

Wi-Fi in Entertainment Devices: Wi-Fi Becomes the Multimedia Interface of Choice

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Report Summary

Over the past several years Wi-Fi has appeared in a greater number of entertainment devices, from cameras to gaming devices (handheld and consoles), to personal media players (PMPs). Across these four categories, shipments have increased from 83.0 million in 2007 to 119.3 million units in 2009. This growth trend is expected to continue, with total shipments growing to 216.0 million by 2013. Handheld gaming devices account for the largest portion of these shipments (35%) followed by gaming consoles (32%).

While a growing number of entertainment devices have Wi-Fi embedded, relatively few companies are dominating the market. Most product categories only have a few players, often with a single company dominating the market. For gaming consoles and gaming devices, Nintendo dominates the market. In the PMP market, Apple is dominating sales with the iPod Touch, and Nikon is leading sales of Wi-Fi-enabled cameras.

What's in the Report?

- Wi-Fi-enabled entertainment device (game consoles, handheld gaming devices, PMPs, cameras) shipments from 2009 through 2013.
- Analysis of Wi-Fi-enabled entertainment device market drivers.
- Vendor analysis and product discussion.
- Quarterly market share 2007 through 2009 by product.
- Strategic guidance

HIGHLIGHTS

- Wi-Fi-enabled entertainment device shipments (including gaming consoles, handheld gaming devices, PMPs, and cameras) will increase from 119.3 million in 2009 to 216.0 million in 2013.
- Nintendo dominates the Wi-Fi-enabled gaming market with 79% of consoles and 87% of handheld devices in 2009.
- Nikon has the greatest market dominance, with 91% of Wi-Fi-enabled camera shipments in 2009.

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

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