

SAMSUNG Electronics Regains No. 1 Spot in LCD Market

December 20 2004

Samsung Electronics regained the No. 1 position in the global liquid crystal display ([LCD](#)) market last month from LG.Philips LCD, according to the Texas-based display market research firm, DisplaySearch.

The electronics giant's LCD sales _ LCDs with sizes greater than 10 inches _ amounted to 3.07 million units in November, up 13.5 percent from October, outstripping LG.Philips LCD by 50,000 units. Samsung Electronics' revenue from its LCD sales reached \$853 million in November, while LG.Philips LCD's sales totaled \$656 million.

LG.Philips LCD, the LCD joint venture between Royal Philips Electronics of the Netherlands and LG Electronics, assumed the top spot in October but handed the title to Samsung Electronics in just one month.

Samsung Electronics is forecast to cement its No. 1 position in 2004 as its cumulative LCD sales during the first 11 months of the year totaled 28.03 million units (\$7.31 billion), greater than LG.Philips LCD's 24.88 million units (\$6.53 billion).

Samsung Electronics and LG.Philips LCD announced that their LCD sales in November amounted to 3.13 million and 3.15 million, respectively, earlier this month. However, global display makers give more credibility to DisplaySearch's data than figures provided by display makers.

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