Worldwide Demand Remains Strong for MP3 and Portable Media Players

Description: Worldwide unit shipments for both flash-based and HDD-based portable media players reached 182 million in 2006, up 42% from 2005. Fueled by market drivers, such as inexpensive flash-based players available around the world, growing broadband penetration, and the increasing availability of affordable, legitimate music and video online, the PMP/MP3 player market is expected to grow to 275 million units by 2011.

Consumers are clearly still demanding these portable devices. Of the 2,408 respondents to our latest survey, 52% own an audio-only MP3 player or PMP. While many of these portable players now play video, as well as audio, the largest majority of respondents who own a video-enabled device purchased the portable player primarily for its audio functionality. However, since the costs for incorporating video into portable devices continues to decline, Our expects video-enabled PMP shipments to outpace audio-only MP3 player shipments by 2008.

Our latest report examines the worldwide PMP/MP3 player market and offers forecasts for worldwide revenue and regional shipments for these players. It also provides results for a US-based survey regarding consumers' attitudes toward both audio-only MP3 players and video-enabled PMPs.

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