

UBI Research

2021 OLED Display Market Track

- ❖ Small OLED Display
- ❖ Medium & Large OLED Display

2021 OLED Display Market Track 소개

2021 OLED Display Market Track은 소형 디스플레이와 중대형 디스플레이 2가지로 나뉘며 피벗 기능을 추가한 엑셀 자료가 매 분기마다 발간됩니다.
(통합본 구매 시 할인 혜택 제공)

- ❖ 피벗으로 자체 분석한 내용에 대한 설명 파일 (PDF) 제공
- ❖ 피벗을 통한 자체 분석 내용 모듈화 → Application별 구분
 - 세분화된 자체 분석 피벗 내용을 모듈화를 통한 단위 application별 마켓 트랙 구성
 - 디스플레이/장비/발광소재와 연동되는 모듈을 각 보고서/마켓 트랙에 함께 구성

Small OLED Display
(Watch / Smartphone / Foldable phone)

Medium & Large OLED Display
(Automotive / Tablet / Notebook / Monitor / TV)

UBI OLED Display Market Track 구성

Small OLED Display

| | | | | | | | | | | |
|------------|---------|-------|-----------|------------|------|-----|-----------|--------------|-----------------|----------|
| Watch | Company | | | Resolution | Size | PPI | Substrate | Panel vs Set | Supply & Demand | Capacity |
| Smartphone | Company | Model | Set maker | Resolution | Size | PPI | Substrate | Panel vs Set | | |
| Tablet | Company | | | Resolution | Size | PPI | Substrate | Panel vs Set | | |

* 향후 추가 콘텐츠

Medium & Large OLED Display

| | | | | | | | | | | |
|------------|---------|-------|-----------|------------|------|-----|-----------|--------------|-----------------|----------|
| Automotive | Company | | Set maker | | Size | PPI | Substrate | Panel vs Set | Supply & Demand | Capacity |
| Note PC | Company | Model | Set maker | Resolution | Size | PPI | Substrate | Panel vs Set | | |
| Monitor | Company | Model | Set maker | Resolution | Size | PPI | Substrate | Panel vs Set | | |
| TV | Company | | Set maker | Resolution | Size | PPI | Substrate | Panel vs Set | | |

Small OLED Display Market Track

Contents

1. Reference Guide
2. Quarterly Issue
3. Total Performance Summary
4. Quarterly Performance by Company
5. Quarterly Performance by Application
6. Market Forecast

Reference Guide

Application Covered

- Smartphone
- Foldable phone
- Watch

Substrate Covered

- Flexible OLED
- Rigid OLED

Nation Covered

- Korea
- China
- Taiwan
- Japan

Actual and Forecast

- Quarterly update
- History : 3-year, Forecast : 5-year

Unit

- Shipments : M pcs
- Revenue : US\$ millions
- Average Selling Price : US\$
- Display Area : (million m²)

Medium & Large OLED Display Market Track

Contents

1. Reference Guide
2. Quarterly Issue
3. Total Performance Summary
4. Quarterly Performance by Company
5. Quarterly Performance by Application
6. Market Forecast

Reference Guide

Application Covered

- Automotive
- Notebook
- Monitor
- Tablet
- TV
- Etc.

