



WitsView

2019 MI Introduction Kit

Jan, 2019

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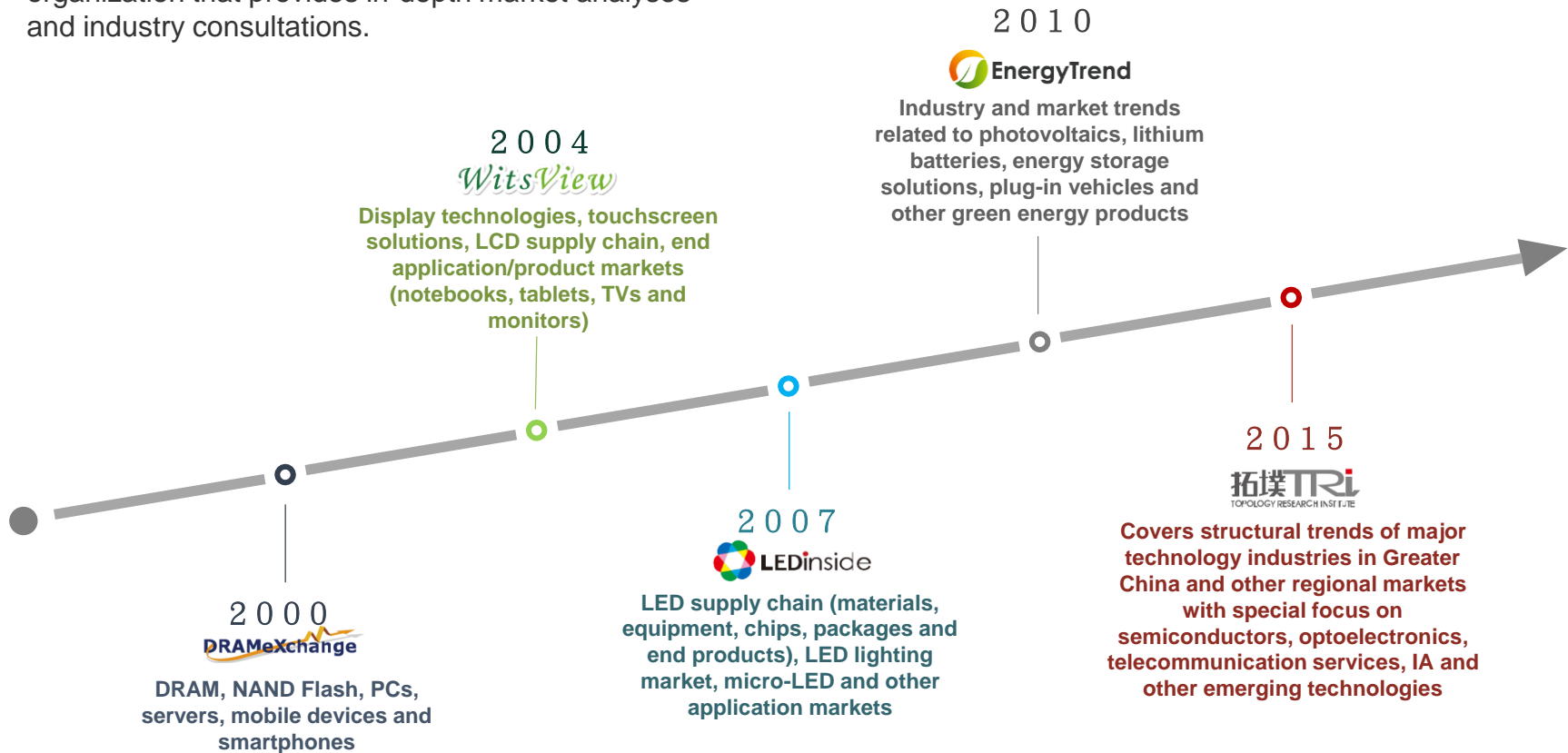
Market Intelligence Coverage

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General Overview



TrendForce is a globally respected research organization that provides in-depth market analyses and industry consultations.



WitsView General Overview

Launched in late 2004, WitsView Intelligence conducts a bottom-up market research in the form of data, graphs, or reports for technology companies and the investment community to read from.

The WitsView Intelligence Service is designed to serve as an invaluable database for clients, providing detailed market, financial and end product data at the simple click of a mouse. **Focusing on TV, Notebook, Monitor, Tablet and Mobile, subjects such as price, shipment, capacity, financial information, cost analysis, sufficiency and competitiveness are fully addressed.** In addition, our concise and easy-to-digest data presentation helps clients get rid of the unnecessary hassles, and analyze the relevant data in a focused and wisely manner.

