

# Bah! Humbug? No Happy Holidays for Consumer Electronics

By Sheri Greenspan, Senior Analyst

### Forecast

#### Frequency, Time Period

- 5-year annual
- 2-year quarterly

#### Measures

- Units
- ASP
- Revenue
- Semiconductor content
- Semiconductor revenue

#### Regions, Markets

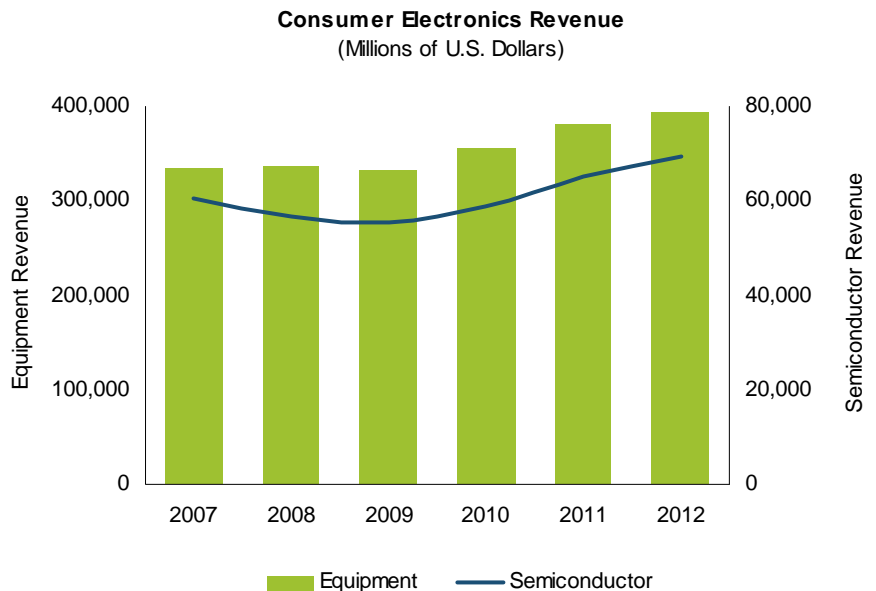
- Worldwide

### Applications/Products Covered

- MP3 Player/Portable Media Player (PMP)
- Digital Television (DTV)
- DVD (player, recorder, next generation)
- Set-top Box (STB)
- Video Gaming (consoles, handheld players)
- Digital Still Camera (DSC) and Camcorders
- Other consumer electronics applications

Consumer electronics is a very dynamic market in which diverse factors ranging from consumer brand preference to shifting manufacturing bases can have dramatic effects on suppliers. Rapid technological innovation also creates new opportunities often at the expense of existing companies. Because of this complex, fast changing nature of the consumer electronics market, iSuppli develops comprehensive research based on careful analysis at all points along the supply chain.

In addition to examining the major issues in the marketplace, the quarterly Market Tracker includes an Excel database containing detailed forecasts for equipment and semiconductor shipments within key consumer electronics applications.



### Critical Questions Answered

- What are the short- and long-term outlooks for the consumer electronics industry?
- How can companies take advantage of high growth markets? What will be the key applications in the coming years?
- How will new technologies affect the supply chain?
- How quickly will HD video penetrate applications outside of digital TV?
- What are the myths and realities of convergence?
- How will outsourcing and market consolidation affect the supply chain?

### Who Should Read This?

- Marketing and Product Managers, Market Analysts, Executives
  - Semiconductor suppliers
  - OEMs
  - EMS and ODM companies
  - Service providers
  - Trade associations
- Financial Institutions
  - Banks
  - Securities firms
  - Venture capitalists

**Lead Analyst****Sheri Greenspan, Senior Analyst**

At iSuppli Sheri focuses on consumer electronics including: MP3 and portable media players, DVD and STB equipment, video game consoles, digital cameras, white goods, and other applications. In addition, Sheri covers the image sensor market for all applications.

Sheri joins iSuppli with several years of experience in the semiconductor and electronics industries. Most recently, she was a Strategic Planning Manager for Intel's Mobile Platforms Group. Earlier in her career, she was a Product Marketing Manager at Fairchild Technologies, Philips Electronics and Applied Materials.

Sheri earned a BS in Materials Engineering from San Jose State University and an MBA in International Management from Golden Gate University.

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**Sample Database Index**

- Methodology and Definitions
- Summary: Equipment Production Units
- Summary: OEM Factory Revenue
- Summary: OEM ASP
- Summary: Qtr Equipment and Semiconductor
- Summary: Equipment Manufacturer Revenue
- Summary: Manufacturer Value
- Summary: Semiconductor Revenue
- Summary: Semiconductor Content
- Summary: Semiconductor Percent
- Consumer Electronics Total
- Personal & Portable Stereo
- PMP/MP3 Player
- Home Audio System Component
- Analog CRT TV
- Digital CRT TV
- LCD TV
- PDP TV
- Rear Projection TV
- Camcorder
- Video Disc Player
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- Digital Set-Top Box
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- Other Consumer Electronics
- Assumptions