

Multimedia Technology

Increasingly powerful and connected consumer electronics devices rely on high-performance semiconductors and software. In-Stat's Multimedia Technology service provides comprehensive analysis and forecasts the worldwide markets for technologies, IP and semiconductors in multimedia-enabled consumer electronics devices (TVs, Set Top Boxes, etc.). The service examines feature sets, block diagrams, integration paths, Bill-of-Materials (BOM)s, and market share among technology competitors. Forecasts include unit shipments, Average Selling Price (ASPs), Total Available Market (TAM) revenue, as well as segmentation and attach rates for key features.

Areas of Coverage:

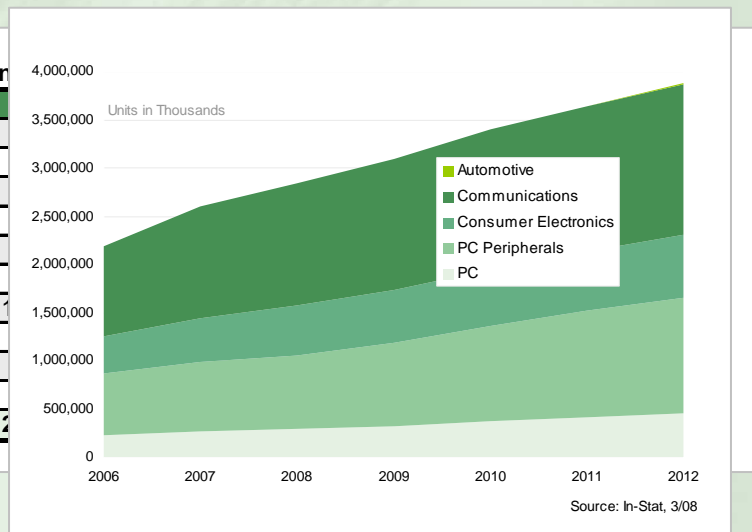
- Video Processors and SoCs for CE Devices
- TV Tuners
- Wi-Fi Semiconductors in CE Devices
- WW Digital STB Semiconductors
- TV and STB Middleware
- MPEG ICs

Example of the Typical Level of Detail:

Total USB-enabled Device Shipments By Product Segment

	2006	2007
PC	230,350	270,250
% PC	10.5%	10.4%
PC Peripherals	639,781	720,422
% PC Peripherals	29.2%	27.7%
Consumer Electronics	379,413	449,746
% Consumer Electronics	17.3%	17.3%
Communications	943,282	1,163,946
% Communications	43.0%	44.7%
Automotive	50	548
% Automotive	0.00%	0.02%
Grand Total Wired USB Devices	2,192,876	2,604,912

Source: In-Stat, 3/08



About In-Stat:

In-Stat's market intelligence combines technical, market and end-user research and database models to analyze the Mobile Internet and Digital Entertainment ecosystems. Our insights are derived from a deep understanding of technology impacts, nearly 30 years of history in research and consulting, and direct relationships with leading players in each of our core markets. In-Stat provides its research through reports, annual subscriptions, consulting and advisory services to inform critical decisions. Technology vendors, equipment manufacturers, service providers and media companies worldwide rely on In-Stat to support critical business, product and technology decisions.