# Table of Contents

## Why DSCC?
- Page 3

## OLED Reports
- Quarterly OLED Supply / Demand and Capital Spending Report  
  - Page 4
- Quarterly OLED and Mobile LCD Fab Utilization Tracker  
  - Page 6
- Quarterly OLED Shipment Report  
  - Page 8
- Foldable Display Technology and Market Report  
  - Page 10
- 2019 Foldable Display Market Update and Outlook Report  
  - Page 12

## Display Equipment
- Quarterly Display Capex and Equipment Report  
  - Page 14
- Quarterly Display Supply Chain Financial Health Report  
  - Page 16
- Quarterly Display Fab Utilization Report  
  - Page 18
- Advanced Weekly PO and Award Database  
  - Page 20

## Display Materials
- Quarterly OLED Materials Report  
  - Page 22
- Quarterly Display Glass Report  
  - Page 24

## Display Costs
- Quarterly Smartphone Display Cost and Forecast Report  
  - Page 26
- Quarterly Advanced TV Display Cost Report  
  - Page 28

## General Display Trends
- DSCC Weekly Review  
  - Page 30
- Outlook on 8K Report  
  - Page 32
- Meet Our Team  
  - Page 34
**Why DSCC?**

DSCC's mission is provide worldwide end-to-end supply chain expertise for all display-based products. To accomplish this, we have established close relationships with the display supply chain from component and equipment suppliers to flat panel suppliers, OEMs, brands and even retailers. This has been achieved by the extensive experience of its founders and employees which have decades of experience covering every layer of the display supply chain.

**DSCC analysts have worked throughout the supply chain at brands, panel suppliers, equipment suppliers and materials suppliers including:**

- Brooks Automation
- Compaq
- Corning
- LG Philips Displays
- Magnachip
- Meko
- OWL Displays
- Panasonic
- Philips Display Components
- Samsung Display
- Samsung SDI
- Universal Scientific
- Ushio

In addition, DSCC analysts have extensive experience in market/technology analysis and consulting having worked in an analyst roles at:

- Corning
- DisplayBank
- DisplaySearch
- Forrester Research
- IHS Markit
- IMS Research
- NPD Group
- SNE Research
- TSR
- Young Market Research
- Panasonic
- Samsung Display

**DSCC executives have also held Board positions at a number of different display related companies demonstrating its consulting value:**

- Akhan Technologies
- Illumitex
- NanoPhotonica
- UniPixel
- Westar Display

**DSCC employs methodologies which leverages its supply chain relationships as much as possible.**

- On pricing, we survey buyers as well as sellers.
- On panel shipments, we survey panel suppliers, brands as well as component suppliers to ensure there is enough supply to meet demand. By knowing glass input as well as panel shipments, this also allows us to quantify yields.
- Our shipment forecasts are always based on both supply and demand.
- Our fab timing and equipment supplier market share data leverages official PO filings in Korea and equipment awards in China.
- For every display application, in addition to tracking supply and demand, we also quantify costs, prices and margins and factor into account regional differences.
- We also provide fab utilization data on a monthly basis for key segments and a quarterly basis for all segments by surveying suppliers of multiple components as well as the fabs themselves.

**At DSCC, we pride ourselves on:**

- Delivering more insight at a lower cost
- Providing timely, accurate and precise information in a timely way leveraging our relationships throughout the display supply chain.
- Quickly incorporating the outlook, supply/demand, costs and prices for emerging display technologies.
- The high quality and integrity of our analysts.
- Updating all our forecasts at least 1X per quarter.
- Excluding confidential information from our forecasts.
- Examining both supply and demand in every market we track.
- Offering customized reports and consulting.
- Providing superior customer support.
- Always being accessible to our customers.
- Being flexible to meet the needs of our customers.
Quarterly OLED Supply/Demand and Capital Spending Report

This quarterly report will prove to be critical for anyone tracking the implications of new OLED form factors on supply and demand. It also provides detailed fab schedules and the outlook for OLED manufacturers and OLED equipment producers.

This report includes the following deliverables:

• OLED demand by application, size and form factor.
• OLED fab schedules.
• OLED yield, capacity and form factor scenarios by fab.
• OLED glass input, yields and output by fab.
• An innovative model which will allow users to enter a given panel size and form factor such as rigid, flexible, rollable and foldable and determine the resulting impact on OLED supply/demand.
• Unit, revenue and design win results and forecasts for all equipment in OLED frontplane and backplane fabs on both a bookings and billings basis.
• Market share for all OLED frontplane equipment and most OLED backplane equipment.
• Powerpoint report covering:
  - OLED demand by application
  - OLED fab schedules and supply analysis
  - OLED supply/demand calculations and analysis
  - OLED equipment spending trends by equipment segment, panel manufacturer, country, fab generation, bookings basis vs. billings basis, etc.
  - OLED deposition market and technical trends and market share, FMM VTE, Open Mask VTE, IJP and others.
  - Thin film encapsulation market and technical trends, market share, etc. PECVD vs. ALD vs. IJP, etc.
  - Laser Lift Off market and technical trends and market share.
  - Excimer laser annealing (ELA) market and technology trends, market share, etc.

Sample Table of Contents

• What’s Changed This Quarter
• Executive Summary
• OLED Fab Schedules:
  • Methodology for OLED Display Production
  • Mother Glass (MG) Input for All OLED Applications (Units/Area)
• Mobile Application Chapter
• MG Input for Mobile Application
• Panel Output for Mobile Application
• TV/Others Chapter
• OLED Display Demand Chapter
• OLED Display Supply vs. Demand Chapter
• OLED Display Supply vs. Demand (Units)
• OLED Display Demand (Area, Revenue)
• OLED Deposition Market Chapter

• OLEDs, IJP, VTE Explained 2016 - 2023
• Units/Revenues/Market Share/ASPs
• 2016-2023 Results and Forecast
• Excimer Laser Annealing Chapter
• Introduction to ELA Equipment
• ELA Results and Forecast 2016-2023
• Thin Film Encapsulation (TFE) Chapter
• TFE Results and Forecast 2016-2023
• Laser Lift Off (LLO) Chapter
• Introduction to LLO Equipment
• LLO Results and Forecast 2016-2023
Subscription Options

- Quarterly OLED Supply / Demand Capital Spending Report - 4 Quarterly Releases
- Quarterly OLED Supply / Demand Capital Spending Report Includes Supply / Demand Model - 4 Quarterly Releases

OLED Eqpt. Spending by Manufacturer

- While SDC accounted for a majority of revenues in 2016 and 2017, BOE is expected to lead in 2018, 2019 and 2022. LGD is expected to lead in 2020, China Star is expected to lead in 2021 with SDC leading in 2023.
- From 2018-2023, BOE is expected to lead in spending with a 25% share followed by LGD at 21%, SDC at 18%, China Star at 12% and Visionox at 11%.

OLED Panel Output by Manufacturer

- Samsung retains ~50% of output capacity in units, BOE to take #2 position by 2021, and Visionox takes #3 position by 2022.
Quarterly OLED and Mobile LCD Fab Utilization Tracker

With a number of equipment and materials suppliers’ financial results dictated by panel suppliers’ fab utilization, we developed this service to help companies, industry analysts and financial analysts assess the impact of mobile OLED and LCD suppliers’ fab utilization on company performance and the industry outlook.

