

## One TV Maker is Doing Well After All

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Samsung reports record profits for Q1 2012, beating Japanese rivals in the TV stakes while gaining mobile market share through Galaxy and Note sales.



The company remains the biggest TV maker in the world, described by analysts as one of "the few global TV manufacturers making money and winning market share" as the top Japanese TV firms continue losing more and more cash.

Samsung operating profits for Q1 2012 total \$5.15 billion (or 5.85 trillion won), with 98% Y-o-Y growth.

When it comes to TVs, total Samsung sales grow by 22% Y-o-Y, while the flat-panel display division reports 31% growth. LCD panel sales are up by 17% and unit volume grows by 20%.

The company is merging the Samsung Display LCD-making unit with OLED production unit Samsung Mobile Display and the remains of its earlier LCD venture with Sony-- creating the biggest flat-screen producer in the world.

OLED is the big Samsung money maker, offsetting losses from LCD operations. In the plans to maintain the leads over rival vendors, Samsung hopes to shift focus from LCD to OLED TVs soon enough.

Go [Samsung Q1 2012 Earnings Release](#)

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