

Global PC TV Tuners—A Solid Niche in Transition

SKU: IN0904546ME
Analyst: Gerry Kaufhold
gkaufhold@reedbusiness.com
+1.520.363.9752
June 2009

Report Summary

Demand for PC-TV Tuners has turned down from 2008, due to the worldwide economic recession. The market faces fundamental issues headed by a lack of consumer demand, along with increased competition from online television and programming sources. Mobile video services will also change the playing field.

Key Issues in this Market Include:

- PC-TV Tuner vendors are expecting a boost with Microsoft's Windows 7 and the new version of Media Center which will include better connectivity solutions for PC-TV Tuners. The Tuner vendors are expecting that Microsoft will increase promotion of PC-TV Tuner compatibility with Media Center. But Media Center also will include better access of television programming and movies via the broadband Internet as well.
- The semiconductor companies that have been servicing the PC-TV Tuner vendors are also facing increased threat. Facing flat demand, the traditional vendors are wondering if the PC-TV Tuner segment of their broader TV Tuner business is viable. As the market shifts from a combination of analog and digital broadcast technologies to digital-only broadcast, the margins currently available for hybrid tuners will increasingly be marginalized by lower cost digital-only tuners.
- A new wave of semiconductor companies who are moving the tuner demodulation function to software offer the threat of further squeezing PC-TV Tuner margins. These new offerings with a lower Bill of Material will force the more traditional tuner companies to evaluate continued participation in the market.

This report covers the overarching issues that are dominating the PC-TV Tuner market today and that will influence the market for PC-TV Tuners for the next five years, including:

- The influence of the shift from analog to digital content and how that affects PC-TV Tuner sales.
- How the introduction of Microsoft Windows 7 will influence the PC-TV Tuner market.
- The introduction of Microsoft's Protected Broadcast Driver Architecture (PBDA) that will enhance PC-TV Tuner compatibility with encrypted broadcast content.
- The introduction of M-Series CableCards by Ceton.
- The influence of Internet-based content on PC-TV Tuners.
- The challenge to the status quo by PC-TV Tuners originally developed for the mobile market.

HIGHLIGHTS

- Microsoft Windows 7 and Media Center Edition may energize the market.
- PC-TV Tuners may have peaked in value during 2008 at about \$1.4B.
- Attach rates for PC-TV Tuners are around 3.5%.
- 2013 PC-TV Tuner shipments will be about 20 million.

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

This report also provides new forecasting insights through 2013 including:

- Increased granularity by Tuner type including Analog, Hybrid, and Digital-only Tuners.
- Forecasts for OEM installation of Tuners by Tuner type, including USB built in, PCI/PCIe built in by desktop and notebook form factors by units and by dollars.
- Forecast for aftermarket tuners including Retail Sticks and Add-in Cards by units and by dollars.
- Annual growth rates for each of the above categories.
- Forecasts are further broken down by North America, Europe, Asia, and Rest of World with a totals roll up.

Companies Mentioned in this Report

- Apple
- ATI/AMD
- AverMedia
- Buffalo
- Ceton
- Comcast
- Conexant
- DiBcom
- DirecTV
- Friio
- Hauppauge
- Intel
- I-O Data
- Microsoft
- Microtune
- Mirics Semiconductor
- NEC Electronics
- NXP Semiconductors
- Sanwa
- Sky
- TechniSat

- Telegent
- TerraTec
- ViXS Systems
- Xceive

Who Will be Interested in This Report?

- Broadcast television industry, including cable, satellite, and OTA broadcasters
- Semiconductor manufacturers involved in the PC-TV Tuner market
- PC-TV Tuner manufacturers