For every OLED and LTPS LCD mobile fab, we reveal their capacity and glass input by month. This information is provided by month and forecasted forward one quarter. There are two deliverables per quarter.

The capacity and utilization data is provided through a series of pivot tables covering glass capacity and input in sheets and area.

Capacity – sheets and area
Input – sheets and area
Utilization – sheets and area

Utilization data can be segmented by:

- Supplier
- Country
- TFT Generation
- Backplane
- Frontplane
- Substrate type – rigid vs. flexible vs. foldable

Areas Covered:

Capacity, glass input and fab utilization by month for:
- Mobile OLEDs
- Mobile LCDs

Previous/current months results + 1 quarter forward forecast

Sortable by:
- Supplier
- Country
- TFT Generation
- Backplane
- Frontplane
- Form Factor
- Technology

Fab Generations Covered:
- 3.5, 4.5, 5.5, 6 and 8.5
Executive Summary – Fab Utilization

- Flexible OLEDs – Upgraded January but downgraded February and March vs. the previous issue. This is largely a result of upgrading increasing BOE’s B7 input and capacity.
- Rigid OLEDs – Improving faster than previously expected. Upgraded February & March w/, SDC EDO, Tiamna, Truly & Visionox higher in February and March and SDC higher in March.
- OLED TVs – Remain at high levels as predicted.
- All OLEDs – January and February remained the same, but March increased from 66% to 67% on rigid OLED gains.
- Mobile LCDs revised higher in January and February, but lower in March.

Executive Summary - Feb./March Y/Y Glass Input Growth

- Flexible OLEDs – February glass input was down 7% Y/Y after declining 25% Y/Y in January, but should be up 42% Y/Y on a significant decline in March of 2018.
- Rigid OLEDs – Up 42% Y/Y in February and should be up 27% Y/Y in March, healthy results on higher utilization and some capacity growth at EDO, Tiamna and Visionox.
- OLED TVs – Up 27% Y/Y in February and expected to be up 16% in March. It will benefit from new capacity in Q3’19.
- All OLEDs were up 21% in February and are expected to be up 26% in March.
- Mobile LCD glass input was up 5% Y/Y and is expected to be flat in March with significant declines at AUO, JDI, LGD and Sharp with CSOT and Tiamna enjoying sharp growth.
Quarterly OLED Shipment Report

This is the industry's most comprehensive OLED shipment report, covering smartphone, tablet, laptop and TV panel markets. This report looks at current and future OLED shipments and revenues by application, supplier and size, and forecasts the timing of OLED overtaking LCD in all major applications.

With this report, you can find out:

- How big the OLED market is projected to grow?
- How quickly will the smartphone market migrate to OLEDs?
- When will OLEDs overtake LCDs and when will flexible OLEDs overtake rigid OLEDs?
- When will foldable OLED shipments take significant share?
- What mobile applications after smartphones are likely to be dominated by OLEDs?
- Which brands are the largest buyers of OLEDs by application?
- Which Chinese suppliers are likely to emerge by application?

Areas Covered:

- Panel sizes ranging from 1" to 77"
- Quarterly OLED shipments and revenues by application, panel supplier and customer
- Supply chain for all OLED applications
- Mobile supply chain by model # in China
- OLED panel shipments to TV brands by size/resolution

Subscription Options

- Quarterly OLED Shipment Report- 4 Quarterly Releases
Quarterly OLED Revenue Share by Form Factor - Mobile

- Flexible revenue took 62.3% share in Q1’19, Q/Q revenue decreased 47.3% as the demand dropped dramatically.
- Rigid revenue share in Q1’19 was 37.6%, with Q/Q revenue decreasing by 15.4%.
- As foldable products have been delayed and shipment targets lowered, we expect foldable revenue share will not surpass 1% by end of 2019.

Quarterly OLED Unit Shipments and Growth

- Q4’18 AMOLED panel shipments grew 3% Q/Q and 11% Y/Y to 145.1 million. SDC had a 2% decrease Q/Q in Q4’18.
- Beyond SDC, other AMOLED panel suppliers such as BOE and Visionox showed growth.
- We expect Q1’19 WW AMOLED unit shipments will decrease by 21% Q/Q but grow by 10% Y/Y, as Q1 starts slow season with fewer shipments for Apple and others.
This report explores the challenges and opportunities associated with manufacturing and selling foldable displays which have the opportunity to breathe new life into stagnant markets. It examines the obstacles that must be overcome, explores potential solutions, timing of foldable display production and which markets and companies are likely to benefit. This report relies directly on interviews with panel, equipment and materials suppliers, includes supplier roadmaps and presents a detailed foldable market forecast. It also examines how foldable demand will impact OLED supply/demand and impact demand for equipment and materials.

This report is critical for any company participating in the flexible OLED supply chain, looking to enter the flexible OLED supply chain or investing in these companies.

The report reveals:
- Why foldable displays must succeed;
- What the key challenges are and industry solutions to overcome those challenges;
- What changes are required to the backplane and frontplane processes to maximize yields and foldability;
- What are the requirements, new materials and manufacturing processes for foldable touch sensors, optically clear adhesive (OCA) materials, circular polarizers, cover films, hard coats and foldable glass covers;
- What kind of mechanical solutions are required;
- Cost and price forecasts for multiple sizes and resolutions;
- Capacity and yield forecasts with yield scenarios by tier;
- Segmentation of the foldable market into 6 distinct segments;
- Shipment forecasts by application, size, area, units, revenues, ASPs, etc.;
- Foldable supply vs. demand;

This report includes:
- Technology Analysis
- Manufacturing Process Flows
- Display Materials Market Analysis
- Cost Forecasts
- Price Forecasts
- Capacity Forecasts
- Market Forecasts
- Smartphones
- Tablets
- Notebooks
- Supply/Demand Forecasts

Markets and Technologies Covered:
- Foldable OLEDs
- Flexible OLEDs
- Rigid OLEDs
- LTPS LCDs
- Tablets
- Notebook PCs
- Polyimide
- OCA
- Touch Sensors
- Polarizers
- Cover film
- CPI
- Hardcoats
- Foldable Cover Glass
Companies Covered:

- 3M
- Apple
- Applied Materials
- AP Systems
- Ares Materials
- Asahi Glass
- BOE Technology
- C3 Nano
- DuPont
- 3M
- Fuji Film
- Huawei
- Kaneka
- Kateeva
- Konica Minolta
- LG Display
- Light Polymers
- Microsoft
- Nippon Zeon
- Nissha
- Nitto Denko
- Samsung Display
- Samsung Electronics
- Schott
- SKC Kolon
- Solip Tech
- Sumitomo Chemical
- TPK
- Ube Industries
- Unitika
- Visionox
- and more

Table Of Contents:

