

## Report Summary

The transition toward H.264 in the MPEG IC market continues as more and more service providers and applications take advantage of the lower bit rates enabled by the newer compression scheme. The report discusses vendor positioning in the market including who has entered and exited specific markets.

Worldwide five-year unit, ASP, and revenue forecasts are provided for the following segments:

- Consumer MPEG-2/4 Encoder ICs
- H.264 Encoder/Transcoder/Codec ICs
- MP@ML MPEG-2 Decoder ICs for Online Networks
- MPEG-2/4 Decoder ICs for DVD Players
- MPEG-2 MP@HL Decoder ICs
- H.264 Decoder ICs for Line-Powered Applications
- H.264/MPEG-4 ICs for Mobile Applications

Worldwide 2008 unit and revenue share are provided for the following segments of the MPEG IC market:

- Consumer MPEG-2/4 Encoder/Codec ICs
- MPEG-2 SD Decoder ICs for Digital Cable Set-Top Boxes
- MPEG-2 Decoder ICs for Satellite Set-Top Boxes
- MPEG-2 Decoder ICs for DTT Set-Top Boxes and SDTVs
- MPEG-2/4 DVD Decoder ICs
- MPEG-2 MP@HL Decoder ICs
- H.264 Decoder ICs for IP Set-Top Boxes
- H.264 Decoder ICs for Satellite Set-Top Boxes
- H.264 Decoder ICs for Cable & Terrestrial Set-Top Boxes and Digital TV Sets
- H.264 Decoder ICs for Blu-Ray Players
- H.264/MPEG-4 ICs for Mobile Handsets
- H.264/MPEG-4 ICs for Other Mobile Applications

### HIGHLIGHTS

- MPEG ICs for mobile applications are growing rapidly while wired applications are growing much more slowly.
- MPEG IC shipments will reach  $\diamond$  billion in 2013, while revenues grow to US\$ $\diamond$  billion.
- H.264 ICs are overtaking MPEG-2 only ICs in many of the wired markets.

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

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