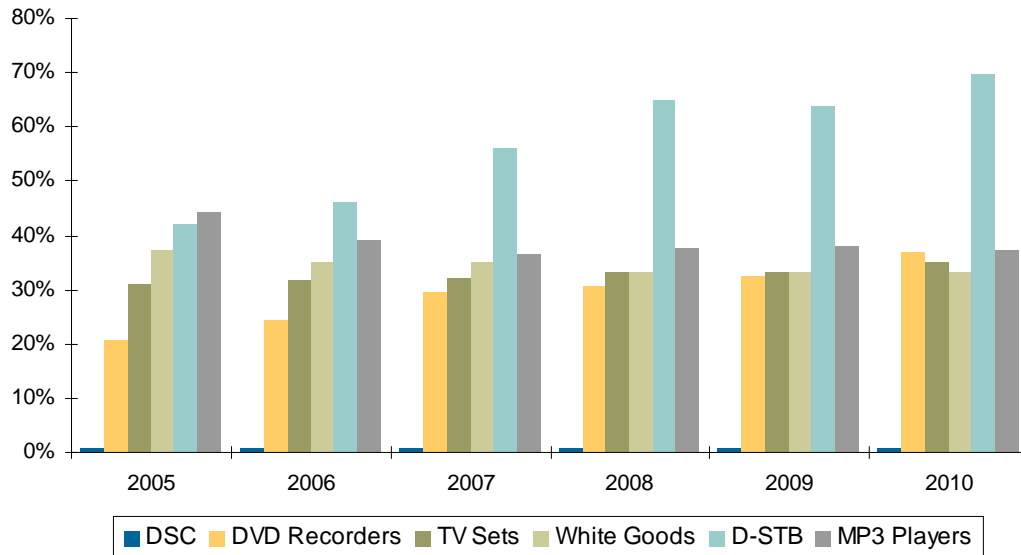


China Consumer Electronics Market Tracker

By Horse Liu, Senior Analyst

China Research

Digital Consumer Products Upping China's Design Influence



Currently, it is difficult for Chinese consumer electronics manufacturers to be profitable. In order to stay profitable, they are attempting to secure access to critical components. Major semiconductor suppliers are facing difficulties boosting sales revenue because of falling chip prices. Improved service is becoming another important competitive advantage for vendors in consumer electronics markets.

This quarterly report examines the outlook for China's consumer electronics (CE) markets. Its coverage includes domestic and export sales, average selling prices (ASPs) as well as revenue forecasts for major consumer electronics products. This report also provides the market share of leading CE manufacturers and processor suppliers as well as forecasts for major consumer electronics products. Data is also available in a separate Excel database.

Critical Questions Answered

- ❑ What are the major market dynamics and technology trends for consumer electronics in China?
- ❑ How large will be the domestic and export market size and production volume for consumer electronics in China?
- ❑ Who are leading consumer OEMs in China's consumer market in 2007?
- ❑ How dedicated are the supply relationships between China leading consumer electronics makers and the key semiconductor suppliers?
- ❑ Who will win in China consumer electronics semiconductor market and who will be losers?

Who Should Read This Report?

- ❑ Semiconductor suppliers and distributors
 - Marketing & sales
 - Market intelligence
 - Business development
- ❑ Consumer electronics OEMs
 - Corporate strategy
 - Marketing
- ❑ Fabs, fabless or design house
 - Marketing & sales
- ❑ Financial community
 - Equity analyst

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2008

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Forecast

- ❑ Frequency, Time Period
 - 5-year annual
- ❑ Measures
 - Revenues
 - Units
 - ASP
- ❑ Regions and Markets Covered
 - China
- ❑ Detail Level
 - Major CE applications
 - China's domestic and export markets

Technologies Covered

- ❑ Flat display
- ❑ Multimedia processors
- ❑ Micro controllers
- ❑ Coders/Decoders
- ❑ Power management
- ❑ Tuners

Applications Covered

- ❑ Digital TV Sets
- ❑ Digital Set-top Boxes
- ❑ DVD players
- ❑ DVD recorders
- ❑ Digital Still cameras
- ❑ MP3 and MP4 players
- ❑ Electronics White Goods
- ❑ Emerging consumer applications

Database Index

China Consumer Electronics Unit Production Forecast by Domestic and Export, 2008-2012

China Consumer Electronics Production Revenue Forecast by Domestic and Export, 2008-2012

China Consumer Electronics Average Selling Price (ASP) Forecast by Domestic and Export, 2008-2012

China Manufacture and Design Influence Forecast, 2008-2012

China DTV Production Forecast, 2008-2012

China Leading TV Manufacturers Market Shares by Quarter, 2008

China DTV Processor Suppliers Market Shares

China D-STB Production Forecast, 2008-2012

China Leading D-STB Manufacturers Market Share by Quarter, 2008

China D-STB Processor Suppliers Market Shares

China MP3/PMP Player Production Forecast 2008-2012

China Leading MP3/PMP Manufacturers Production Analysis by Quarter, 2008

China's MP3 Controller Suppliers Analysis, 2007

China DSC Production Forecast 2008-2012

China Leading DSC Manufacturers Production Analysis by Quarter, 2008

China DVD Products Production Forecast by DVD Player, DVD Recorder, Portable DVD and DVD Receiver, 2008-2012

China Leading DVD Products Manufacturers Analysis by Quarter, 2008

China DVD Player Processor Suppliers' Market Shares, 2007

China Electronic White Goods Production Forecast by Product Type, 2008-2012

China Leading White Goods Manufacturers Market Shares by quarter, 2008

Horse Liu, Senior Analyst

Horse is responsible for studying IDHs (Independent Design Houses), component distributors and consumer products, such as DSTB, DVD, DC, MP3, White Goods in China. In addition, he assists with overall China research and custom projects. Prior to joining iSuppli, Horse Liu was a senior product marketing executive for Dragon Technology and was responsible for new marketing development. **Horse earned a bachelor degree of application of electronics from HuaQiao University, Quanzhou, China.**