- **1.0 Executive Summary** p. 3
- **2.0 Why Foldable** p. 15
- **3.0 Challenges** p. 32
- **4.0 Making OLEDs Flexible** p. 55
  - 4.1 Why OLEDs p. 57
  - 4.2 Samsung’s OLED Development History p. 61
  - 4.3 OLED Process Overview p. 69
  - 4.4 Making OLEDs Flexible p. 72
  - 4.4A Polyimide p. 74
  - 4.4B LLO p. 89
  - 4.4C TFE and Barrier Films p. 94
- **5.0 Making OLEDs Foldable** p. 109
  - 5.1 TFT Design p. 112
  - 5.2 Touch Sensors p. 131
  - 5.3 OCA p. 146
  - 5.4 Polarizers p. 157
  - 5.5 Cover Film p. 180
  - 5.6 Foldable Glass p. 195
  - 5.7 Mechanical Solutions p. 205
- **6.0 Cost Forecast** p. 218
  - 6.1 7.3” 2960 x 1440 p. 222
  - 6.2 7.7” 2960 x 2960 p. 225
- **7.0 Shipment Forecast** p. 229
  - 7.1 Defining the Market p. 230
  - 7.2 Samsung Electronics p. 235
  - 7.3 Huawei p. 236
  - 7.4 Apple p. 237
  - 7.5 Tablets p. 238
  - 7.6 Keyboardless Notebooks p. 239
  - 7.7 Samsung Display p. 240
  - 7.8 BOE Technology p. 242
  - 7.9 LG Display p. 245
  - 7.10 Visionox p. 246
  - 7.11 Capacity Forecast p. 247
  - 7.12 Shipment Forecast p. 249
  - 7.13 Area and Supply/Demand p. 252
2019 Foldable Display Market Update and Outlook Report

The 80-page 2019 Foldable Display Market Update and Outlook Report provides deep insight into the status and outlook of foldable smartphones, tablets and notebooks and their displays at leading brands and panel suppliers. It provides the:

The provides the:

- Status of current foldable products including detailed cross sections showing film thickness and suppliers for the different layers above and below the foldable panels.
- Product roadmaps for 11 different brands covering Samsung, Huawei, Lenovo/Motorola, Xiaomi, Oppo, Vivo, TCL, Google, Sony, Apple and PC brands.
- 19 different foldable devices to be launched within 2020.
- Cover material by product - CPI vs. UTG.
- Panel suppliers foldable roadmaps and unyielded capacity, yielded capacity and yields.
- Costs in bill of material format for 6.7" clamshell, 7.3" in-folding and 8.03" out-folding displays.
- Cost comparison between China and Korea.
- Unit and revenue forecasts by:
  - Application
  - Brand
  - Panel Supplier
  - Form Factor
  - Size

With this report, you can find out:

- What foldable products are coming?
- Which products will use cover film vs. ultra-thin glass?
- What volumes are likely by brand, by panel supplier, by size, by resolution, by form factor?
- Which form factors are likely to dominate?
- Which brands are expected to lead?
- What will foldable penetration be into the smartphone market?
- Where are foldable display costs and prices going?

Subscription Options

2019 Foldable Display Market Update and Outlook Report - Single Release
# Table of Contents

1.0 Executive Summary p. 3  
4.9 Yielded Capacity p. 46  
2.0 Initial Product Analysis p. 5  
4.10 Yield Comparisons p. 47  
2.1 Royole p. 7  
5.0 Cost and Price Forecast p. 48  
2.2 Samsung Galaxy Fold p. 10  
5.1 Assumptions p. 49  
2.3 Huawei Mate X p. 15  
5.2 Foldable 7.3” Costs p. 51  
2.4 Latest Status p. 17  
5.3 Foldable 6.7” Costs p. 53  
3.0 Brands’ Product Roadmaps & Product Plans p. 18  
5.4 Foldable 8” Korea Costs p. 55  
3.1 Foldable Product Roadmap p. 19  
5.5 Foldable 8” China Costs p. 57  
3.2 Samsung p. 20  
5.6 China vs. Korean p. 59  
3.3 Huawei p. 23  
Cost Comparison p. 59  
3.4 Lenovo/Motorola p. 25  
5.7 Foldable Panel Price Forecast p. 60  
3.5 Xiaomi p. 28  
6.0 Shipment Forecast p. 61  
3.6 Oppo p. 29  
6.1 Defining the Market p. 62  
3.7 Vivo p. 30  
6.1.1 Clamshells p. 63  
3.8 TCL p. 31  
6.1.2 Book Type p. 64  
3.9 Google p. 32  
6.1.3 Tablets p. 65  
3.10 Sony p. 33  
6.1.4 Notebooks p. 66  
3.11 Apple p. 34  
6.2 Unit Forecasts p. 68  
3.12 PC Brands p. 35  
6.2.1 By Application p. 69  
4.0 Panel Supplier Capacity Analysis p. 36  
6.2.2 By Form Factor p. 70  
4.1 SDC p. 37  
6.2.3 By Brand p. 71  
4.2 BOE p. 38  
4.3 LG Display p. 39  
6.3 Revenue Forecasts p. 74  
4.4 Royole p. 40  
6.3.1 By Application p. 74  
4.5 Visionox p. 41  
6.3.2 By Form Factor p. 75  
4.6 Chip Star p. 42  
6.3.3 By Brand p. 75  

## Foldable Display Unit Forecast

<table>
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<td>1.4</td>
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<td>2022</td>
<td>4.9</td>
</tr>
<tr>
<td>2023</td>
<td>7.1</td>
</tr>
</tbody>
</table>

- **NBs**: 0.36
- **Tablets**: 4.9
- **Smartphones**: 13.6

**Foldable Display Unit Forecast Chart**
Quarterly Display Capex and Equipment Report

This report provides all of the market intelligence that a display equipment manufacturer, supplier to display equipment manufacturer or analysts covering display equipment suppliers would want. It is also ideal for panel suppliers tracking the health, outlook and performance of their equipment suppliers.

This report includes the following deliverables:

- OLED Fab Schedules and Capacity Forecast
- LCD Fab Schedules and Capacity Forecast
- OLED equipment market size by segment and forecasted out to 2024
- LCD equipment market size by segment and forecasted out to 2024
- Equipment revenues on a bookings or billings basis.
- Quarterly and annual market share provided through as far as 2024 for all frontplane segments and major backplane segments.
- Design wins for all backplane and frontplane segments and all color filter, cell and module segments.
- Added 21 new equipment segments in the Q2’19 issue. As a result, >67 segments are now provided in total with more to be added soon.
- Equipment prices for 60 different tool segments

Segments Covered include:

**Backplane**
- AOI Inline
- AOI Stand-Alone
- Array Test
- Automation
- Bubble/PI Other Repair
- CD/Overlay
- Coater/Developer
- CVD - Buffer/a-Si Precursor
- CVD - ILD/Gate Dielectric
- CVD Island
- CVD Passivation, E/S
- Dry Etch
- Dry Strip
- ELA
- Exposure
- Film Thickness Measurement
- Film thickness (stand-alone)
- Furnace (Activation/Annealing)
- Ion Implant

**Frontplane**
- Initial Clean
- ITO Furnace
- Laser CVD Repair
- O/S Tester
- Other Backplane
- PI Coater
- PI Curing
- PVD - ITO/IGZO
- PVD - S/D, Gate, L/S
- Repair
- SEM
- Total Pitch
- Wet Clean
- Wet Etch - Gate, S/D
- Wet Etch - ITO/IGZO

- AOI
- CD/Overlay
- Evaporation (R&D)
- Film Thickness
- Film thickness (stand-alone)
- FMM VTE
- FMM VTE Source
- Frontplane Automation
- Glass/Metal Encapsulation
- Half cut glass cut
- IJP
- Inorganic TFE
- LLO
- Open Mask VTE
- Open Mask VTE Source
- Organic TFE
- Other Frontplane
- Total Pitch
- Film Thickness Measurement
Subscription Options
For samples, pricing & package pricing discount information, please contact Gerry@DisplaySupplyChain.com

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**LCD vs. OLED Mobile Capacity**

- Comparing LTPS/oxide LCD vs. mobile OLED capacity presents a different story. Unyielded mobile OLED capacity is expected to overtake mobile LTPS/oxide LCD capacity in 2019 with LCDs growing at just a 3% CAGR with OLEDs growing at a 16% CAGR.

