The global Q1 2012 LCD TV market remains virtually flat with a -0.4% Y-o-Y decline as only Samsung and LG shipments manage to grow despite weak market conditions, IHS iSuppli reports.

Total Q1 2012 shipments total 44.4 million units-- a -35% Q-o-Q decline from 68.7m in Q1 2011, an unusually sharp post-holiday season drop. The analyst attributes such a decline to a number of factors, chiefly weak consumer demand, oversupply going into the end of 2011 and a few major brands repositioning loss-making TV divisions.

Top-5 Worldwide LCD-TV Ranking in Q1 2012 (Ranking by Unit Shipments in Thousands)

Q1 '12 Rank	Vendor	Q1 '11 Shipments	Q1 '11 Market Share	Q4 '11 Shipments	Q4 '11 Market Share	Q1 '12 Shipments	Q1 '12 Market Share	Sequential Growth	Y/Y Growth
1	Samsung	7,808	18%	12,987	19%	8,240	19%	-37%	6%
2	LG Electronics	5,695	13%	7,557	11%	5,818	13%	-23%	2%
3	Sony	4,196	9%	5,669	8%	3,644	8%	-36%	-13%
4	Toshiba	3,121	7%	5,061	7%	2,524	6%	-50%	-19%
5	Sharp	2,847	6%	3,344	5%	2,100	5%	-37%	-26%
	Others	20,917	47%	34,086	50%	22,064	50%		
	Total	**44,584**	**100%**	**68,704**	**100%**	**44,390**	**100%**	**-35%**	**-0.4%**

Source: IHSiSuppli Research, July 2012

LCD TV revenue decline for the period is equally sharp-- -32% Q-o-Q, due to heavy discounts in the face of "tentative" consumer spending. LCD revenues account for 87% of the total TV revenues according to iSuppli.

Samsung is the top Q1 2012 vendor (19% market share), with shipments reaching 8.2m units with 6% Y-o-Y growth through competitive pricing, global reach and internal supply chain control.

LG comes 2nd, with 2% Y-o-Y growth. Shipments total 5.8m with 11% market share. Following are Sony, Toshiba and Sharp-- 3 companies trying to hold back further fallout from money-losing TV divisions.

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