

# China PMP/MP4 Industry Report, 2006

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## Abstracts

The report not only analyses and forecasts the status (shipment and prices, etc) of global and China PMP market, but previews the future development trends of PMP products on the basis of research and statistics on configuration changes of PMP products and analysis of new products of major PMP manufacturers. This report covers comprehensive analysis (mainly performance of PMP chip products and their prices) of 18 PMP core chip manufacturers and the general description of the situation of Chinese PMP design companies as well as research of over 30 PMP design companies and more than 40 PMP terminal manufacturers.

The global PMP industry achieved great results in 2006 and, the obstacle of price is disappearing gradually and the prices can be accepted by common consumers. Besides, PMP is breaking the shackle of function monotonousness and becomes more and more attractive to consumers with multi-functions. An explosive growth is just around the corner. According to ResearchInChina, in 2006, the global sales of PMP reached 5,800 units and that of 2007 is estimated to 117 million units. By the year of 2009, the global sales of PMP will reach 162 million units.

In 2006, China PMP market continued the rapid growth trend and the sales kept climbing up. According to statistics of ResearchInChina, monthly sales of PMP in China has rise from 53,000 units in Jan 2006 to 153,000 units in Nov 2006, almost tripled. The average price has fallen from RMB 936 at the beginning of the year to RMB 622 in Nov 2006, dropping by 33%.

In 2006, two great changes took place in the PMP core chip industry: firstly, ADM sold its Alchemy Au1200 production line to RMI; secondly, Intel sold its Xscale to Marvell. The two giants retreated from the PMP market almost at the same time.

In China PMP industry, upstream manufacturers and downstream manufacturers

tended to coalesce. Spansion, a world known brand of flash memory manufacturer, announced to set up MP4 Division and pushed a brand-new system-level Mp3/MP4 solution for the Chinese market together with ARCA and Hycron Electronics by adopting ARCA's S2101 controller and the operation system & software of Hycron Electronics. The solution is adopted by many PMP manufacturers. Vivace Semiconductor, Inc., a new comer of the PMP market, signed an agreement with Beijing Huaqi Information Digital Technology Co., Ltd, the producer of the brand aigo, to support the aigo PMP production lines of Huaqi in China even worldwide and to cooperate to develop programmable, low-power and high-performance solutions. All these coalescing activities undoubtedly decreased the cost of PMP products, optimized the performance of PMP products and shortened the release time to market.

In addition, China PMP manufacturers are trying content integration. For instance, Hangzhou-based IPED Digital Technology Co., Ltd has started to provide downloading services of films, MTV, games and so on for consumers on its website.

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