- By 2023, OLEDs are expected to have a 63% share of mobile capacity which will help OLEDs grab more smartphone share as LTPS capacity effectively shrinks from larger panel sizes and unrecognized shutdowns/conversions on lack of profitability.

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Quarterly Display Supply Chain Financial Health Report

This report provides a deep dive into the health of 31 publicly traded companies in the display supply chain which enables companies to benchmark themselves against their competition as well as track the health of their suppliers and customers. It provides critical data and unbiased analysis on panel suppliers and equipment manufacturers which financial analysts can use to benchmark the companies they are tracking and monitor those they haven't been tracking. It also enables companies and bankers to perform financial due diligence on companies they are interested in acquiring or investing in as well as establish industry specific benchmarks and baselines.

This report provides its clients with all of the critical data (income statements, balance sheet, cash flow and industry metrics), insights, market commentary and guidance released by publicly traded display supply chain companies in their quarterly earnings reports, stock exchange filings, press releases and conference calls along with unbiased analysis from DSCC analysts within 24-48 hours of their earnings calls.

The financial and industry data is incorporated into pivot tables which go back to Q1'13 and makes comparisons by company, layer of the supply chain, country, etc. extremely easy. The results are also aggregated to determine which layer of the supply chain (equipment or panels) is performing best and has the best outlook and which companies within each layer of the supply chain are performing best. Aggregated financial and industry metrics are also provided. Analysis is provided in a PPT file which can easily be incorporated into internal presentations.

This report includes the following deliverables:

- Powerpoint summaries from every publicly traded display equipment and panel supplier within 48 hours of their earnings calls.
- Pivot tables with all company financial (income statement, balance sheet, cash flow) and industry data which go back to Q1'13.
- Comparison chapter which compares company financial and industry performance by company and layer of the supply chain, determining which companies are performing best. Also includes financial and industry metrics aggregated by layer of the supply chain.

Companies Covered:

- **Panels** - AUO, BOE, CEC Panda, CPT, CSOT, HannStar, Innolux, JDI, LG Display, Samsung Display, Sharp,

Subscription Options:

- Quarterly Subscription - Includes Pivot Table with Weekly Updates - 4 Quarterly Releases / Weekly Updates
- Single Issue (Excludes Pivot Table)
- Report Package - Mobile & TV Panel Markets - 4 Quarterly Releases
Display Capex vs. Eqpt Spending by Quarter

- Q4’18 was a down quarter for display capex and equipment spending and equipment supplier revenues. It was the lowest quarter for the 22 companies we now follow since Q4’17.
- From Q1’16 – Q4’18, equipment spending amounted to 63% of total capex and the 22 companies we follow accounted for 53% of equipment spending on average.

Operating Profits and Margins by Supplier

- CEC Panda bounced from lowest to highest as Q4 government subsidies came in
- CPT operating margins reached unprecedented depths
- Samsung profit margin recovered strongly
- Tianma sustained high OPM%
Quarterly Display Fab Utilization Report

With a number of equipment and materials suppliers’ financial results dictated by panel suppliers’ fab utilization, we developed this service to help companies, industry analysts and financial analysts assess the impact of OLED and LCD suppliers’ fab utilization on company performance and the industry outlook.

For every OLED and LTPS LCD fab, we reveal their capacity and glass input by month. This information is provided by month and forecasted forward one quarter. There are two deliverables per quarter.

The capacity and utilization data is provided through a series of pivot tables covering glass capacity and input in sheets and area.

Capacity – sheets and area
Input – sheets and area
Utilization – sheets and area

In addition to the pivot tables, analysis is provided through PPT slides.

Utilization data can be segmented by:

- Supplier
- Country
- TFT Generation
- Backplane (a-Si, oxide, LTPS)
- Frontplane (LCD, OLED)
- Substrate type – rigid vs. flexible vs. foldable

Areas Covered:

- Capacity, glass input and fab utilization by quarter for all OLED and LCD fabs
- History by quarter from Q1 2018 + forward forecast by quarter to Q4 2019
- Regions Covered:
  - China
  - Japan
  - Korea
  - Singapore
  - Taiwan
- Sortable by:
  - Supplier
  - Country
  - TFT Generation
  - Backplane
  - Frontplane
  - Form Factor
- Fab Generations Covered:
  - Gen 1 through Gen 10.5
Subscription Options

- Quarterly Display Fab Utilization Report - 4 Quarterly Releases
Advanced Weekly PO and Award Database

A first of its kind database which provides the complete toolset and components used in all display fabs in China, from 2015-2020 and beyond. The Advanced Weekly PO and Award Database reveals all the different tools and components for nearly every display fab in China along with the supplier of those tools and components and the number of units being delivered. These awards are typically issued before purchase orders are released, allowing analysts to not only track, but also predict company bookings. In addition, since display equipment can be delivered more than a year after the awards are issued, it allows users to accurately forecast market share out as much as 18-months in advance for more than >150 different equipment categories, ranging from <$5000 to over $100M per tool/component. With the fabs in this database representing over 75% of 2018-2020 equipment spending, it represents a cost effective and highly accurate way for companies to predict the size of the display market in units and revenues as well as track their competition. It also gives component suppliers a way to track their end-markets and market share of their customers. In addition, it allows panel manufacturers to examine the tool choices of their competitors and gain insight into their competitor’s processes. Furthermore, it allows equipment suppliers to track the growth of segments they are not participating in, providing an immediate way to size the market for every category and shorten the time it takes to assess new markets.

China Fab List:

**AUO**
- Kunshan

**BOE**
- B3
- B6
- B7
- B9
- B10
- B11
- B17

**CEC**
- CHOT Xianyang
- CEC Panda
  - CCPD Chengdu
  - Fab1 Nanjing
  - Fab2 Nanjing

**CSOT**
- Huizhou Module
  - T2
  - T2 R&D
  - T3
  - T4
  - T6
  - T7

**EDO**
- Shanghai
  - R1

**HKC**
- H1
- H2
- H4
- Royole
  - R1

**Royole**
- R1

**Visionox**
- V1
- V2
- V3

**Truly**
- SDC L5
Database Descriptions:

PO Database
This database includes all the Purchase Order (PO) announcements made by equipment companies. In particular, we are showing all the PO announcements filed by publicly traded Korean equipment suppliers, which we update on a weekly basis. Going back 3 years, we show PO dates, delivery dates, changes to delivery dates, PO amount in $US, customer, fab location, glass size, display technology, tool type and number of tools. This database includes >500 different POs.

