

■ Large-Area TFT LCD Shipments Reach Record Highs, Despite Monitor Panel Declines

AUSTIN, TEXAS, October 26, 2009—September 2009 shipments of [large-area TFT LCD](#) panels reached 52 million units, up 2% M/M and 25% Y/Y, according to the most recent DisplaySearch [Monthly TFT LCD Shipment Database](#)—setting a new record for monthly large-area TFT LCD shipments. Large-area TFT LCD revenues reached \$6.8 billion, up 6% M/M and 15% Y/Y.

The overall market grew despite the fact that shipments of monitor panels declined 8% M/M to 16.8 million units, the first time this segment has experienced a M/M decline since February of this year. Samsung shipped more than 5 million panels for portable PCs (notebook and mini-note/netbook) in September, which is the first time a supplier shipped that many panels in a month for this application.

According to [David Hsieh](#), Vice President of DisplaySearch, “September was a record-breaking month for large-area TFT LCD panels in several segments, including total shipments, shipment area, notebook PC, TV and mini-note panel shipments. However, inventory adjustment and seasonal slowdown obviously influenced monitor panel demand, so for the first time since February, monitor panel shipments were down from the previous month.”

Hsieh added, “Sales of LCD TVs in China during the golden week holiday were very strong, indicating that the LCD TV boom in China is not over yet and many brands continue to purchase panels to refill inventories. Moreover, LCD TV demand is picking up in Europe and North America, driving panel shipments to a record high of 15.6 million in September.”

Additional highlights from the DisplaySearch [Monthly TFT LCD Shipment Database](#).

- On a unit basis, Samsung was the leader with 24.3% market share, followed closely by LG Display with 24.0%, AUO with 17.9%, and CMO with 14.1%.
- LCD shipments for portable PCs (including notebook and mini-note) and TVs showed M/M growth—reaching record highs of 18.6 and 15.6 million units, respectively (Table 1).
- In terms of area, large-area TFT LCD shipments reached 8.1 million square meters in September, up 6% M/M and 28% Y/Y, another record high for LCDs.
- Mini-note PC (5.0-11.6”) panel shipments were 4.4 million in September, achieving an all-time high. AUO and HannStar led this segment with each shipping more than 1 million mini-note panels in September.

Table 1: Monthly Large-Area TFT LCD Panel Shipments and Growth (Millions)

	September 08	August 09	September 09	M/M	Y/Y
Notebook PC	13.5	17.6	18.6	6%	38%
Monitor	16.6	18.2	16.8	-8%	2%
TV	10.4	14.0	15.6	11%	49%
Other	1.0	1.1	1.0	-	-
L/A Total	41.5	50.9	52.0	2%	25%

Source: DisplaySearch October 2009 [Monthly TFT LCD Shipment Database](#)

The Premium Version of the [Monthly TFT LCD Shipment Database](#) includes shipment data by suppliers for each application and screen size.

For information on the DisplaySearch [Monthly TFT LCD Shipment Database](#) and the premium version, which includes shipment data by suppliers for each application and screen size, contact Charles Camaroto at 1.888.436.7673 or 1.516.625.2452, e-mail contact@displaysearch.com or contact your regional DisplaySearch office in [China, Japan, Korea or Taiwan](#).

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