Small & Medium Display Supply Chain Tracker

Part of the Small & Medium Displays & Touch Interface Service Area Package

The Small Medium Display Supply Chain Tracker follows the relationships between small/medium display makers and device/application makers. It offers quarterly updates of the small/medium display supply chain between display makers and set makers by application and by display technology.

“Display supply chain tracking is the most critical element understanding panel supplier and OEM/brand relationship trend; who are the main display suppliers for different brands.”

Hiroshi Hayase
Senior Director
How Omdia Helps You

- Identify set brand driving new display technology
- Display supply and demand analysis by Regions.
- Leverage surveys and forecasts to better understand this segment and your customers
- Analyze adoption rates of display technology by set brand

Key Questions Addressed

- What are display makers supplying to set makers?
- Which display technologies are being purchased by set makers?
- Who is the display supplier for set brand?
- Through tracking display procurement volumes, determine:
  - Set makers’ share of applications
  - Display makers’ share of shipments by application
  - Display technology trends by mobile application and set maker
- What are trends in relationships between display makers and set makers?
Small & Medium Display Supply Chain Tracker: Our Expert Analysts

Hiroshi Hayase  
Senior Director,  
Small Medium Displays

Brian Huh  
Principal Analyst,  
Korea Display

Stacy Wu  
Principal Analyst,  
Taiwan Display

Joy Guo  
Senior Analyst,  
China Display
Market Tracker

Small & Medium Display Supply Chain Tracker

The report provides shipments from display maker to set production makers by quarter and by application. An Excel pivot table allows you to freely analyze combinations of display makers, set production makers, applications, display technologies, and quarters.

DETAILS
- **Frequency:** Quarterly update
  - 3-year history (actuals)
- **Measurements**
  - Shipments (K unit)
  - Share (%)

COVERAGE
- **Products Covered**
  - Supply chain
  - Amusement
  - Automobile monitor
  - Digital still camera
  - E-book
  - Mobile PC
  - Mobile phone
  - Multi-functional printer
  - Near eye
  - Portable Media Player
  - Portable navigation device
  - Smart watch
- ** Technologies Covered**
  - AMEPD
  - AMOLED
  - PMEPD
  - PMLCD
  - PMOLED
  - TFT LCD (a-Si, LTPS, Oxide)
- **Data tables**
  - Top display makers’ (panel) shipment volumes to set makers (brands) by application
  - Top set makers’ (brand) display procurement volumes from display makers (panels) by application.
  - Historical panel to brand shipments
  - Historical brand from panel
  - Panel to brand pivot
  - Panel to brand share
  - Brand share

APPLICABLE TO
- Brand manufacturers/OEMs/ODMs
- Product planning managers
- OLED component procurement managers
- Panel suppliers
- Product marketing/strategic planning managers
- Component suppliers
- Manufacturers of competitive technologies
- Fund managers/investors/analysts
Related Content: Small & Medium Displays & Touch Interface Service Area Coverage

About Omdia’s Small & Medium Displays & Touch Interface Research

Industry’s most comprehensive research including critical information on small & medium displays and display user interface markets. Based on unparalleled primary research methodology, Omdia provide detailed parameters and insight analysis on the market outlook, display ASPs, technology trend, supply chain and much more.

Service area coverage include: Small & medium displays with emphasis on Smartphone, Tablet PC, Smartwatch and emerging applications; Automotive displays including CSD, ICD and HUD; Display-based user interface including touch for IT/CE and commercial applications, fingerprint sensing on display and cover lens).

Omdia helps subscribers to identify critical market trends with our proprietary database and insights helping to create better business plan and strategy.
Related Content: Small & Medium Displays & Touch Interface Service Area Coverage

About Omdia’s Small & Medium Displays & Touch Interface Research

Industry’s most comprehensive research including critical information on small & medium displays and display user interface markets. Based on unparalleled primary research methodology, Omdia provide detailed parameters and insight analysis on the market outlook, display ASPs, technology trend, supply chain and much more.

Service area coverage include: Small & medium displays with emphasis on Smartphone, Tablet PC, Smartwatch and emerging applications; Automotive displays including CSD, ICD and HUD; Display-based user interface including touch for IT/CE and commercial applications, fingerprint sensing on display and cover lens).

Omdia helps subscribers to identify critical market trends with our proprietary database and insights helping to create better business plan and strategy.
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

**Karen Dyer**  
Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
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.