

Automotive Research Topical Report

Premium Audio: Music to Everyone's Ears

By Mark Boyadjis, Analyst

Forecast

Frequency, Time Period

- Yearly forecasts
- 2007 - 2016

Measures

- Premium Audio: Units & Revenues
- Surround Sound: Units
- Audio Brand Market Share Figures

Regions, Markets

- Countries: USA, France, Germany, Italy, UK, Japan, Korea, China, Other
- Regions: North America, W. Europe, Asia, Other Regions, Worldwide

Detail Level

- Head-Units
- Head-Units with Premium Audio
- Premium Audio with Surround Sound

Applications/Products Covered

- Premium Audio Trends
- Surround Sound Trends
- Class AB & D Amplifiers
- Digital Media Trends
 - MP3-WMA
 - Digital Radio
 - iPod Interface
 - USB Interface
 - MPEG Surround

Auto Manufacturers Covered

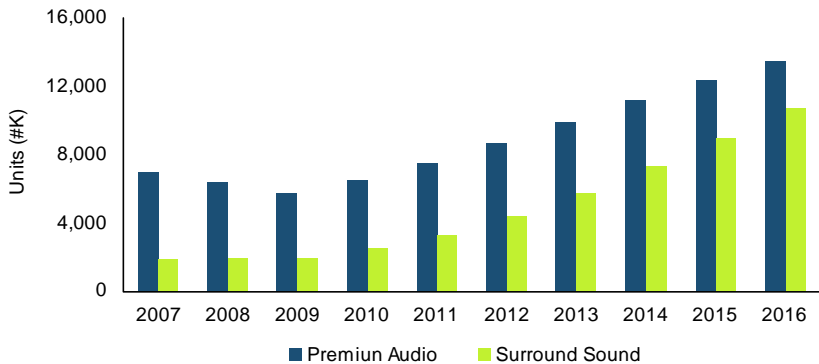
- GM : USA, Europe
- Ford : USA, Europe
- Chrysler : USA, Europe
- BMW : USA, Europe, Japan
- Mercedes-Benz : USA, Europe, Japan
- Volkswagen : USA, Europe
- Fiat : Europe
- PSA : Europe
- Renault : Europe
- Honda : USA, Europe, Japan
- Toyota : USA, Europe, Japan
- Nissan : USA, Europe, Japan
- Hyundai Kia: USA
- Others

Music has become a basic function of any in-vehicle head-unit, ranging from the standard radio to the premium infotainment system. The only real change in this portion of the in-vehicle experience will be the ever-increasing diversity of audio choices competing for listenership in the car. Mobile digital music players have made a large impact on the audio head-unit in the last five years. The auto manufacturers are adjusting to this trend by adding interfaces to use the iPod, MP3 and related products.

Furthermore, the number of high quality music sources will expand the opportunity for premium audio systems. In today's market, there is really only two choices for digitally recorded multi-channel surround: DVD-Audio and MPEG Surround. While both of these sources offer audio playback in 5.1-channel surround, neither have seen much popularity or availability whether in digital or physical media.

With the improved audio quality from CD-based music and digital music devices, as well as the expansion of multi-channel audio sources like DVD or MPEG Surround, the premium audio system has grown in importance. With a quality - most often digital - music source, high-quality audio head-units emerged in luxury autos and have increased in popularity in the last decade. In the end, a much higher volume production of surround sound and premium audio systems will be installed in the automotive market as demand rises and costs fall for the components that make up the system and the media that is played back through it.

Worldwide OEM Premium Audio and Surround Sound System Sales



Key Issues Addressed:

- Why is premium audio important?
- What is included in premium audio?
- Who are the leading premium audio suppliers? Market share?
- Which premium audio suppliers work with which automotive OEMs?
- What are the newest trends in surround sound technology?
- What is the impact of mobile devices?
- Where are the Class D amplifiers going?
- How big is the premium audio market?
- How large is the surround sound market?
- Where and what are the regional variations?

Applicable To:

- Premium Audio hardware component and system suppliers
 - Product Planning
 - Competitive Analysis
 - Marketing
 - Strategic Planning
- Surround Sound suppliers
 - Product Planning
 - Competitive Analysis
 - Marketing
 - Strategic Planning

Lead Analyst

Mark Boyadjis, Analyst

Mark came to iSuppli Corporation in June 2008 after the acquisition of the Telematics Research Group (TRG). He is now the lead analyst on the North American market automotive industry. His responsibilities at iSuppli include management and analysis of the North American automotive market databases and profiles, writing about news and innovations in automotive technologies, performing vehicle benchmarks and writing vehicle reviews, and attending all major North American Auto Shows and telematics conferences for the company.

Prior to joining iSuppli, Mark worked with TRG for 2 years as the North American automotive market analyst, which started as an internship. Before that, his work experience included several internships in the financial markets and financial services industries, where he learned and improved his analytical expertise.

Mark received a Bachelor of Science in Economics from the University of Minnesota – Twin Cities, as well as a minor in Business Management from The Carlson School of Management. Mark is also active in his professional fraternity, Delta Sigma Pi, and currently holds the Vice President of Networking position at his local Twin Cities Alumni Chapter and holds a Northern Minnesota District Director position.

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