

DisplaySearch Reports Strong 54% Y/Y Plasma Panel Shipment Growth as 1080p Shipments Surge 89% Q/Q, Doubling 1080p Unit Share to 21%

AUSTIN, TEXAS, July 24, 2008—Plasma display panel (PDP) shipment growth was quite strong in Q2'08, increasing 54% Y/Y to 3.5 million units, the third straight quarter of 50% Y/Y growth on healthy 1080p and 46" growth, according to the latest DisplaySearch Plasma and LCD TV Panel Shipment Module of the Quarterly Global TV Shipment and Forecast Report. Q/Q growth was up just 1% on typically soft Q1 to Q2 seasonality. Demand was high for 1080p (Full HD) models which saw shipments more than double from Q1'08 to Q2'08, reaching 730k units. Due to the rapid growth of 1080p, but balanced by a 17% Y/Y blended ASP decline, overall PDP revenue went up 28% Y/Y and 6% Q/Q for the same period. Some other highlights of Q2'08 PDP panel shipments were

- 1080p now accounts for 21% of PDP panel shipments. New 46" models and 1080p share gains in 42" and 50" size categories caused a significant increase in 1080p shipments, which lead to an overall increase in 1080p volume, up 89% Q/Q and 333% Y/Y.
- More than 43% of Matsushita's PDP panel shipments were 1080p and overall Matsushita accounted for over 70% of all 1080p PDP panel shipments. Matsushita was also the only supplier of 1080p PDP panels at 42" and 46".
- Weaker demand and increasing inventory in China from late March through April led to a 25% Q/Q decrease in 32" PDP panel shipments in Q2'08, a previously rapidly growing size category.

"As the 1080p penetration of 40"+ LCD TVs rose to 72% in developed countries and 47% in emerging regions in Q1'08, it is important for PDP panel makers and PDP TV brands to be competitive in 1080p, especially in 50" and larger size categories," noted Hisakazu Torii, DisplaySearch Vice President of TV Market Research.

Matsushita regained the #1 PDP panel supplier position in Q2'08, as Matsushita's revenue share surged more than 7 points to 36.8% on 23% Y/Y growth. Matsushita is also capitalizing on the decision to launch 46" 1080p PDP, which continued to grow in Q2'08 and does not appear to be significantly cannibalizing 42" or 50" growth. LGE dropped from #2 to #3 with a large sequential decline in 32" shipments a primary factor. Samsung SDI fell from #1 to #2 but enjoyed 49% Y/Y growth, the largest of any supplier, largely due to 50" shipment growth. Unit Shipments for Hitachi and Pioneer fell by 22% and 8% Y/Y, respectively.

Table 1: Plasma Panel Revenue Share and Growth by Supplier

Supplier	Q1'08 Share	Q2'08 Share	Y/Y Growth
Matsushita	29.4%	36.8%	23%
Samsung SDI	31.8%	31.0%	49%
LGE	29.5%	24.0%	38%
Hitachi	4.6%	4.8%	-22%
Pioneer	4.6%	3.3%	-8%
Orion	0.1%	0.1%	24%
Total	100.0%	100.0%	28%

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 Quarterly Global TV Shipment and Forecast Report, Plasma and LCD TV Panel Shipment Module. For information on any DisplaySearch report, please contact DisplaySearch sales at +1 512.687.1511 or sales@displaysearch.com, or contact your regional DisplaySearch offices in Japan, Korea, Taiwan and China.

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