



A coating liquid for forming a transparent conductive coating, comprising fine particles of a composite metal having an average particle size of 1 to 200 nm and a polar solvent. The above composite metal particles are preferably composed of an alloy of a plurality of metals or comprise fine metal particles or the fine alloy particles covered by a metal having a standard hydrogen electrode potential higher than that of the metal or alloy metal.

10 A substrate with transparent conductive coating comprising a transparent conductive fine particle layer including the composite metal particles and a transparent coating disposed on the transparent conductive fine particle layer.

15 A display device comprising a front panel composed of the above substrate with transparent conductive coating, the transparent conductive coating being formed at an outer surface of the front panel.

The above coating liquid enables providing the transparent conductive coating which favorably has low surface resistivity and is excellent in antistatic, anti-reflection and electromagnetic shielding properties and also in reliability, and also enables providing the substrate clad with the transparent conductive coating and
25 the display device having the above substrate.

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