

# **Motherboard: Global Forecast, Value Chain Analysis, and Opportunities and Challenges**

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## **Abstracts**

DIY (Do It Yourself) PCs are losing their edges as desktop PC ASP (Average Selling Price) continues to decline. In addition, the motherboard market has been on the wane as smart mobile devices replace desktop PCs. While the recent rise of eSports and VR (Virtual Reality) has brought new opportunities for motherboard vendors, these two niche segments are unlikely to make a significant contribution to motherboard shipments. This report analyzes the current status and future development of the worldwide and Taiwanese motherboard industries while looking into key issues facing them.

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