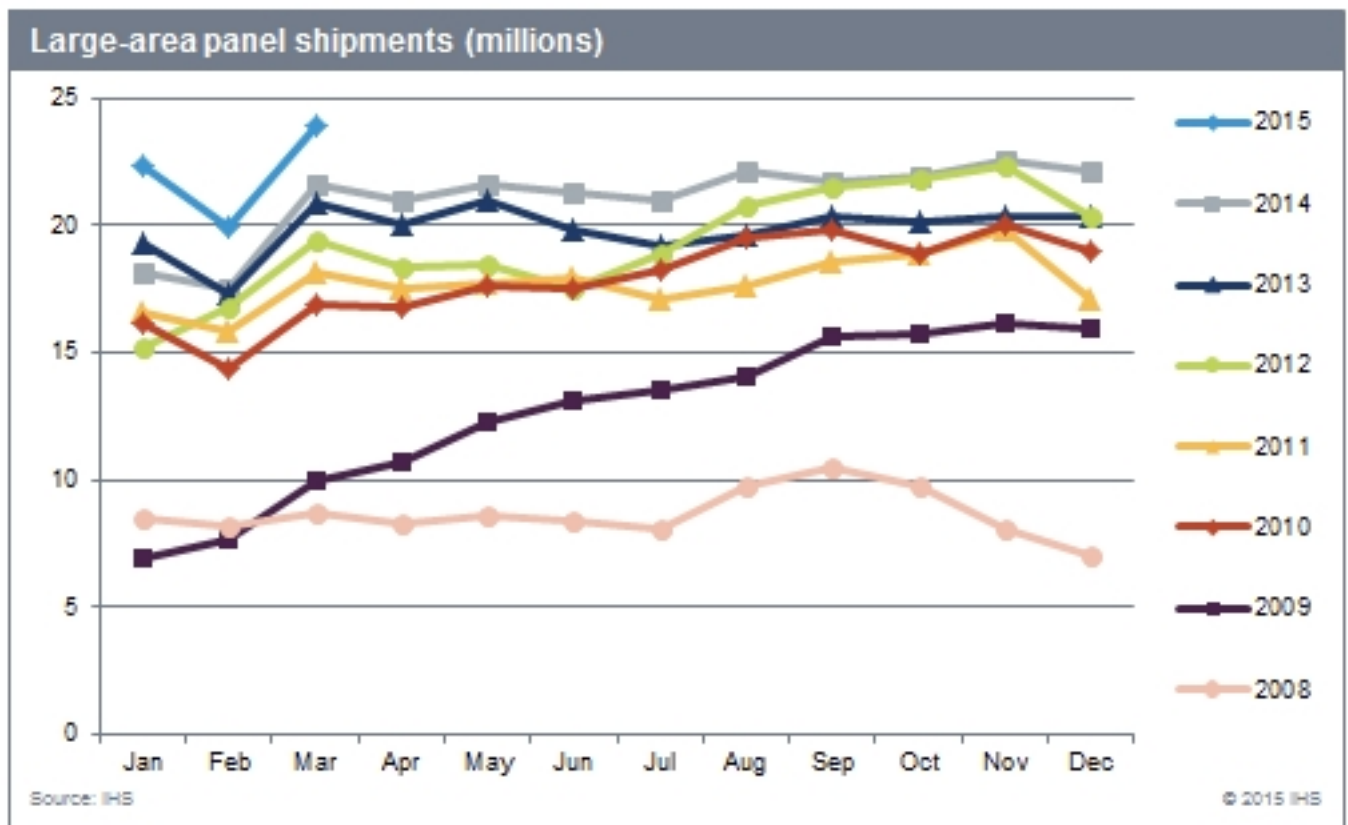


## IHS: LCD TV Panel Shipments Reach "Monthly Record"

Written by Marco Attard  
29. 04. 2015

According to IHS global LCD TV panel shipments reach 23.9 million units with 11% Y-o-Y (or 20% M-o-M) growth in March 2015-- a monthly record driven by strong demand from leading TV vendors and cross-marketing by panel makers.



Source: *Monthly TFT LCD Shipment Database* from IHS Inc. (NYSE: IHS)

Another record comes from 4K LCD TV panels, making 11% share of all LCD TV panels shipped during the month to reach 2.6m units. Driving demand are Samsung and LG, as well as the rapid adoption of power-saving RGBW pixel-layout technology.

LCD panel shipments also vary by size-- 23.6-inch panel shipments total 2.1m, a record thanks to demand from emerging regions. Other record-setting display sizes include 40-inch (3.3m), 43-inch (1.2m), 49-inch (0.9m) and 65-inch (0.4m).

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Panel shipments still show seasonal Q1 2015 declines due to most LCD TV modules are manufactured in China, and the February Chinese New Year holidays mean less working days in LCD cell fabs in Asia and LCD module lines in China. As a result LCD TV panel supply-demand balance shifted from tightness to oversupply, allowing TV makers to reduce orders, especially for older models.

However IHS still expects positive Y-o-Y growth, thanks to the strong rebound in panel shipments seen in March.

“Although LCD TV panel demand has shown signs of slowing after the holidays, leading TV brands are preparing new models for launch, so those orders are strong,” the analyst says. “Meanwhile, panel makers are aggressively introducing 4K resolution, wide color gamut, ultra-slim bezels and other new features, to improve panel shipment growth.”

Panel makers hope to ship 261m panels in 2015, up from 253m in 2014-- even if IHS forecasts troubles in the shape of slow Q2 2015 demand and falling prices.

Go [Global LCD TV Panel Shipments Reached Monthly Record High in March 2015 \(IHS\)](#)