

Audio and Video Media Players

2008-2012

Report Number

SDS300MP3-28



Web-Feet Research, Inc.

Key Findings

The worldwide demand for **mobile** consumer electronics devices for listening to and viewing audio, video and text content continues to expand; driven by five key factors:

1. Advances in technology, manufacturing, and marketing which make portable audio and video players more available, more capable, and more affordable.
2. Growth in the availability of commercial audio and video content.
3. Growth of social networking
4. Growth of integrated entertainment, a.k.a. *convergence*, enabling users to get audio/video content whenever and wherever they want, with products such as:
 - a. portable video player/recorders which interface with cable TV, and with other sources via WiFi, WiMax
 - b. portable DVD players that receive and play audio and video content
 - c. stories and novels read on media phones
5. Growth in user-installed DVD players in cars and boats, often with enhanced features such as GPS and games.

This report presents an overall picture of portable audio and video technology, products, and markets for the time frame 2008 to 2012. It examines various ways consumers receive and record audio and video content, the challenges portable media players face from media phones, and the impact of social networking websites such as Facebook, MySpace and YouTube.

It provides market forecasts for various portable media players, media phones, and the flash memory they use.

The report reviews key technologies such as; audio and video sensors, audio/video compression/decompression software, audio/video storage media, and audio/video playback.

It discusses major portable media player products that incorporate these technologies, including: Apple's iPod and iTunes, Microsoft's Zune and Zune Marketplace, offerings from Samsung, SONY, SanDisk and other players; as well as media phones.

Analysis and Reporting Methodology

The Digital Audio and Video Players Forecast report from Web-Feet Research, utilizes a variety of methodologies for the various applications highlighted within this report. Whenever possible Web-Feet Research surveyed the application developers, Flash component manufacturers, and related vendors to verify product shipments, Flash production schedules, application revenues (both actual and projected) and various other market data which Web-Feet Research may have deemed useful for forecasting purposes. Not all application developers are forthcoming with their raw data; in these cases Web-Feet Research utilizes market forecasts, press releases, retail sales figures, and its internal database to develop actual and forecasted results from a Flash component “bottoms-up” standpoint and an application “tops-down” outlook of the Digital Audio and Video Market.

Web-Feet Research analyzes the data to evaluate Flash components within the individual applications and forecasts future Flash component usage by density for revenues, unit shipments, Mbit shipments, Average Selling Prices (ASPs), market penetration, and component acceptance within the respective market. Emerging technologies are also evaluated for potential market acceptance and forecast by application. For the Digital Audio and Video Forecast Web-Feet Research evaluates each application’s impact on these respective markets and, conversely, how the implementation of these technologies within those markets determines Flash component usage. Furthermore, Web-Feet Research evaluates the potential future needs and desires of each application market to accurately predict changing trends in form factor and application functionality.

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About Web-Feet Research

Web-Feet Research, located in Monterey, California, provides market research, analysis, and consulting services for the electronics and semiconductor industries; focusing on the non-volatile memory and storage markets with an emphasis on Flash memory, SSDs and small form factor hard drives.

The company has significant expertise and experience in the areas of communications, computers and consumer electronics applications, as well as in identification, definition, design and marketing of standard and application specific semiconductor components. In addition to the syndicated market analysis reports, our analysts and consultants have worked on a series of commissioned reports and projects for customers in the electronics and semiconductor industries: customer-specific and multi-client reports, advanced applications of existing technology reports, emerging technology economics studies, potential uses of emerging technology studies, management consulting projects.

The company draws on a vast technology and systems expertise in communications, computing, consumer and automotive, including experience in the relevant areas of the semiconductor industry: micrologic, analog/mixed signal, memories, micro power management, displays and sensors, as well as semiconductor manufacturing technologies and processes. Web-Feet Research collaborators have extensive market knowledge and marketing experience in the United States, Europe and in the Asia-Pacific region.

Web-Feet Research reports take into consideration major social, political, economic and technology changes underway and the impact these changes have on the economy, the high technology industries in general, and the electronics and semiconductor industries in particular.

The growing complexity and scope of economic developments creates a need to put the qualitative and quantitative aspects of the development trends in a broader perspective and to correlate them with the macroeconomic factors. Therefore, Web-Feet Research reports embrace and correlate both the technology and commercial aspects of the developments.