

## China Research Topical Report

### China Automotive Infotainment Hopes to Achieve Positive Growth in 2009

By Isaac Wang, Senior Analyst

#### Forecast

##### Frequency, Time Period

- 5-year annual forecasts for electronics equipment and semiconductor devices

##### Measures

- Revenues
- Units
- Percentages

##### Regions, Markets

- China

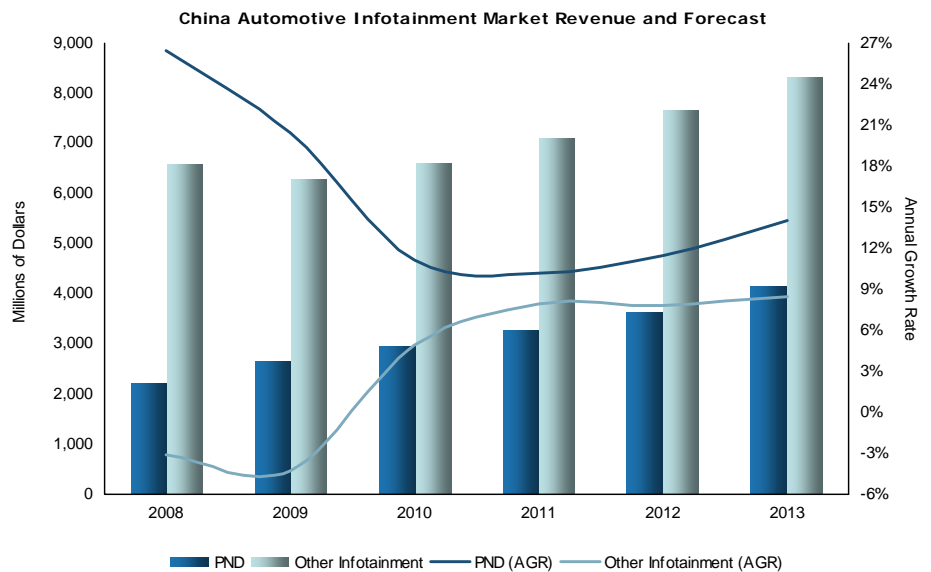
#### Applications/Products Covered

- Automotive Infotainment Electronics
  - Bluetooth Handsfree
  - Car PC
  - Cassette
  - CD + MP3
  - Digital Radio
  - DVD/DVD+TFT
  - GPS+DVD
  - GPS+DVD+Mobile TV
  - Mobile TV
  - PND
  - USB Audio

The strong new-vehicle sales in the China domestic market prove that firms which shifted their focus in the last two years from satisfying international orders to meeting local demand have made the correct decision. In the wake of the severe global recession, more firms throughout the world will recognize the China market as not just a manufacturing site for plants or a temporary haven for figure-it-out-as-we-go operations, but also as an authentic, viable base that can yield a gold mine of potentially large revenues.

iSuppli projects the China automotive infotainment market will reach \$8.9 billion in 2009, up a slight 1.97% from 2008, while semiconductor consumption in the segment will amount to \$1.02 billion in 2009, up 1.23% from 2008.

This report reviews the latest developments in China's automotive infotainment industry, including new markets as well as manufacturing and technology trends. It also examines the impact of the economic and political stimulus programs implemented in the country, and provides a five-year market forecast that maps the future development of China's automotive infotainment electronic systems and semiconductor devices in various segments, including the aftermarket as well as the OEM, export, and domestic sectors.



#### Critical Questions Answered

- What is the current China automotive infotainment market forecast?
- What are the trends and factors driving the China automotive infotainment market?
- What applications are popular in the China automotive infotainment market?
- Who are the key players in the China automotive infotainment market?

#### Who Should Read This?

- Automotive Electronics Equipment OEMs
  - Executive Team
  - Planning
  - Procurement
  - Marketing/Sales
- Automotive Electronics Semiconductor Suppliers
  - Executive Team
  - Planning
  - Procurement
  - Marketing/Sales
- Financial Community

**Lead Analyst****Isaac Wang, Senior Analyst**

At iSuppli, Isaac is responsible for the research and analysis of the automotive, industrial, medical, and electronics contract manufacturing markets in China. He also assists in the China Application Market Forecast Tool in these areas.

Prior to joining iSuppli, Isaac worked for STMicroelectronics as a sales engineer, where he was responsible for the key Electronics Manufacturing Service customers in East China.

Isaac holds a bachelor's degree in Electronic Engineering from Tsinghua University. He also earned a bachelor's in Mechanical Engineering from Nanjing University of Aeronautics and Astronautics.

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