LCD Fab Equipment Award Database
This database includes equipment awards from Chinese LCD panel makers to equipment makers. These awards are issued prior to the purchase orders (POs). This database includes the equipment company, customer, award date, fab location, fab name, glass size, phase, display technology, tool type and number of tools.

This database includes the equipment supplier and number of tools per equipment type by fab from the following panel suppliers – AUO, BOE, CEC Panda, China Star, HKC, Tianma and Truly. There are over 5000 entries.

OLED Fab Equipment Award Database
This database includes equipment awards from Chinese OLED panel makers to equipment makers by tool type including the number of tools by tool type by fab. These awards are issued prior to the purchase orders (POs). This database includes the equipment company, customer, award date, fab location, fab name, glass size, phase, display technology, tool type and # of tools. There are over 2300 entries.

Subscription Options
- Advanced Weekly Supply Chain Monitor Newsletter - 1 Year Subscription
Quarterly OLED Materials Report

This report tracks all the major materials used to produce flexible OLEDs, rigid OLEDs and OLED TVs. It combines DSCC's deep knowledge on OLED capacity and panel shipments with insight on OLED device structures and OLED material prices providing the industry's most accurate market size and market share results and forecasts.

Organic materials covered include small molecule and polymer emitter materials and all common materials including hole injection, hole transport, electron transport and more. Also available is coverage on other materials found in OLED displays including circular polarizers and polyimide. These markets are expected to grow rapidly as the smartphone market transitions from LCD to OLED on OLED's superior performance and desirable form factor. OLED material suppliers and market and financial analysts now have a way to track these exciting markets.

This report includes the following deliverables:

Overview
- OLED device structures
- Material classifications
- Material development trends

Intro
- OLED material descriptions
- Industry value chain descriptions
- Supplier profiles
- Material pricing

OLED Material Forecasts (2017-2023)
- Shipment volumes and revenue projections
- Material revenues and quantities segmented by:
  - Panel supplier
  - Application - Mobile, TV, Other
  - Form factor - Rigid vs. Flexible
Materials Covered Include:

**Organic Layers**
- Small molecule emissive material (EML)
- Polymer emissive material (EML)
- Hole injection material (HIL)
- Hole transport material (HTL)
- Electron transport material (ETL)

**Organic materials covered include:**
- Phosphorescent and fluorescent emitter dopants
- Host materials for the emitting layer
- All common materials including hole injection, hole transport, electron transport, and more.

**Optional chapters cover other materials found in OLED displays including**
- Circular polarizers
- Polyimide

**Subscription Options**
- OLED Materials Report4 Quarterly Releases
- OLED Materials Report - Including Circular Polarizer Module - 4 Quarterly Releases
- OLED Materials Report Including Polyimide for Flexible OLED Module - 4 Quarterly Releases
Quarterly Display Glass Report

Glass substrates form the starting point for production of all flat-panel displays, and glass supply is critical to the display industry. Even for flexible and foldable OLED displays, glass substrates are used as carriers for a polyimide layer for the display, because of the superior thermal stability characteristics of this versatile material.

This report tracks glass capacity and shipments for all major glass makers across all LCD and OLED display fabs. The report combines DSCC’s comprehensive insight into industry capacity and utilization with in-depth understanding of display glass and the supply chain.

Areas Covered:
• Display Glass Capacity Regions: Japan, China, Korea, Taiwan
• Display Glass Shipment Regions: Japan, China, Korea, Taiwan, Singapore
• Gen Sizes from Gen 1 to Gen 10.5
• Glassmakers: AGC, Corning, NEG, Others
• Supply Matrix to 26 panel makers

Report Deliverables Include:
• Mother Glass Capacity by Region
• Display Glass Market by Quarter, segmented by:
  • Panel supplier
  • Gen Size
  • Region of destination shipment
  • Backplane Type (a-Si, LTPS, oxide)
  • Display Technology (LCD, OLED)
• Display Glass Market Supply Chain
• Display Glass Prices by backplane type and Gen Size
• Profile of Glass Manufacturers

Subscribers will receive a Powerpoint presentation with the elements above with history from Q1 2018 and a forecast of the current year. Subscribers will also receive an Excel file with pivot tables of the display glass market supply chain allowing additional detailed analysis.

Optional Capacity and Utilization Module
An optional add-on to the glass report will cover DSCC’s capacity and utilization database. Delivered in an Excel worksheet with pivot tables, the Capacity and Utilization Module will cover all the segmentations described above with TFT input capacity and utilization by quarter with history starting from 1Q 2018 and a forecast including the current year.
Subscription Options

- Quarterly Display Glass Report - 4 Quarterly Releases
- Quarterly Display Glass Report with Capacity and Utilization Database - 4 Quarterly Releases

Display Glass Market by Backplane Type

- A-Si makes up >90% of display glass demand, but LTPS and oxide TFT are a growing portion
- OLED displays require LTPS (for small gen) or oxide (for large gen), but most OLEDs consume only 1x glass per display

Display Glass Revenues by Gen Size

- Gen 8.5 will fall from 54% of the glass market in Q1 2018 to 45% by Q4 2019, as Gen 10.5 increases from 0% to 8%
- Gen 6 and smaller glass will decline from 26% of the market to 23% from Q1 2018 to Q4 2019
Quarterly Smartphone Display Cost and Forecast Report

Due to the growing penetration of OLEDs into smartphones, DSCC has developed a cost model that compares and forecasts OLED smartphone display costs. The cost model also examines all of the different form factors currently or coming into the smartphone market. Panels covered include the most common smartphone sizes in the ranges:

- Rigid panels from 5.5" to 7.21"
- Flexible panels from 4.58" to 6.85"
- Foldable 7.3"

More displays will be added as these categories continue to emerge. Includes detailed BOM results and forecasts, panel prices and panel margins.

*Reporting on notebook and tablet panel markets are also available for an additional fee.*

**Deliverables Include:**

- Analysis of OLED smartphone panel cost by region.
- Analysis of OLED smartphone panel cost by size and resolution.
- Analysis of Apple and Samsung Galaxy models including Apple 5.8"/6.5" FHD+, Samsung Galaxy 5.8"/6.2"/6.3" QHD+, as well as, 5.5"/6"/6.4" FHD to FHD+, etc.
- Comparison of OLED smartphone panel cost by Fab generation - G6 vs G5.5
- Costs provided on a line item basis.
- Tier 1 based model cost and profit history in addition to forecasting by fab utilization, investment, and depreciation timing and more.
- Forecasted by substrate size on a rolling 16-quarter basis.
- Flexible, foldable and rollable form factors included as they emerge.
- Touchscreen and cover glass costs also provided.
- Panel prices and margins also provided and forecasted.

**Additional optional OLED NB and Tablet Panel Report includes the following sizes:**

- Rigid Tablet Panels - 9.7"/10.5"/12.9
- Rigid NB Panels sized - 13.3"/15.6" QHD/UHD
- Rollable and foldable displays added as they emerge.

