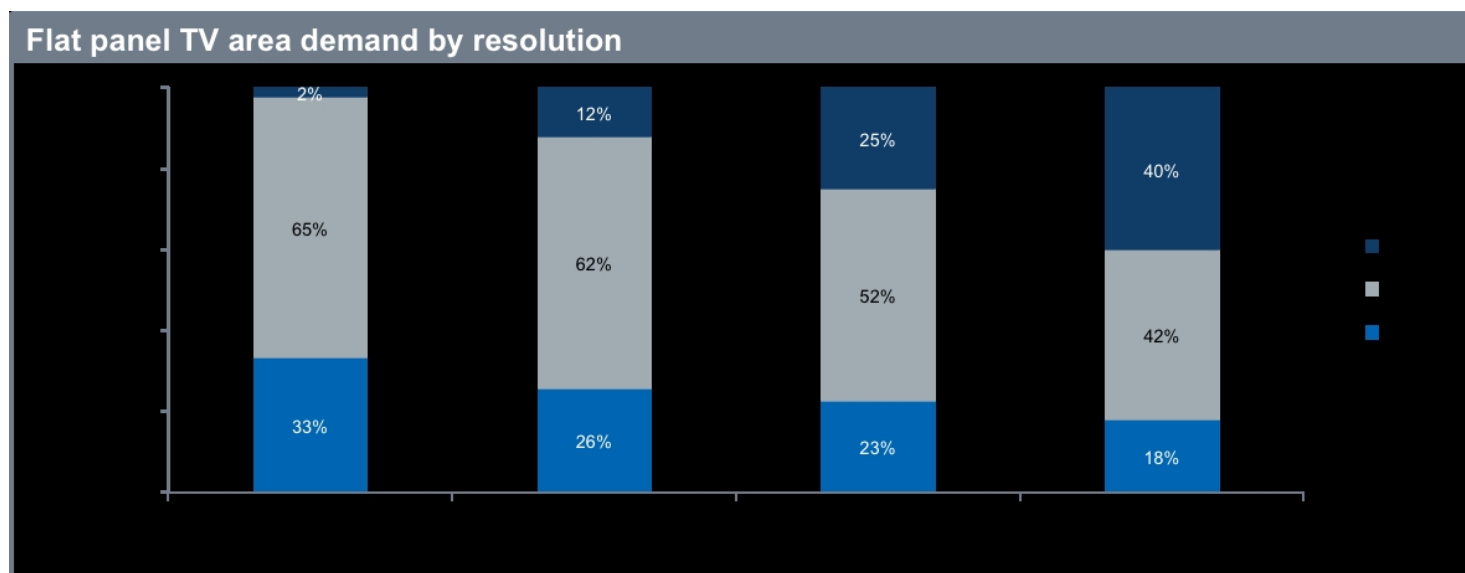


IHS: UHD LCD TV Panels on the Up

Written by Marco Attard
11. 11. 2015

Demand for UHD TVs remains strong from both consumers and manufacturers, IHS reports-- UHD TV panel panels total 40 million in 2015, double the amount from 2014.



UHD TVs bring about a number of desirable features, including 4K resolutions, wide viewing angle (WCG) and high dynamic range (HDR). The panels are best suited for large pixel-dense TVs, and as such the analyst says UHD TVs are to account for 40% of total 2016 TV panel shipment area. Demand should also continue increasing to reach 67m units in 2016, a 67% Y-o-Y increase.

Further boosting demand are falling prices, thanks to the supply capacity boost brought about by Chinese producer expanding Gen 8 facility lines. As a result, the September 2015 ASP of an open-cell 55-inch UHD LCD display is \$255, a -30% Y-o-Y decrease.

“The increased supply of LCD TV panels has caused a downturn in panel prices, providing consumers with a cheaper selection of wide-screen TVs and whetting their appetite for even larger TVs with higher resolution,” IHS says. “The consumer requirement for higher resolution will also grow, as more 4K TV video content becomes available.”

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