Substrate Covered

- Flexible OLED
- Rigid OLED

Nation Covered

- Korea
- China
- Taiwan
- Japan

Actual and Forecast

- Quarterly update
- History : 3-year, Forecast : 5-year

Unit

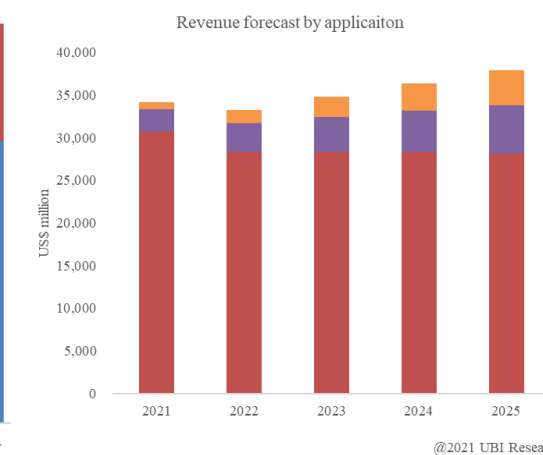
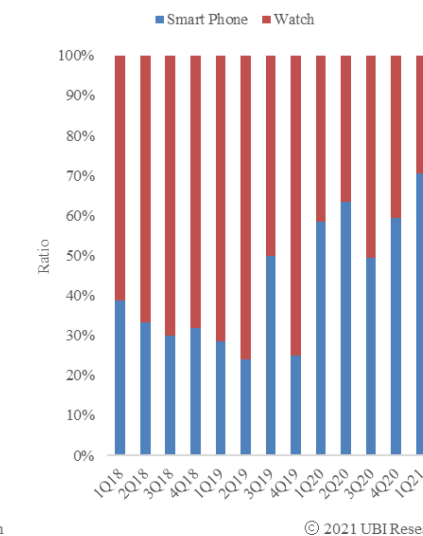
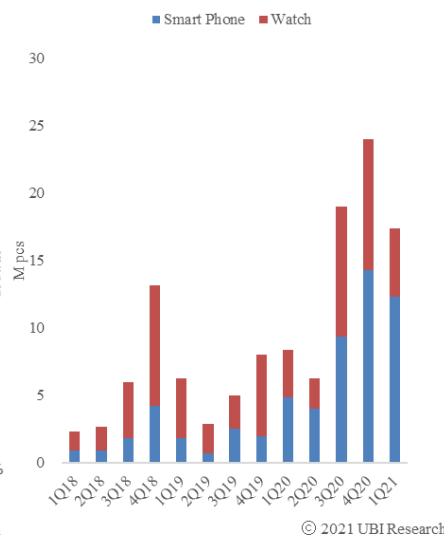
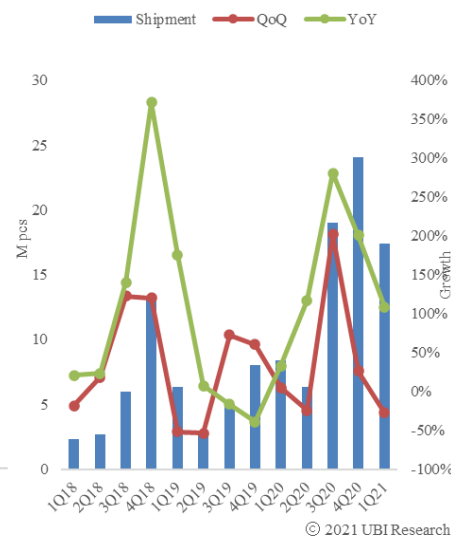
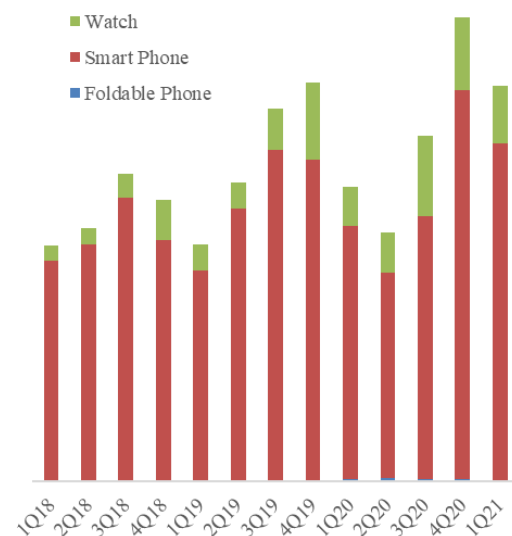
- Shipments : M pcs
- Revenue : US\$ millions
- Average Selling Price : US\$
- Display Area : (million m²)



Small OLED Display Market Track-Sample

> Revenue by Application

| Application | Company | 1Q18 | 2Q18 | 3Q18 | 4Q18 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 |
|----------------|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Foldable Phone | BOE | | | | | | | | | | | | | |
| | Samsung Displa | | | | | | | | | | | | | |
| Smart Phone | BOE | | | | | | | | | | | | | |
| | CSOT | | | | | | | | | | | | | |
| | EverDisplay | | | | | | | | | | | | | |
| | LG Display | | | | | | | | | | | | | |
| | Samsung Displa | | | | | | | | | | | | | |
| | Tianma | | | | | | | | | | | | | |
| | Truly | | | | | | | | | | | | | |
| | Visionox | | | | | | | | | | | | | |
| Watch | AUO | | | | | | | | | | | | | |
| | BOE | | | | | | | | | | | | | |
| | EverDisplay | | | | | | | | | | | | | |
| | JDI | | | | | | | | | | | | | |
| | LG Display | | | | | | | | | | | | | |
| | Samsung Displa | | | | | | | | | | | | | |
| | Tianma | | | | | | | | | | | | | |
| | Visionox | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | |



Medium & Large OLED Display Market Track-Sample

> Revenue by Application

(US\$ million)

| Application | Company | 1Q18 | 2Q18 | 3Q18 | 4Q18 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 |
|-------------|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Automotive | LG Display | | | | | | | | | | | | | |
| etc | Samsung Display | | | | | | | | | | | | | |
| Monitor | JOLED | | | | | | | | | | | | | |
| NB | Samsung Display | | | | | | | | | | | | | |
| Tablet | Samsung Display | | | | | | | | | | | | | |
| TV | LG Display | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | |

