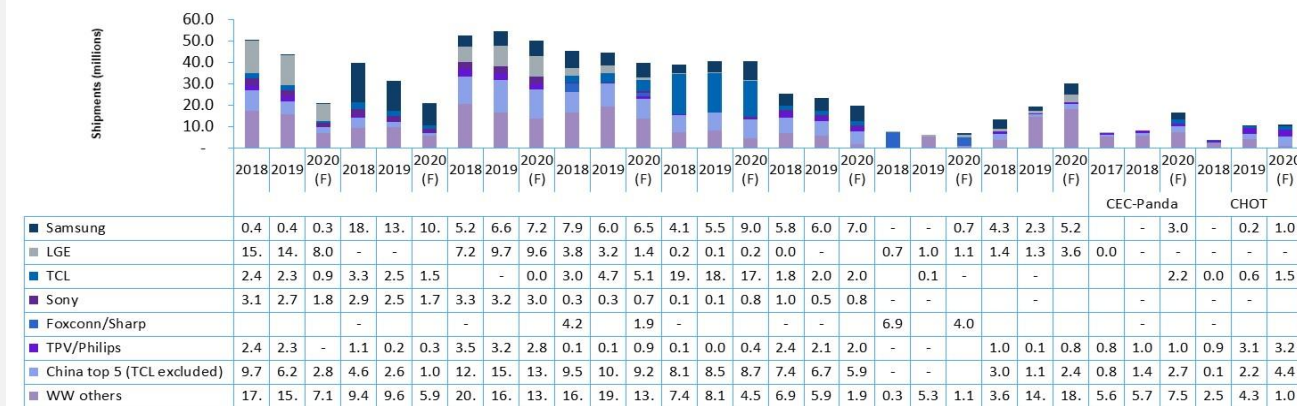
- Monthly analysis covers worldwide panel, brand and OEM industry dynamics, panel allocation, panel pricing outlook, business strategies, top TV makers' purchasing plans, TV cost & price analysis, and competitive landscape
- Quarterly coverage provides even more detail on global market brief, supply chain-related activities, covering panel, brand and OEM business plans, business strategies, TV makers' purchasing plans, supply chain relationship, display feature adoption, and the TV display & OEM competition analysis.

## KEY QUESTIONS ADDRESSED

- What's changed in TV display & OEM supply chain dynamics in the month and the business outlook for the next three months, including TV display shipments, TV brands/OEMs set production, panel prices, panel allocation, inventory trend, TV makers' panel purchasing plans & strategy, TV cost an price analysis in China.
- What's changed in TV supply chain participants in the quarter – panels, TV OEMs, TV brands' annual business plans, business & products (top premium) strategies, panel purchasing strategy & allocation plans, TV outsourcing and brand licensing strategies, TV makers worldwide TV capacity and investment in ASEAN market, emerging so-called 5G TV players from China, global TV display & OEM competitive landscape analysis.
- What's the impact of China-US trade war on TV display & OEM supply chain?
- What's the impact of COVID-19 on TV display & OEM supply chain?

Power shift: Panel allocations, 2018–2020

LCD TV panel allocation & plan 2018-2020, by panel maker - June 2020 update



Source: Omdia

© 2020 Omdia

# TV Display & OEM: Our Expert Analysts



**Deborah Yang**  
Director,  
Display Supply Chain



**Nick Jiang**  
Senior Analyst  
Display Supply Chain

# TV Display & OEM: Deliverables



## MARKET TRACKERS

—Quarterly—

- Monthly China TV OEM Cost & Price Tracker
  - Monthly TV Display Market Tracker
- Monthly TV Display Market Tracker – China
  - Quarterly TV Display Market Tracker



## ANALYST INSIGHTS

—Ongoing—

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



## REPORTS

—Annual—

Research addressing key focus areas, market size and industry-level analysis



## PRESENTATIONS

—Quarterly—

Multiple presentations on core issues in display industry.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# TV Display & OEM: Market Trackers

## China TV OEM Cost & Price Tracker

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.

