

# Aftermarket Entertainment: Universal Remote Controllers (Third Edition) 2Q 2011

<https://marketpublishers.com/r/A17C92D87A9EN.html>

Date: December 2010

Pages: 49

Price: US\$ 3,500.00 (Single User License)

ID: A17C92D87A9EN

## Abstracts

This report analyzes the current and future market for aftermarket entertainment remote controllers. It examines market forces impacting the sales of URCs both positively and negatively. Among these factors are a changing channel mix, improved product offerings by manufacturers marketing new TVs, and, for the past few years, a weak economy.

"The most interesting developments for URCs have not occurred within aftermarket URCs themselves," said Tricia Parks, CEO, Parks Associates. "That is not to underestimate the importance of continuously improving URCs but rather to note that the most interesting and innovative remote activities include the emerging availability of URC apps for smartphones (and soon tablets); the motion controllers now available for gaming consoles; and the search software making its way into service provider remotes."

## Contents

### **1 REPORT SUMMARY**

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach
  - 1.3.1 Source of Data

### **2 TRENDS FOR AFTERMARKET URCs**

- 2.1 The Role of the Aftermarket URC
  - 2.1.1 Today's Aftermarket URC Summary
  - 2.1.2 Scenarios for Future URC Development
- 2.2 A Summary of Aftermarket URC Sales in U.S. BB Households 2007-2010
- 2.3 Aftermarket URCs: The Year 2010
- 2.4 Europe and URCs
- 2.5 2011 Intentions for Aftermarket URCs

### **3 AFTERMARKET URC PLAYERS**

### **4 AFTERMARKET URC FORECAST FOR U.S.**

- 4.1 Forecast Assumptions

### **5 RECOMMENDATIONS**

Appendix A Terms and Definitions

## List Of Figures

### LIST OF FIGURES

Source of Data

Forces Affecting Aftermarket URCs

Total U.S. Households with Aftermarket URCs: 2007 and 2010 EOY

Global Smartphone User Forecast

Parks Associates' North American Tablet Forecast 2010 - 2015

Aftermarket Entertainment URC Summary 2007-2010

Total Number of U.S. HHs purchasing at least 1 URC 2010

Average Price Paid by Various Demographics for URCs in 2010

Purchaser Description of URC Purchased

Specific Timing of Purchase

Location Type for URC Purchases

Specific Store of Purchase

URC Purchase Location by Price Paid

2010 URC BRANDS PURCHASED BY U.S. BB HHS

2010 URC REPLACEMENT, ADDITIONS AND FIRST TIME RATES

Strong Triggers for URC Purchase

Time Span for URC Purchase Process

First Information Source for URC Purchasers

Major Reason for URC Purchase

Most Important Feature Selected by 2010 URC Purchasers

Importance of Purchase Factors to URC Buyers

URC Stats for France, U.K, Spain, Italy, Germany, and the U.S.

1H 2011 HIGH INTENDER URC BRAND INTENTIONS

Examples of Leading Aftermarket URC Players

Online Behavioral Targeting & Contextual-based Advertising Revenue Forecast

Methodology

The Changing US Broadband Landscape for Aftermarket URCs

Aftermarket URC Forecast 2010 - 2015

Replacement, Addition, and First-time Purchase Rates for URCs 2011 - 2015

Forecast for Aftermarket URC Revenues 2010 - 2015

## I would like to order

Product name: Aftermarket Entertainment: Universal Remote Controllers (Third Edition) 2Q 2011

Product link: <https://marketpublishers.com/r/A17C92D87A9EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A17C92D87A9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970