**Subscription Options**

- Smart Phone Display Cost and Forecast Report - 4 Quarterly Releases
- Smart Phone Display Cost and Forecast Report With Notebook and Tablet Module - 4 Quarterly Releases
Comparison - Galaxy S8/9 and S10 Light

• Longer term, Galaxy S8/S9 stays profitable with margins >10%
• Galaxy S10 Light panels start in 2019 with 5.77” 2340x1080. Higher number of cuts on Gen 6 and lower resolution allow sustained profitability even with prices 20% lower than S8/S9. Lower resolution reduces costs by ~15%

Comparison - Galaxy S8/9 vs. iPhone X/XS

• iPhone X total cost is higher, driven mostly by touch panel with force touch feature
• COP reduces module component costs for Galaxy to be lower than iPhone X
• iPhone X has lower cost cover glass, 2.5D vs. 3D, but Samsung In-House 3D minimizes cost adder
Quarterly Advanced TV Display Cost Report

Given the price sensitivity of the TV market, costs play a big factor in determining which TV technologies are likely to dominate. This report quantifies and forecasts costs, prices and margins for panel suppliers at the high end of the TV market, covering sizes from 48" to 82". It covers costs from various regions of production for OLEDs, Quantum Dot (QLED) and LCD. It also examines new approaches to manufacturing OLED TVs including ink jet printing and their impact on costs.

This report covers and compares the following topics:

- **OLED 55”/65”/77” FHD/UHD/8K Panels**
  - WOLED / Inkjet
  - Bottom and Top Emission
  - Costs by Region
  - Cost Breakdown by Fab Generation G8.5/G10.5
  - MMG by 65” 3up & 55” 2up

- **LCD 55”/65”/75”/82” Panels**
  - 4K and 8K LCD
  - QD LCD
  - Cost Breakdown by Fab generation, G8.5/G10.
  - Costs provided on a line item basis.
  - Forecasted on a rolling 16-quarter basis.
  - TV Panel prices provided and forecasted.
  - TV Panel margins provided and forecasted.

**Subscription Options**

- Advanced TV Display Cost Report - 4 Quarterly Releases
55” UHD Cost WOLED vs. IJP

- LGD existing Gen 8.5 capacity in Korea is WOLED, this comparison models a shift to Inkjet Printing (IJP) on the same Gen size
- IJP gives reduction in material costs through better utilization and less waste
- IJP assumes a RGB structure vs. WOLED RGBW

55” UHD Cost/Price

- Cost reductions in Q2-Q3 2018 and flat prices have improved profitability for 55” UHD WOLED
- Profit for this product in Korea will peak in Q2 2019; starting in Q3 2019 price declines resume to generate more volume to absorb new China capacity
The DSCC Weekly Review provides subscribers with critical market intelligence and technical trends in the display industry. Delivered every Monday, this newsletter includes analysis of panel pricing, supply/demand, new fab developments, flexible display trends, OLED developments and much more. It also covers the display stock price outlook, company financial analysis and outlook, news and other data from primary and secondary sources across the globe. As of 2019, DSCC has partnered with UK-based display research firm Meko, to provide an even more robust weekly newsletter featuring additional authors, articles and areas of coverage.

The Weekly Display Supply Chain Monitor includes:

- Panel supplier stock index, consisting of 8 panel suppliers, and analysis of weekly changes by supplier and of the overall index, updated daily for customers who upgrade to the daily option.
- Analysis of financial analysts' research and ratings changes.
- Display supply chain companies stock price outlook.
- Analysis of weekly news based on 60+ years of industry experience.
- Editorials on key issues facing the display industry.
- Panel pricing and analysis.
- Monthly panel suppliers' revenues and shipments.
- New fab activity.
- Equipment supplier design wins.
- Panel suppliers financial results and analysis along with new product analysis.
- FPD equipment suppliers' financial results and analysis along with new product analysis.
- FPD material suppliers financial results and analysis along with new product analysis.
- TV brands financial results and analysis along with new product analysis.
- Retailers financial results and analysis.
- Excerpts from DSCC's valuable monthly, quarterly and annual reports.
- Analysis and industry insight from Display Daily contributors.
- Analysis of news items that affect the display industry, including applications outside of the traditional flat panel space, such as large-format LEDs and AR/VR devices.
- Extensive new product launch coverage.

Subscription Options

Weekly Supply Chain Monitor Newsletter - 1 Year Subscription

Please Email or Call For a Free Sample Issue:

Gerry@DisplaySupplyChain.com
770-503-6318
OLED Market to Show Continued Growth

By Bob O’Brien

Sales for OLED stock materials for all applications are expected to grow at a 15% annual CAGR from ¥871 billion in 2017 to ¥1.8 trillion in 2023, according to the latest update of DSCC’s Quarterly OLED Material Report. The report details all aspects of OLED materials, including multiple applications, supplier comparison, and cost components.

The report incorporates the latest update to DSCC’s capacity and utilization outlook for AMOLED and to the OLED Association’s capacity outlook for PMOLED and related lighting. As we reported last week, Gilad’s exit from the OLED lighting business has dramatically reduced the prospects for that application, but nevertheless the growth of AMOLED in TV and phones, as well as other applications, will continue to drive material sales.

Compared to the Q4 update, the current update includes revised input areas for AMOLED, LCD, with small decreases in the anticipated utilization capacity for small medium OLED in 2018-2022. The current update also includes our view out to 2023, based on our capacity database.

OLED Materials Revenues by Application, 2017-2023

Source: DSCC/ Colin Quint (Quarterly OLED Material Report)

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DSCC Analysis and Content

JDI Reveals Investment Terms

By Bob O’Brien

As we reported last week, JDI is in discussions about securing a major investment to reorganize the company and prepare it for growth in OLED. The week JDI announced the investment and described the terms, which will significantly dilute existing investors, Gilad stock price dropped by the news that the new investors will hold 44% of the company.

JDI describes its investors as “strategic partners”, with the major entities including CChina-based Tianjin Huaxin, a new venture to be formed by China’s Silk Road Investment Capital as well as the OLED Association’s investment for PMOLED and related lighting. Earlier reports had described China’s Silk Road Investment Capital as an angel investor, but there is evidence that China’s largest country-owned company is the largest shareholder, but it is intended that the other four companies named will take over over time as the time deal is implemented.

Along with the financing, the deal includes in-put with both Tianjin Huaxin to enhance JDI’s business. With JDI, Dox expects to expand its LCD business in China through leveraging Tianjin Huaxin’s panel customer base, and expects that Tianjin Huaxin will be able to expand its business to China’s consumer base. With Harv Tech, Dox expects to build a new OLED panel business based on evaporation technology. In contrast to JDI’s apleksoproduction technology, with OLED-C tech referring the technology and invest in “secure OLED mass production line with limited financial burden for JDI to achieve profitable growth.” We interpret this to mean that Harv Tech would work to secure substantial China government financing for its own OLED line in China.