### DETAILS

**Frequency:** Monthly deliverables  
(12 month history, corresponding month and a 3-month forecast)

#### Measures

- Shipments from display maker to TV OEM
- Shipments from TV OEM to TV brands
- Segmented by Size and Resolution
- TV Display Prices (for top 5 models)
- OEM Production (from Top TV Makers)
- 9 TV display makers
- 30 TV brands
- 25+ TV OEMs

#### Regions

- Worldwide
- China

### COVERAGE

- 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.

*Delivered in XLS*

## Monthly TV Display Market Tracker

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.

### DETAILS

**Frequency:** Monthly deliverables  
(12 month history, corresponding month and a 3-month forecast)

#### Measures

- Shipments from display maker to TV OEM
- Shipments from TV OEM to TV brands
- Segmented by Size and Resolution
- TV Display Prices (for top 5 models)
- OEM Production (from Top TV Makers)
- 9 TV display makers
- 30 TV brands
- 25+ TV OEMs

#### Regions

- Worldwide
- China

### 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

*Delivered in XLS and PPT*

# TV Display & OEM: Market Trackers

## Monthly TV Display Market Tracker - China

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.

### DETAILS

**Frequency:** Monthly deliverables  
(12 month history, corresponding month and a 3-month forecast)

#### Measures

- Shipments from display maker to TV OEM
- Shipments from TV OEM to TV brands
- Segmented by Size and Resolution
- TV Display Prices (for top 5 models)
- OEM Production (from Top TV Makers)
- 9 TV display makers
- 30 TV brands
- 25+ TV OEMs

#### Regions

- Worldwide
- China

### 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
- V display industry trends and analysis
- Supply chain relationship dynamics and the competitive landscape
- OEM costs and prices for Chinese TV makers

*Delivered in XLS and PPT*

## 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.

### DETAILS

**Frequency:** Quarterly  
(4 years history, corresponding quarter, 1 year forecast)

#### Measures

- Shipments from display maker to TV OEM
- Shipments from TV OEM to TV brands
- Segmented by Size and Resolution
- TV Display Prices (for top 5 models)
- OEM Production (from Top TV Makers)
- 9 TV display makers
- 30 TV brands
- 25+ TV OEMs


#### Regions

- Worldwide
- China

### COVERAGE

- Global TV market outlook briefs
- TV feature adoption updates
- Display supply base
- 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

# 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 Intelligence 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.

# Related Content: Display and Consumer Devices Service Area Coverage

PRODUCTS IN RELATED SERVICE AREA			
Display Manufacturing, Technology & Components	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Consumer Electronics & Display Applications
<p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• OLED &amp; LCD Supply Demand &amp; Equipment</li> <li>• OLED &amp; Flexible Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Micro LED Display</li> <li>• OLED Display Roadmap</li> <li>• Display Backlight</li> <li>• Display Glass</li> <li>• Display Optical Film</li> <li>• Display Driver IC</li> <li>• OLED Materials</li> <li>• OLED Display Cost Model</li> <li>• LCD Display Cost</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Foldable Display Tech</li> </ul>	<p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• TV Display &amp; OEM</li> <li>• Notebook/ Tablet Display &amp; OEM</li> <li>• Display Dynamics</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Display Long-Term Demand Forecast</li> <li>• Display Production &amp; Inventory</li> <li>• Large Area Display Price</li> <li>• Large Area Display Market</li> <li>• Large Area Display Production Strategy</li> <li>• Large Area Display Technology</li> <li>• Monitor Display &amp; OEM</li> </ul> <p><b>Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Spotlight</li> </ul>	<p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• Smartphone Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Small Medium Display</li> <li>• Small Medium Display Supply Chain</li> <li>• OLED Display</li> <li>• Automotive Display</li> <li>• Touch Panel</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Automotive Touch &amp; Interface</li> <li>• Display Fingerprint Tech</li> <li>• Touch Panel Cover Lens</li> </ul>	<p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• TV Sets</li> <li>• Smart Home</li> <li>• Mobile PC</li> <li>• Smartphone</li> <li>• Desktop Monitor</li> <li>• LED Video Displays</li> <li>• Digital Signage &amp; Prof. Display</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Consumer Electronics Viewpoint</li> <li>• TV Sets Spotlight</li> <li>• Smartphone Spotlight</li> <li>• Digital Signage &amp; Prof. Display Spotlight</li> </ul>



# 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)

---

### 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.