

# Quarterly Medium & Large OLED Display Market Track Sample

1Q, 2024

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# 1. Reference Guide

## Application Covered

- Automotive
- Notebook
- Monitor
- Tablet PC
- 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 m<sup>2</sup>)



**Medium & Large OLED Display Quarterly Market Track**

- 1Q24 Data Tables

- [Quarterly Capacity](#)
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- [Quarterly Capacity Glass Area Chart](#)
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- [PIVOT Forecast](#)
- [Supply & Demand for TV](#)

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**Data\_Quarterly**  
 - Contents  
 > Capa/month  
 > Capa/month (1,000 sheets)

Nation	Company	Fab. Location	Gen	Backplane	OLED Method	Status	Line Status					Possibility	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28			
							PO	Install	PP	MP	RU																												
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	2Q11	1Q12	2Q12	4Q12	-																												
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	2Q17	1Q18	2Q18	3Q18	-																												
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	3Q16	2Q17	3Q17	4Q17	-																												
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	4Q12	3Q13	4Q13	3Q14	-																												
Korea	Samsung Display	Tangjeong A3	6.0	LTPO TFT	RGB OLED	MP	3Q16	2Q17	3Q17	4Q17	-																												
Korea	Samsung Display	Tangjeong A3	6.0	LTPO TFT	RGB OLED	MP	4Q15	3Q16	4Q16	1Q17	-																												
Korea	Samsung Display	Tangjeong A5	8.8	Oxide TFT	RGB OLED	ordered	3Q23	4Q24	1Q25	3Q25	-																												
Korea	Samsung Display	Tangjeong A5	8.8	LTPO TFT	RGB tandem OL	ordered	3Q23	1Q24	2Q24	4Q24	-																												
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	1Q20	3Q20	4Q20	4Q21	-																												
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	-	-	-	-	-	2Q24																											
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	-	-	-	-	-	3Q23																											
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	-	-	-	-	-	4Q22																											
Korea	LG Display	Guangzhou 1	8.5	Oxide TFT	WRGB OLED	MP	1Q18	4Q18	1Q19	3Q20	3Q21																												
Korea	LG Display	Guangzhou 2	8.5	Oxide TFT	WRGB OLED	MP	3Q18	2Q19	3Q19	3Q20	3Q21																												
Korea	LG Display	Gumi E5	6.0	LTPS TFT	RGB OLED	MP	1Q16	4Q16	1Q17	3Q17	-																												
Korea	LG Display	Paju E3	8.5	Oxide TFT	WRGB OLED	MP	4Q10	3Q11	1Q12	1Q13	1Q18																												
Korea	LG Display	Paju E4	8.5	Oxide TFT	WRGB OLED	MP	2Q13	1Q14	2Q14	3Q14	3Q20																												
Korea	LG Display	Paju E4	8.5	Oxide TFT	WRGB OLED	MP	4Q15	3Q16	4Q16	1Q17	3Q20																												
Korea	LG Display	Paju E6	6.0	LTPO TFT	RGB tandem OL	Install	4Q21	3Q22	1Q23	1Q24	-																												
China	BOE	Chengdu B16	8.8	Oxide TFT	RGB OLED	Planning	3Q25	3Q26	4Q26	2Q27	-																												
China	BOE	Chengdu B16	8.8	LTPO TFT	RGB tandem OL	Planning	3Q24	3Q25	4Q25	3Q26	-																												
China	BOE	Chongqing B12	6.0	LTPS TFT	RGB tandem OL	Install	3Q21	2Q22	1Q24	2Q24	-																												
China	BOE	Hefei	8.5	Oxide TFT	WRGB OLED	PP	4Q12	4Q13	2Q14	-	-																												
China	Visionox	Guangzhou V4	6.0	LTPS TFT	RGB tandem OL	Expect	-	-	-	-	-																												
China	Visionox	Hefei V3	6.0	LTPS TFT	RGB tandem OL	Install	3Q22	2Q23	4Q23	1Q24	-																												

A1

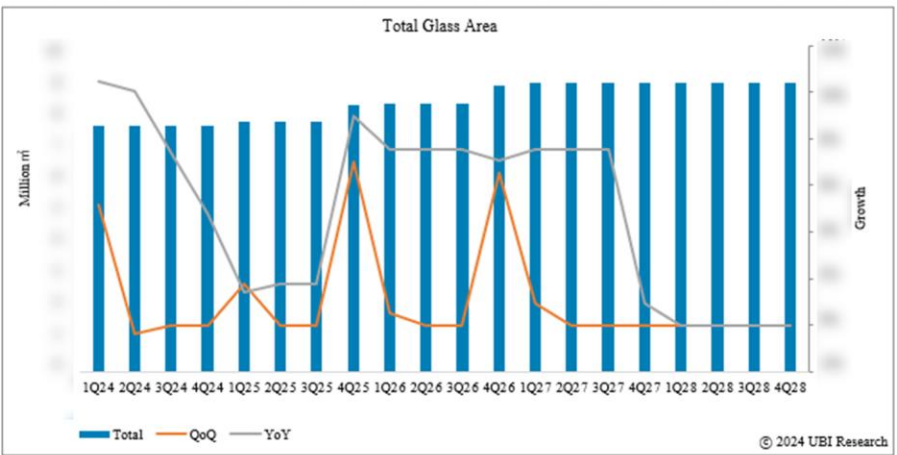


### Capacity Chart\_Quarterly

- Contents
- > Total Glass Area
- > Glass Area by Company and Ratio
- > Glass Area by TFT Technology and ratio
- > Glass Area by Generation and Ratio
- > Glass Area by Substrate and Ratio
- > Glass Area by Nation and Ratio

#### > Total Glass Area (million m<sup>2</sup>)

Item	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	
Total																					
QoQ																					
YoY																					



#### > Glass Area by Company (million m<sup>2</sup>)

Company	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	
Samsung Display																					
LG Display																					
BOE																					
Visionox																					
Total																					

#### > Glass Area Ratio by Company

Company	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	
Samsung Display																					
LG Display																					
BOE																					
Visionox																					
Total																					



### Quarterly ASP Trend

-Contents  
>Pivot of quarterly ASP (US\$)

Nation (All) Substrate (All)

US\$

Application	Size	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23
-------------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

Automotive																										
etc																										
Monitor																										
NB																										
Tablet																										
TV																										



### Yearly Forecast Shipment

- Contents  
> Pivot of forecast shipment (M pcs)

		M pcs				
Company	iY Application iY	2024	2025	2026	2027	2028
BOE	Tablet					
LG Display	Automotive					
	Tablet					
	TV					
Samsung Display	Automotive					
	Monitor					
	NB					
	Tablet					
Visionox	TV					
	Tablet					
<b>Total</b>						

### Yearly Forecast Revenue

- Contents  
> Pivot of forecast revenue (US\$ million)

		US\$ million				
Company	iY Application iY	2024	2025	2026	2027	2028
BOE	Tablet					
LG Display	Automotive					
	Tablet					
	TV					
Samsung Display	Automotive					
	Monitor					
	NB					
	Tablet					
Visionox	TV					
	Tablet					
<b>Total</b>						





Quarterly Supply and Demand Analysis

- Contents  
> Supply and Demand Analysis for TV

> Supply and Demand Analysis for TV

(M pcs)

	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	
Supply																					
Demand																					
Glut																					