JDI describes that the JDI investment will come in three stages, the first stage with payment from June 20th to December 30th, 2019 of ¥42 billion ($375 million) for 840 million shares of JDI common stock at ¥50 per share, which will represent 49.8% ownership of the company after the other four investors named.

The second round would be convertible to stock at ¥79 as of April 12. A second round would be convertible to stock at ¥50 per share and would see 10% of the investment for 49.8% ownership of the company after the other four investors named.

The third round, which would involve a third round or €1.3 billion ($1.8 billion) of the investment, would involve a third round of €1.3 billion ($1.8 billion) of the investment for 49.8% ownership of the company after the other four investors named.

JDI described that the JDI investment would allow mass production on JDI’s evaporation OLED line in Mobara.

Along with the investment from China, JDI will reinforce its relationships with its key partners, including the China National Chemical Corporation, which will reinforce the China National Chemical Corporation, which will involve the growth of AMOLED and related lighting in the display space, and it would be reckless to bet against LCD now.

The display space is high-volume and still a premium segment, but LCD is showing the potential of LCD by achieving the black levels and contrast ratios that it needs to be only OLEDs could achieve. Over the last five decades, many companies have tried and failed to get LCD to the display space, and it would be reckless to bet against LCD now.

We include the regular features as well: this week’s smartphone and television announcements and the display industry which news and other news. As always, we welcome feedback: drop me a note at bob@displaysupplychain.com.

Thanks,
Bob
Outlook on 8K Report

This report, published in partnership with Insight Media, goes beyond just examining 8K TVs to cover the entire emerging 8K ecosystem. We take an in-depth look at the accelerating development of 8K display panels, 8K display production technologies, 8K vs. 4K display costs and prices, 8K broadcast receivers, 8K cameras, and other forthcoming 8K technologies. In addition to evaluating how the display suppliers and TV brands are approaching 8K, we look into many non-display factors in the areas of content acquisition, production and post-production, distribution, and connectivity as well as comment on value propositions and business models. The purpose of this report is to understand the products that make up the current 8K landscape, what factors will drive development and adoption and what factors may hinder or slow adoption. In addition, this report presents the views, plans, roadmaps and motivations of the panel makers, TV and monitor makers.

- Executive Summary
- Analyzing the 8K TV Opportunity
  - Introduction
  - The World in 2020
- 2020 Olympics as a Driver for Tech Development and Commercialization
- Evaluation of the 8K Production Equipment
  - Overview
  - Cameras
  - Camera Lenses
  - Color Grading
  - Encoders
  - Players
  - Recorders/Players
  - Converters
  - Other Gear
- Evaluation of the 8K Distribution Systems
  - Satellite
  - Over the Air
  - Cable and Telco
  - Other Options
  - Tuners/Demodulators
  - Summary of Expectations
- 8K Connectivity
  - HDMI
  - DisplayPort
  - SuperMHL
  - Thunderbolt
  - USB Type-C
  - U-SDI
  - Panasonic Hybrid Cable
  - V-by-One
- 8K Flat Panel Manufacturing
  - LCD Challenges
  - OLED Challenges
  - WOLED Challenges
  - IJP Challenges
- 8K Panel Cost Forecasts
  - LCDs
  - QD LCDs
  - WOLEDs
  - IJP OLEDs
- 8K Flat Panel Roadmaps/Production
  - AUO
  - BOE
  - CEC Panda
  - China Star
  - LG Display
  - Innolux
  - Samsung Display
  - Sharp/Foxconn
  - HKC
- 8K TV and Monitor Brand Strategies
  - Acer
  - AOC
  - ASUS
  - Changhong
  - Dell
  - Eizo
  - Hisense
  - Konka
  - LG Electronics
  - Panasonic
  - Philips
  - Samsung
  - Sharp
  - Skyworth
  - Sony
  - TCL
  - ViewSonic
  - Vizio
  - Loewe
- 8K TV and Monitor Forecasts
  - Units and Revenues
  - Size Segmentation
  - Regional Segmentation
- 8K Video Wall Outlook
- 8K Projector Outlook

Subscription Options
Outlook on 8K Report - Single Report Release
Achieving UHD Features Beyond Resolution

Along with 8K, two important features of Ultra-High Definition (UHD) sets are Wide Color Gamut (WCG) and High Dynamic Range. In order to maximize the impact, displays are designed to take advantage of these features.

In the production process of making video content, the producer must choose a color standard to create a master copy. The color standard defines the available color gamut and is intended to match the available display and camera technology—it does no good to try to capture images that the camera cannot see and the display cannot show.

Like Hitachi, there is a separate camera control unit (CCU) that houses the power supplies and does all the debayering and processing to support output to other equipment. An optional fiber optic attachment can facilitate transfer of data and signals to/from the camera to the CCU.

Astrodesign told us that a basic 8K camera set up, including a lens, is in the $600K to $700K range—a significant investment.

In the Ikegami booth at NAB 2017 we saw the SHK-810 Super High Vision Digital Portable Camera. This features an 8K Super 35 mm CMOS sensor, PL lens mounting, lens aberration correction and a 40 Gbps fiber SMPTE interface (U-SDI). Outputs can be at 8K, 4K or 2K. Images were displayed on an 8K monitor with an Ikegami label.

Sharp’s recently announced B60A 8K professional camera features a single 35mm equivalent CMOS image sensor with 33m pixels. It can capture about 40 minutes of 8K, 10-bit images on a single SD card.

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Fabrication Costs and Capacity

The history of the LCD industry provides many examples of products which were difficult to make at first, but with time, experience, and volume panel makers increased yield up to acceptable levels. There is no reason to think that 8K will be an exception to this pattern, and by the time that 8K panels reach the millions of units for the leading panel makers, yields will likely be in the range of 80% or higher.

Achieving UHD Features Beyond Resolution

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fabs are likely to be even lower at first, as low as 10-20% according to one panel maker. At such low yields, 8K products can hardly be economically viable, but in the early stages, these products are mostly demonstration models in very small volumes.

The history of the LCD industry provides many examples of products which were difficult to make at first, but with time, experience, and volume panel makers increased yield up to acceptable levels. There is no reason to think that 8K will be an exception to this pattern, and by the time that 8K panels reach the millions of units for the leading panel makers, yields will likely be in the range of 80% or higher.

At least four different players are planning Gen 10.5 capacity expansions during the years 2018-2022, as shown in Table 4.

In addition to these expansions, relative industry newcomer HKC announced in January 2018 a plan for a RMB 40 billion (US$6.4 billion) investment in Gen 11 capacity (expected to be Gen 10.5; industry players vary in their naming for the 2940mm x 3370mm substrate) in Henan, China, with the exact timing of mass production uncertain. Such an investment would add another million or more Gen 10.5 substrates per year to industry capacity.

From just the numbers in Table 4, the industry capacity in 2022 could theoretically make more than 60 million 60” and larger panels, if it were all making 8-cut panels at 100% yield. Although the actual output of these fabs will be considerably less, considering a product mix of 65” and 75” and yield lost, the industry capacity exceeds all reasonable estimates of demand under the current set of market conditions. Therefore, suppliers are developing technologies that increase the attractiveness of very large screen sizes, and 8K is foremost among these.

Display Panel Factors to Enable 8K

In order to bring four times the number of pixels to the display, a number of changes are required in the display architecture, driving higher costs.

Resolution

In the display industry, the term resolution is used both in describing the number of pixels in a display and in describing the spatial resolution on the display in pixels per inch (PPI). An 8K display has 7680 x 4320 pixels independent of screen size, but the pixels per inch vary inversely with screen size, as shown in Figure 18.

The 8K penetration over the Worldwide TV sales volume results in the following forecast for 8K TV sales by screen size (Figure 31). The largest volume of 8K will be in 65” from 2019 onwards, as this size gets the big supply push from Gen 10.5 capacity.

8K by Size

The 8K penetration over the Worldwide TV sales volume results in the following forecast for 8K TV sales by screen size (Figure 31). The largest volume of 8K will be in 65” from 2019 onwards, as this size gets the big supply push from Gen 10.5 capacity.

8K by Region

With respect to regional output, we expect that 8K will grow first in China, followed by North America and Japan. Several unique aspects of the China market make it fertile ground for 8K, as it was for 4K:

- The China market is fiercely competitive, with all major international brands competing, plus the six major local brands (Changhong, Konka, Haier, Hisense, TCL, Skyworth), plus a number of additional local brands such as CEC, all competing for consumer attention.
OUR TEAM

Ross Young
Founder and CEO

Ross Young is the Founder and CEO of DSCC. Prior to DSCC, Ross founded DisplaySearch, the leading flat panel display market research, consulting and events firm, in 1996 and ran it for 12 years before selling it to The NPD Group and joining Samsung LCD as VP of New Market Creation. Unlike other DisplaySearch analysts, Ross pioneered coverage in each layer of the display supply chain and was the only analyst to cover the entire display supply chain at DisplaySearch. Ross has also worked at Brooks Automation, Fusion Semiconductor, CCA, IMS Research, OWL Displays and Young Market Research in the semiconductor equipment, display equipment, driver IC, LED and PV markets. He has also served as a member of the Board of Directors at Akhan Technologies, UniPixel and Westar Display Technologies, the Advisory Board of Illumitex and currently serves on the Advisory Board of NanoPhotonica. He has received awards for outstanding performance from The NPD Group, SID and VLSI Research.

Robert J (Bob) O’Brien
Co-Founder and President

Robert J (Bob) O’Brien has decades of experience turning market and business analysis into strategic insights in the display and electronics industries. As a former Corning, Philips and LG Display executive he essentially built a smaller, in-house version of DSCC as Director of Marketing Intelligence at Corning. With analysts in the US and Asia, they performed channel checks throughout the display supply chain and delivered critical intelligence to Corning management and investors.

Mr. Yoshio Tamura
Co-Founder and President of Asian Operations

Yoshio Tamura has covered the flat panel display market since 1990 and is one of the foremost authorities on the LCD industry and its supply chain. He has developed deep and extensive contracts throughout the display market and has developed numerous innovative methodologies for forecasting various aspects of the display market. He launched LCD market coverage at Techno Systems Research in Tokyo and grew it rapidly over a 10-year period. He then joined DisplaySearch in 2000 as SVP and Founder of DisplaySearch Asia. He became a Fellow at NPD DisplaySearch. After DisplaySearch was sold to IHS Corp. in 2014, he held the title of Senior Director and Advisor to the Display Technology Group.

Mr. Satoshi (Sam) Matsuno
Co-Founder and VP of Japan Sales, Events and Operations

Satoshi (Sam) Matsuno is Co-Founder and VP of Japan Sales, Events and Operations at DSCC. He has spent over 30 years in the display industry at Panasonic, Compaq, DisplaySearch, NPD DisplaySearch and IHS working with CRT, plasma, TFT LCD and projection display technology. Sam is a leader in understanding and predicting trends in the display industry, developing and publishing the industry’s first LCD monitor price/penetration curve and coining numerous industry terms such as “mega-note” to describe larger notebooks.

Sung Eun Kim
Senior Analyst and Marketing Manager

Sung Eun Kim entered the flat panel display industry in 1999 as a senior analyst at DisplaySearch, the leader in flat panel display market research, consulting and events. After working at DisplaySearch for 7 years, she joined MagnaChip as Strategic Marketing Leader in their Flat Panel Display Driver IC Division. She concurrently works at the OLED Association as an Associate Director. Sung will be utilizing her strong language skills - English, Japanese and Korean - and market research experience as well as her digital marketing experience at DSCC.
Rita Li
Director of China Operations

Rita Li has over 10 years of experience working in the flat panel industry. She joined Universal Scientific Industrial (USI) in 2007 as a Business Development Manager, covering all of supply chain management internally and maintaining key client relationships with AUO, Innolux and others. She then joined NPD DisplaySearch in 2010 in a sales and marketing role and worked at DisplaySearch for 5 years. She played a key role in developing China business for the company in terms of report sales, consulting and events. She also developed new business for the company in the solar/PV market. She is deeply familiar with the China flat panel industry from materials to brands and OEMs.

Calvin Lee
Director of Korean Operations

Calvin Lee has more than 20 years experience in display market research and consulting. He started display market research in 1996, the same year DisplaySearch was formed, while employed at Samsung SDI where he covered the entire display industry covering CRT, LCD and PDP markets and technologies. After 10 years at Samsung SDI, he joined DisplaySearch in 2006 as research director where he played a key role in gathering display market data in Korea. He later joined DisplayBank as VP of Marketing, also covering the display market. After DisplayBank was acquired by IHS and merged with other display groups, he joined SNE Research where he covered IT, electric vehicle and battery markets.

Gerry McGinley
Director of US Sales

Gerry McGinley joined DSCC as Director of Sales in July 2018. He has had a 30+ year career in display hardware and research. Gerry had sales, marketing and product management roles at Panasonic Industrial Company and Richardson Electronics. He began his display research career with NPD DisplaySearch in 2007 as a Director, Business Development. Gerry joined IHS via the DisplaySearch acquisition. After leaving IHS, Gerry spent two-years as a Director of Client Development at Forrester Research. Gerry has extensive knowledge of the global display supply chain, manufacturers, brands and numerous vertical markets. He is focused on managing an ever-growing client base for DSCC and is committed to providing clients with a great customer experience.

Jayden Lee
Director of Display Equipment and Materials

Jayden has around 15 years of experience working in the flat panel display and semiconductor industries. Since 2005, he was employed at Ushio Korea, a leading light source and equipment company which plays an important role in the lithography supply chain. While at Ushio, Jayden had responsibility for light sources and related equipment used in photo and deposition processes as well as FPD substrate cleaning. In addition, he was active in various fields including LED, laser diode and digital cinema light sources.

Dustin Gaedtke
Director of Events and Digital Marketing

Dustin Gaedtke has several years of event experience with the PGA, Capsule, and numerous other companies. He entered the display industry in 2008 as owner and lead project coordinator of Hifi Install, a technology integration firm specializing in residential and commercial audio / visual solutions and home automation. After successfully growing Hifi Install to be a leader in the Austin, TX market he sold the company to pursue a position as head of sales for a high end lighting startup, Biotech Lighting. From there he transitioned to director of event planning and digital marketing for DSCC.
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