Table of Contents

Executive Summary.....	1	Microsoft Vista Media Center TV Pack Upgrade and Windows 7.....	18
PC-TV Tuners—Still Not in the Mainstream.....	5	Internet Accessible Content and Windows 7	19
PC-TV Tuners.....	6	Protected Broadcast Driver Architecture (PBDA).....	20
PC-TV Tuners—Form and Function	6	PC-TV Tuners and Cable	21
Analog PC-TV Tuners	7	CableCards	21
Combination PC-TV Tuners.....	7	The M-Card Solution Using Multi-Channel CableCards	23
Hybrid PC-TV Tuners.....	7	Competitive Environment	25
Digital PC-TV Tuners	8	The Mobile TV Tuner Squeeze	25
Geographical and Technological Variations ...	8	Forecast by Region, by Category, Through 2013.....	28
Mobile Broadcast Television and PC-TV Tuners	9	Three Categories by Technology.....	28
Computers and PC TV Tuners—Fixed-Location Versus Mobility	11	Six Technology Subgroups	29
Fixed Locations	11	Four Usage Models.....	29
Mobility	12	A Word About Estimates for Average Retail Value	29
The Antenna Dilemma	12	North America by Category	30
Computing Platforms.....	13	North America PC-TV Tuner Shipments by Technology Category.....	30
All-In-One Computers	13	North America PC-TV Tuner Shipments by Usage Model	32
Netbook Computers	13	North American Value by Technology and by Subgroup.....	33
Competing Mobile Devices	14	Europe by Category.....	36
TV on the PC	15	Europe Digital PC-TV Tuner Shipments by Technology and by Subgroup	36
The Internet—Better TV on the PC.....	15		
Apple TV.....	16		
Premium Content and DRM.....	16		
Windows 7 Media Center—Better PC-TV Tuner Integration.....	18		

Global PC TV Tuners—A Solid Niche in Transition
 SKU: IN0904546ME

Europe PC-TV Tuner Shipments by Usage Model.....39	Worldwide Summary by Category58
Europe PC-TV Tuner Retail Value by Technology and by Subgroup40	Worldwide PC-TV Tuner Product Shipments by Usage Model60
Asia by Category43	Worldwide PC-TV Tuner Retail Value by Technology and by Subgroup61
Japan PC-TV Tuner Shipments by Technology43	Emergence of PCIe for Built-In Laptops Expected to Come in 2011.....61
Asia Excluding Japan PC-TV Tuner Shipments by Technology45	Worldwide PC-TV Tuner Retail Value by Usage Model63
Asia Including Japan PC-TV Tuner Shipments by Technology46	Keys to Success Are Limited64
Asia Including Japan PC-TV Tuner Shipments By Usage Model.....48	PC-TV Tuner Value by Geographic Region.....65
Asian PC-TV Tuner Retail Value by Technology and by Subgroup49	PC-TV Tuner Attach Rate In Total PC Market67
Rest of the World (ROW) By Category.....52	Methodology68
ROW PC-TV Tuner Shipments by Usage Model.....54	List of Tables69
ROW PC-TV Tuner Retail Value by Technology and by Subgroup55	List of Figures71
	Related In-Stat Reports72

List of Tables

Table 1.	ISDB-T vs. 1Seg PC-TV Tuners Installed in PCs	14
Table 2.	North America PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate).....	31
Table 3.	North American PC-TV Tuner Shipments by Technology and by Subgroup (Units in Thousands, Compound Annual Growth Rate).....	31
Table 4.	North American PC-TV Tuner Shipments by Usage Model (Units in Thousands, Annual Growth Rate, Compound Annual Growth Rate)	32
Table 5.	North American PC-TV Tuner Estimated Retail ASP by Technology and by Subgroup (US\$ per Product).....	33
Table 6.	North American PC-TV Tuner Retail Value by Technology and by Subgroup (US\$ in Thousands, Compound Annual Growth Rate).....	34
Table 7.	North American PC-TV Tuner Retail Value by Technology (US\$ in Thousands, Compound Annual Growth Rate).....	35
Table 8.	European PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate)	37
Table 9.	European PC-TV Tuner Shipments by Technology and by Subgroup (Units in Thousands, Compound Annual Growth Rate).....	38
Table 10.	European PC-TV Tuner Shipments by Usage Model (Units in Thousands, Annual Growth Rate, Compound Annual Growth Rate).....	39
Table 11.	European PC-TV Tuner Estimated Retail ASP by Technology and by Subgroup (US\$ per Product).....	40
Table 12.	European PC-TV Tuner Retail Value by Technology and by Subgroup (US\$ in Thousands, Compound Annual Growth Rate).....	41
Table 13.	European PC-TV Tuner Retail Value by Technology (US\$ in Thousands, Compound Annual Growth Rate).....	42
Table 14.	Japan PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate)	44
Table 15.	Asia Excluding Japan PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate).....	45

Global PC TV Tuners—A Solid Niche in Transition
SKU: IN0904546ME

Table 16. Asia Including Japan PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate) 46

Table 17. Asia Including Japan PC-TV Tuner Shipments by Technology and by Subgroup (Units in Thousands, Compound Annual Growth Rate) 47

Table 18. Asia Including Japan PC-TV Tuner Shipments by Usage Model (Units in Thousands, Annual Growth Rate, Compound Annual Growth Rate) 48

