

## iSuppli: Flat-Panels Grow in Q2 2012

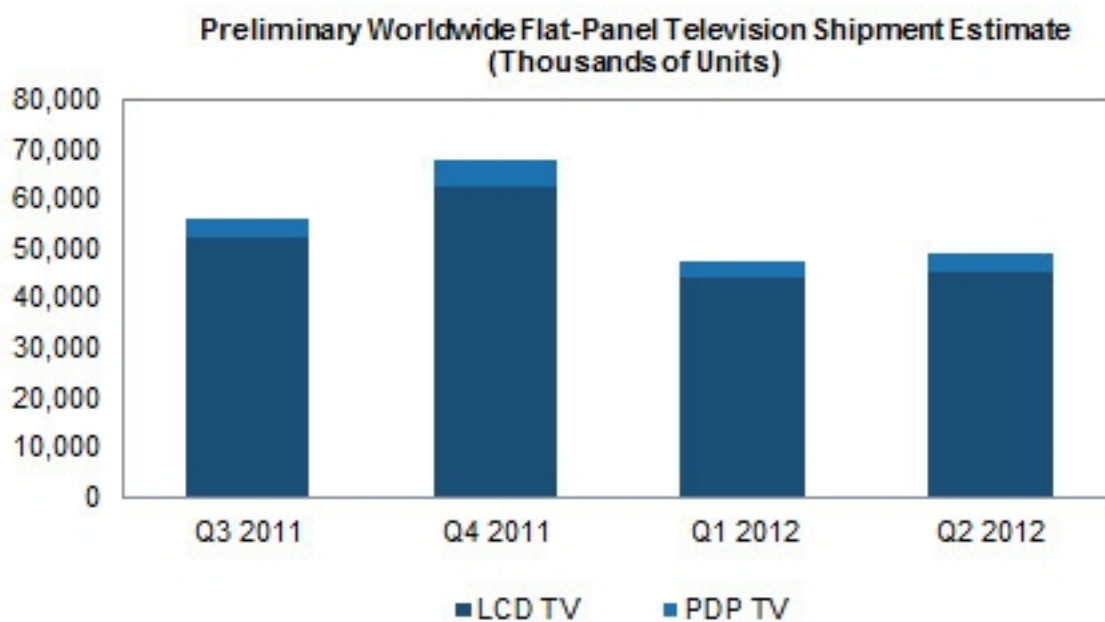
Written by Marco Attard  
21. 08. 2012

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Global flat-panel TV shipments return to growth in Q2 2012 according to IHS iSuppli, as combined WW LCD and plasma shipments reach 48.9 million units with 3.6% Q-o-Q growth.

Shipments reached 47.2m units in Q1 2012.

“After an unusually weak start to 2012, global television shipments showed some signs of life in the second quarter,” the analyst remarks. Due to tentative consumer spending, the typical post-holiday season decline was even sharper than usual.



*Source: Displaybank Monthly TV Market Tracker August 2012*

However the Q2 growth signals a return to seasonal TV shipment patterns, and "likely signals further growth ahead in Q3."

Both Q2 2012 LCD TV and plasma segments are positive-- WW LCD shipments reach 3.4% Q-o-Q growth (following a Q1 2012 -29.3% Q-o-Q decline) while the declining plasma segment

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grows by 6.6% Q-o-Q (compared to the -39.5% Q-o-Q in Q1).

Samsung leads the global LCD TV vendor rankings, taking over 19.2% of unit shipments thanks to "shrewd marketing, global distribution and efficient production." LG follows with 13.2% share, as the S. Korean TV makers continue undercutting the Japanese on pricing.

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