

Research News—Semiconductors

Portable Media Players Creating New Semiconductor Market, Says Semico Research

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Portable media player shipments will increase from less than 500,000 units in 2004 to more than nine million units in 2009, creating an entirely new semiconductor market, according to a new study by Semico Research Corp. The analysts say that portable media players, portable media centers and portable media assistants -- devices that put the TV, DVD, CD, VCR and audio surround capabilities of home entertainment centers in the palm of your hand -- will revolutionize the way that consumers manage and play their digital media libraries.

According to "Portable Media Players: Multimedia to Go", digital homes of the future will store audio, video and data files that can be played either on computers or entertainment systems. Portable media players will expand the digital home by allowing consumers to carry these media files with them. Semico's study provides valuable information for any semiconductor company interested in increasing sales by participating in the growth opportunity in this emerging new market.

Different solutions are called Portable Media Centers or Portable Media Assistants as well as Portable Media Players. Semico's study explains these differences and discusses the future for the alternate solutions.

"Although these alternatives have roughly the same capabilities, they use different operating systems on different processors and offer different combinations of audio, video and computing performance," said Michell Prunty, Research Analyst at Semico Research Corp. "Some, for example, emphasize their video capabilities while others offer more PDA capabilities."

About the market research report

The Semico report, "Portable Media Players: Multimedia to Go" (MP125-05), provides a five-year forecast for the semiconductor TAM (Units, Dollars and ASP) for the portable media player market and for the resulting wafer demand. It develops these forecasts from information also included in the study: an OEM sales forecast, a forecast for the BOM for a typical portable media player, and a forecast for the ASPs of semiconductors on the BOM.