Automotive Entertainment Systems-2015 Edition

Description: This study is dedicated to analysis of the global market for automotive entertainment systems, including audio-only systems, front seat infotainment, rear seat entertainment, embedded navigation systems and embedded communications modules. It is an update of the report last published on this market in November 2013.

For further information on the market for automotive “under-the-hood” systems, such as body, chassis, powertrain, safety and security, please refer to the report “Under-the-hood Automotive Electronic Systems”.

Coverage:
- Audio-only Systems
- Front Seat Infotainment
- Rear Seat Entertainment
- Embedded Navigation Systems
- Embedded Communications Modules
- Amplifiers
- Autochangers

Geographic Coverage:
- North America
- Europe
- Japan
- China
- South Korea
- India
- Russia
- Brazil
- Rest of the World

Key Features:
- Coverage of audio-only systems, front seat infotainment, rear seat entertainment, embedded navigation systems and embedded communications modules. Coverage also of autochangers and amplifiers.
- Analysis of market trends for each system in nine geographic regions: North America, Europe, Japan, China, South Korea, India, Russia, Brazil and Rest of the World.
- Analysis of unit shipments, average pricing and revenues for each system, in each region. Base year is 2014, with forecasts to 2021.
- Supplier market share estimates in 2014 for audio-only systems, front seat infotainment, rear seat entertainment and embedded navigation systems. Separate analysis provided for OE and aftermarket shipments.
- Analysis of automotive source unit connectivity, covering OE and aftermarket trends for integrated Bluetooth and multimedia interface (USB, SD Card etc.).
- Analysis of media format trends, covering CD, DVD, hard disc drive and flash memory storage.
- Highly quantitative analysis, with discussion summarized in short, easy to read bullet points.
- PDF and Excel delivery options available.

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