Strong Q1'08 Plasma Panel Results as Shipments Rise 53% Y/Y to More than 3 Million Units, DisplaySearch Reports

AUSTIN, TEXAS, April 29, 2008—After record-setting plasma display panel (PDP) shipments in Q4'07, units fell 19% Q/Q on normal seasonal weakness to 3.5 million units, according to the latest *DisplaySearch Quarterly Global TV Shipment and Forecast Report, LCD and Plasma TV Panel Shipments, Supply and Forecast Module*. However, units were up a strong 53% Y/Y, for several reasons:

- Strong growth of 32" panels continued, rising from 11% to 15% of shipments during the quarter, as LCD supply remains tight and demand remains strong in developing markets for low priced flat panel TVs.
- Matsushita started shipping 46" 1080p panels for the first time.
- PDP still has a price advantage over LCD, with 42" HD PDP panels (including power supply and optical filter) $114 lower than comparable LCD pricing (including power supply) in March. The price difference will narrow by the end of the year, however.
- 1080p PDP panels were nearly absent from the market in Q1'07, but now account for 11% of panel shipments.

"Price declines slowed for PDP panels in Q1'08, with prices falling 6% Q/Q and 31% Y/Y to an average of $403 as compared to double-digit ASP declines in the first half of 2007. 42" class ASPs only fell by 1-2% Q/Q while 50"+ prices fell much faster, by as much as 10% Q/Q for 55-59" 1080p panels while 50" panels fell 4-7%." noted Paul Gagnon, DisplaySearch Director of North America TV Research.

Matsushita fell from #1 to #3 as a supplier in Q1'08, the first time they have not been the top supplier since Q3'06, as LGE's share surged more than 6 points to 34.8% on 97% Y/Y growth. As the only supplier, LGE is riding on the growth of 32" panels. Samsung SDI moved up a spot to #2 for the first time with a 30.5% unit share on 95% Y/Y growth, largely from 42" shipments. Matsushita fell by 10 share points to 27% of shipments despite initial shipments of 46" 1080p panels. Hitachi and Pioneer had the only negative Y/Y growth, falling by 35% and 34%, respectively.

Table 1: Plasma Panel Share and Growth by Supplier

Supplier	Q4'07 Share	Q1'08 Share	Y/Y Growth
LGE	28.4%	34.8%	97%
Samsung SDI	25.1%	30.5%	95%
Matsushita	36.8%	27.0%	32%
Hitachi	6.4%	4.4%	-35%
Pioneer	3.2%	3.1%	-34%
Orion	0.1%	0.1%	59%
Total	100.0%	100.0%	53%

For detailed PDP module shipments, PDP fab activity, PDP supply/demand, PDP TV shipments by brand and region, and rolling 16-quarter plasma shipment, cost and pricing forecasts, please see the latest *DisplaySearch Quarterly Global TV Shipment and Forecast Report, LCD and Plasma TV Panel Shipments, Supply and Forecast Module*.

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