Table 19. Asia PC-TV Tuner Estimated Retail ASP by Technology and by Subgroup (US\$ per Product) 49

Table 20. Asia PC-TV Tuner Retail Value by Technology and by Subgroup (US\$ in Thousands, Compound Annual Growth Rate)..... 50

Table 21. Asia PC-TV Tuner Retail Value by Technology (US\$ in Thousands, Compound Annual Growth Rate)..... 51

Table 22. ROW PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate)..... 52

Table 23. ROW PC-TV Tuner Shipments by Technology and by Subgroup (Units in Thousands, Compound Annual Growth Rate)..... 53

Table 24. ROW PC-TV Tuner Shipments by Usage Model (Units in Thousands, Annual Growth Rate, Compound Annual Growth Rate)..... 54

Table 25. ROW PC-TV Tuner Estimated Retail ASP by Technology and by Subgroup (US\$ per Product) 55

Table 26. ROW PC-TV Tuner Retail Value by Technology and by Subgroup (US\$ in Thousands, Compound Annual Growth Rate)..... 56

Table 27. ROW PC-TV Tuner Retail Value by Technology (US\$ in Thousands, Compound Annual Growth Rate)..... 57

Table 28. Worldwide PC-TV Tuner Shipments by Technology (Units in Thousands, Annual Growth Rate, Percent of Total, Compound Annual Growth Rate) 58

Table 29. Worldwide PC-TV Tuner Shipments by Technology and by Subgroup (Units in Thousands, Compound Annual Growth Rate)..... 59

Table 30. Worldwide PC-TV Tuner Shipments by Usage Model (Units in Thousands, Annual Growth Rate, Compound Annual Growth Rate)..... 60

Table 31. Worldwide PC-TV Tuner Retail Value by Technology and by Subgroup (US\$ in Thousands, Compound Annual Growth Rate)..... 61

Table 32. Worldwide PC-TV Tuner Retail Value by Technology (US\$ in Thousands, Compound Annual Growth Rate)..... 62

Table 33. Worldwide PC-TV Tuner Retail Value by Usage Model (US\$ in Thousands, Annual Growth Rate, Compound Annual Growth Rate)..... 63

Table 34. PC-TV Tuner Market Value by Geographic Region (US\$ in Thousands, Annual Growth, Percent of Total, Compound Annual Growth Rate)..... 65

Table 35. Worldwide PC-TV Tuner Attach Rate For Desktop and Laptop PCs (Shipments in Thousands, Attach Rate in Percent) 67

[Return to Table of Contents](#)

List of Figures

Figure 1. Worldwide Retail Value of PC-TV Tuner Products (US\$ in Billions) 2

Figure 2. North American PC-TV Tuner Shipments by Usage Model (Units in Thousands, and Trend Lines for Each)..... 32

Figure 3. European PC-TV Tuner Shipments by Usage Model (Units in Thousands, and Trend Lines for Each)..... 39

Figure 4. Asia Including Japan PC-TV Tuner Shipments by Usage Model (Units in Thousands, and Trend Lines for Each) 48

Figure 5. ROW PC-TV Tuner Shipments by Usage Model (Units in Thousands, and Trend Lines for Each).... 54

Figure 6. Worldwide PC-TV Tuner Shipments by Usage Model (Units in Thousands, and Trend Lines for Each)..... 60

Figure 7. Worldwide PC-TV Tuner Retail Value by Technology (US\$ in Billions) 62

Figure 8. Worldwide PC-TV Tuner Retail Value by Usage Model Viewed Side-by-Side (US\$ in Millions) 63

Figure 9. Worldwide PC-TV Tuner Retail Value by Usage Model Viewed Stacked (US\$ in Millions) 64

Figure 10. PC-TV Tuner Market Value by Geographic Region (US\$ in Millions) 66

[Return to Table of Contents](#)

ORDER FORM



Report Title: _____

SKU: _____

Price: _____

Customer Name: _____

Business Title: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Email Address: _____

Phone: _____

Fax: _____

Cell: _____

Payment Method: Check Enclosed Check Number: _____

 Please Bill Me – PO Attached PO Number: _____

 Credit Card Type: _____

Card Number: _____

Exp Date: _____

Credit Card Information: Same As Above

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Signature: _____

Please print the order form and fax to: 303-265-2181

Additional Contacts | epotter@reedbusiness.com | chris.murray@reedbusiness.com | 480-483-4440