

Report Summary

Mobile electronics is the fastest growing segment of the electronics industry and represents a significant opportunity for both growth and innovation in the semiconductor industry. This report examines the opportunity and challenges for merchant market mobile processors, which include CPUs, applications processors, and baseband processors, in mobile electronics.

This report examines the market TAM, battle between architectures, integration trends, and semiconductor vendors targeting mobile devices with merchant market processors. This report is one in a series of reports that examines the three critical semiconductor building blocks of mobile devices—processing, graphics/multimedia, and baseband. This report also complements other reports in the In-Stat Mobile Technologies service.

The report includes:

- TAM for merchant market mobile processors by application
- The estimated value of the processing, graphics/multimedia, and baseband functionality in mobile devices using merchant market mobile processors
- Market forecasts by applications and processor architecture
- The integration trends by application and architecture for:
 - Multiple processor cores
 - Graphics and multimedia accelerators
 - I/O
 - Baseband connectivity
- Vendor profiles

HIGHLIGHTS

- The TAM for merchant market mobile processors is projected to grow at a 22.3% CAGR through 2013 to about 775 million units
- The ARM and x86 processor architectures will remain the primary solutions for the mobile device market.
- The ARM and x86 architectures will both become more competitive with the introduction of the Moorestown Atom processor from Intel and processors using the ARM Cortex-A9 core beginning in late 2009.
- Integration of additional cores, graphics/multimedia, I/O, and baseband functionality will continue, particularly in handheld applications.
- The estimated value of the processing, graphics/multimedia, and baseband functions will all increase at double digit growth rates with the processors garnering the highest value at US\$33.1 billion.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

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