For more about details, please visit www.witsview.com

The screenshot displays the WitsView website interface, which includes a navigation menu at the top with options like Home, About, Product & Service, Reports Download, Analysis, Press Center, Event, and Contact Us. The main content area is divided into several sections:

- Service Description:** Lists categories such as Upstream Component, Panel Industry, Supply Chain, Downstream Industry, Smartphone Panel Industry, and Data Base.
- New Reports:** Features three report thumbnails: Quarterly Smartphone Panel Shipment Tracker, Quarterly Long-term Shipment Forecast, and Quarterly Smartphone Market Status Update.
- Monthly Report:** A list of reports with dates, including 'Downstream Monitor Brand Shipment Tracker_Dec_18', 'Monthly Monitor Panel Supply Chain Tracker_Nov18', and 'Monthly TV Panel Supply Chain Tracker_Nov18'.
- Product Price Tables:**
 - LCD TV:** A table with columns for product type, specification, and price trends. For example, '35"W UHD Open-Cell' has a price of 141.0, with a change of -2.1%.
 - MONITOR:** A table listing monitor specifications and prices, such as '27"W FHD LED' at 80.2 with a -0.5% change.
 - NOTEBOOK:** A table for notebook specifications and prices, like '14.0"W HD Flat-LED' at 26.9 with a -0.7% change.
 - LCD Smartphone Panel Price:** A table with columns for App, Spec, Low, High, Avg, Last Avg, and Change. It shows prices for '5W HD IPS/Cell' and '5.5W FHD IPS/Module'.
 - Street Price:** A partially visible table at the bottom.

Customer Alumni

Upstream Component

- **Component makers**

We serve our Upstream customers with timely panel industry information, helping them catch the latest market trends.

Supply Chain & Downstream Market

- **System Integrators**
- **Channel vendors**
- **Brand manufacturers**



Panel Industry

- **Panel makers**

Our comprehensive research and market insights allow our panel maker clients to make informed marketing decisions, and respond promptly to the changing market dynamics.

Finance / Banking

- **Investment firms**
- **Government Orgs.**

With a wide range of vital data from WitsView, Panel Market Followers and Players could easily get well managed of their business and deploy a feasible strategy.



Market Intelligence Coverage



Market Intelligence Report Introduction

Upstream Component

Items	Frequency	Format	Application
01. Quarterly Key Component Market Update (Market Update, Status Quo)	Quarterly	PDF	TV, NB, MNT,TB
17. Quarterly Key Component Price Tracker (Glass Substrate, CF, Diver IC, Backlight, Polarizer)	Quarterly	Excel & PDF	TV, NB, MNT,TB
26. Quarterly Monitor& LCD TV Panel Cost & Breakdown (Panel Cost, Material Cost by size and Gen.)	Quarterly	Excel & PDF	TV, MNT
27. Quarterly Notebook & Tablet Panel Cost & Breakdown (Panel Cost, Material Cost by size and Gen.)	Quarterly	Excel & PDF	NB,TB
NEW 28. New Display Technology Cost Analysis (Mini LED/ OLED) (Mini LED and OLED Display Application Cost Breakdown)	Quarterly	Excel & PDF	TV, NB, MNT,TB
NEW 29. Display Driver IC Supply Chain & Market Status (Display Driver IC Market Trends, Supply Chain Update, Price and Cost Analysis)	Bi-Monthly	PDF	TV, NB, MNT,TB

Market Intelligence Report Introduction

Panel Industry (1)

Items	Frequency	Format	Application
02. Quarterly Panel Industry Market Update (Market Update, Status Quo)	Quarterly	PDF	TV, NB, MNT,TB
05. Monthly Panel Price Book & Market Status Update (Price by size, with High, Low, Average Price)	5 th ,20 th /Monthly	Excel & PDF	TV, NB, MNT
NEW 05+. Monthly Panel Price Book Plus & Market Status Update (Price by "REGION" and size, with High, Low, Ave. Price, New Models Added)	5 th ,20 th /Monthly	Excel & PDF	TV, NB, MNT
07. Monthly Panel Price Forecast (One-year Forecast Price by size, Average Price only)	Monthly	Excel	TV, MNT
10. Monthly Panel Shipment Tracker (Panel Shipment by panel maker, area, and Forecast)	Monthly	Excel & PDF	NB,TB

(NB=Notebook; MNT=Monitor; TB=Tablet)

Market Intelligence Report Introduction

Panel Industry (2)

Items	Frequency	Format	Application
22. Quarterly Sufficiency Analysis Report (Breakdown by size and area, Supply-demand glut ratio)	Quarterly	Excel & PDF	TV, NB, MNT, TB
23. Quarterly Panel Capacity Status Report (Fab lineup, Forthcoming Capacity, Generation Transition, etc.)	Quarterly	Excel & PDF	TV, NB, MNT, TB
S3. Monthly Panel Supplier Utilization Operation Tracker (Available Capacity, Glass input, Utilization by Makers)	Monthly	Excel	TV, MNT

