

## DisplaySearch: New LCD TV Sizes Gain Ground

Written by Marco Attard  
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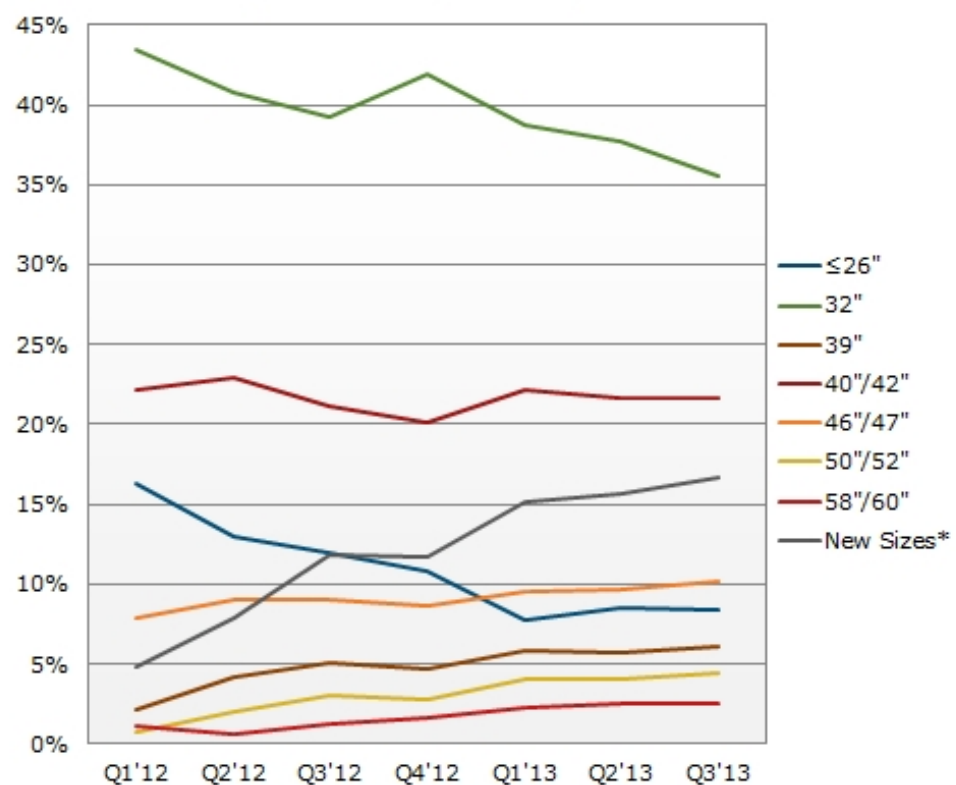
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New LCD panel sizes are growing in popularity (and in shipments) NPD DisplaySearch reports-- 28-, 29-, 39-, 43-, 48-, 50-, 58-, and 60-inch panels account for 12% of global Q3 2012 shipments.

This is up from 8% for Q2 and 5% during Q1 2012.

The analyst predicts share for such TV sizes will "stabilise" during Q4 2012 before growing to over 15% by H1 2013, at least as based on panel maker shipment plans.

**Figure 1: LCD TV Panel Shipment Share by Size Segment**



Source: NPD DisplaySearch *Quarterly Large-Area TFT Panel Shipment Report*

\* New LCD TV panel sizes launched in late 2011 or early 2012, including 28", 29", 39", 43", 48", 50", 58", and 60"

"Improvements in glass efficiency and process technology helped expedite panel makers'

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adoption of these new sizes," DisplaySearch says. However the ability of TV vendors to differentiate product offerings (through larger TVs with economical price points) is the real growth factor behind different-sized displays.

"At the same time, these new sizes have also helped to leverage the existing LCD TV panel supply and provide additional expansion opportunities for panel manufacturers," DisplaySearch continues.

The new panel sizes were first introduced in Taiwan by the likes of Chimei Innolux and AUO, before adoption by Chinese producers LG Display and ChinaStar.

The most widely adopted "new" sizes are 50- and 39-inch, although 29-inch also appears to be gaining in popularity.

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