

## Panasonic Cuts Plasma Production

Written by Marco Attard  
25. 10. 2011

---

Reuters reports Panasonic is reducing plasma TV panel production and laying off around 1000 employees at its "loss-making television unit," making one wonder if the plasma TV business is in trouble.



According to the Reuters sources Panasonic will stop producing panels at its Amagasaki No. 3 factory in Western Japan by March 2012, and might also sell a LCD-making plant in Mobara, Chiba prefecture.

The Amagasaki No. 3 plant has a monthly capacity of 330000 42"-equivalent panels.

Plasma has a much smaller WW TV market share than LCD-- with 17M plasma TVs (from 248M TVs) shipping in 2011, according to DisplaySearch, with Panasonic holding 40% of the 2010 plasma panel market.

No official announcement is yet available from Panasonic at the time of writing, but the company should reveal more during its July-September earnings report later this month.

Go [Panasonic to Slash Plasma TV Panel Output](#)

## Panasonic Cuts Plasma Production

Written by Marco Attard  
25. 10. 2011

---

Go [TV Shipments See Decline in Europe](#)