(NB=Notebook; MNT=Monitor; TB=Tablet)

Market Intelligence Report Introduction

Downstream Market (1)

Items	Frequency	Format	Application
03. Quarterly TV Industry Market Update (Market Update, Status Quo)	Quarterly	PDF	TV
08. Monthly Street Price Book (Street Price with High, Low Avg. by size)	Monthly	Excel	TV, MNT
12. Monthly Monitor System Integrator Shipment Tracker (Shipment ranking, Unit by size, vender Ratio, etc.)	Monthly	Excel & PDF	MNT
13. Monthly Branded Monitor Shipment Tracker (Shipment by size, brand, supply chain, etc.)	Monthly	Excel & PDF	MNT
14. Quarterly LCD TV System Integrator Shipment Tracker (Unit, market share, breakdown by size, etc.)	Monthly	Excel & PDF	TV

(NB=Notebook; MNT=Monitor; TB=Tablet)

Market Intelligence Report Introduction

Downstream Market (2)

Items	Frequency	Format	Application
15. Monthly Branded LCD TV Shipment Tracker (Branded shipment by size, market share, etc.)	Monthly	Excel & PDF	TV
16. Monthly Notebook Brands & ODM Shipment Tracker (ODM Shipment, Branded shipment, etc.)	Quarterly	Excel & PDF	NB
S6. Quarterly Long-term Shipment Forecast (Long term Set by size, resolution, area)	Quarterly	Excel	TV, NB, MNT, TB, Mobile
T2. Quarterly IT Industry Market Update (Market Update, Status Quo)	Quarterly	PDF	MNT, NB, TB
T5. Quarterly Branded Tablet Shipment Tracker (Branded shipment, shipment share by size, etc.)	Quarterly	Excel & PDF	TB

(NB=Notebook; MNT=Monitor; TB=Tablet)

Market Intelligence Report Introduction

Supply Chain

Items	Frequency	Format	Application
S1. Monthly LCD TV Panel Supply Chain Tracker (Supply demands by vendors, etc.)	Monthly	Excel	TV
S2. Monthly Notebook Panel Supply Chain Tracker (Supply demands by vendors, etc.)	Monthly	Excel	NB
S4. Monthly Monitor Panel Chain Tracker (Supply demands by vendors, etc.)	Monthly	Excel	MNT

(NB=Notebook; MNT=Monitor; TB=Tablet)

Market Intelligence Report Introduction

Smartphone Panel Industry

Items	Frequency	Format	Application
M1. Quarterly Smartphone Market Status Update (Mobile Display Market Update, Status Quo)	Quarterly	PDF	Mobile
M2. Quarterly Smartphone Panel Shipment Tracker (Street Price with High, Low Avg. by size)	Quarterly	Excel & PDF	Mobile
M3. Quarterly LTPS Capacity Status Report (Shipment ranking, Unit by size, vender Ratio, etc.)	Quarterly	Excel & PDF	Mobile
M4. Monthly Smartphone Panel Price Book and Forecast (Shipment by size, brand, supply chain, etc.)	Monthly	Excel & PDF	Mobile
M5. Quarterly Smartphone Panel Cost Breakdown (Unit, market share, breakdown by size, etc.)	Quarterly	Excel & PDF	Mobile
S5. Smartphone Market Decode (Smartphone Industry Market Status)	Quarterly	Excel & PDF	Mobile

NEW

(NB=Notebook; MNT=Monitor; TB=Tablet)

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Market Intelligence Report Introduction




Data Base

Items	Frequency	Format	Application
24. Quarterly Financial Result Report	Quarterly	Excel	--
H1. Historical Panel Shipment Pivot	Quarterly	Excel	TV, NB, MNT,TB, Mobile
H2. Historical Monitor System Integrator Shipment Pivot	Quarterly	Excel	MNT
H3. Historical Monitor Branded Shipment Pivot	Quarterly	Excel	MNT
H4. Historical Price Data (Panel Price & Street Price)	Quarterly	Excel	TV, NB, MNT,TB, Mobile

(NB=Notebook; MNT=Monitor; TB=Tablet)

TrendForce & TRI

Research Areas

- | | |
|--|---|
|  IC |  Consumer Electronics |
|  Memory |  Green Energy |
|  LED |  Display Panel |
|  Smartphones & Apps |  Automotive Technology |
|  Cloud Computing & IoT |  AI |
|  Intelligent Living |  Industry 4.0 |
|  Innovative Technology |  Biotechnology & Medicine |
|  Communication, Broadband & Networking |  Digital Economy |
|  Gov. & Ent. Consulting Service |  Robots & UAVs |

Sales & Services

WitsView

- TFT-LCD、OLED、Mobile、Tablet、NB、Monitor、TV

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