

## What? Plasma Panels Set All-Time Sales Record

Written by Bob Snyder  
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**Rumours of its death are greatly exaggerated as plasma sets an all-time sales high:** led by the price gap between PDP and LCD panel, Q2 shipments of PDP module shipments recorded 5M units and an increase of 27% M/M or 53% Y/Y.

And if circumstances continue, the PDP module shipments for year 2010 can reach 19.00M units, largely exceed the 16.20M units originally forecasted in early 2010.

In shipment by size, 50" class PDP module shipments exceeded 2M units with the expanded share penetration of large-sized PDP module. For the 42" class, the share is recorded at 56%.

Looking at the shipments by maker, Panasonic, a company that had shown decreased shipments in the previous first-quarter (the quarter for yearly account due to inventory organization and transition to new product) showed shipments exceeding 2M units in Q2 2010 to recover its market share of 40% level.

Samsung SDI shipped its record high 1.62M units shipments and LG Electronics shipped 1.15M units.

COC is showing relatively lower shipments compared to others but the shipment is expected to continuously grow with the company's new 42" model launch in Q2 2010.

The Korea-based makers are currently running at maximum production capacity. Their PDP module shipments for 2H 2010 is expected to remain at the level of slight increase. If Panasonic increases its operating ratio actively then, the market share is expected to largely increase.

Jusy Hong, senior analyst in Display research group at Displaybank notes "the current booming

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of PDP module business can be reasoned from continuous demand increase for PDP TV as well as lower price compared to LCD. While LCD panel price is lowered in its price declining gap depending on the supply/demand situation, PDP is widening its price gap as the price continuously has decreased."

Hong adds "while LCD TV panel price declining trend is expected continue until next month and either slightly increase or maintain from September, PDP module price is expected to go down during the 2H of 2010."

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