

Media Tablets: Analysis and Forecasts 2Q 2011

<https://marketpublishers.com/r/MF28BD63F3AEN.html>

Date: December 2010

Pages: 61

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

ID: MF28BD63F3AEN

Abstracts

This report provides an analysis and forecast of the media tablet market using the latest market data, consumer survey results, and briefings with key industry players. It illuminates the growing tablet value chain and explores in-depth the implications of tablet growth for the telecommunications, multimedia distribution, and publishing industries.

"In its first year on the market, the tablet achieved over 12% adoption among U.S. broadband households, overwhelmingly due to the Apple iPad," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "This new mobile computing platform has opened up a space for media consumption between the smartphone and the TV, the personal computer and the e-reader, which will have implications for companies working in the telecommunications, multimedia distribution, publishing and computing industries, to name only a few."

Contents

1 REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach

2 THE MEDIA TABLET MARKET: UPTAKE AND PLAYERS

- 2.1 Global Media Tablet Adoption
- 2.2 Media Tablet Brands and Market Performance
- 2.3 Media Tablet Operating Systems and Market Performance
- 2.4 The Tablet Value Chain: Components and Distribution
 - 2.4.1 Trends in SoC Platform Designs
 - 2.4.2 Trends in Touch Screen Technology
 - 2.4.3 Media Tablet Distribution Channels

3 CONSUMER AND INDUSTRY PERSPECTIVES

- 3.1 Consumer Data: Usage and Preferences
 - 3.1.1 Tablet Differentiation and CE Cannibalization
 - 3.1.2 Tablet Usage and Content Consumption
 - 3.1.3 Consumer Purchase Intentions and Brand Preferences
- 3.2 Mobile Carriers' Data Plans and Tablet Subsidies
- 3.3 Industry Perspectives
 - 3.3.1 Media Tablets for TV and Video
 - 3.3.2 Media Tablets for Gaming
 - 3.3.3 Media Tablets for Digital Publishing
 - 3.3.4 Media Tablets for Enterprise Use

4 MARKET FORECASTS

- 4.1 Market Drivers and Barriers
- 4.2 Forecast Methodology
- 4.3 Five-year Projection of Tablet Sales

5 MARKET IMPLICATIONS AND RECOMMENDATIONS

6 APPENDIX

6.1 GLOSSARY

6.2 Company INDEX

ABC

Acer

Adobe

Amazon

Apple

Asus

AT&T

Atmel

Barnes & Noble

Boxee

CBS

Comcast

Cypress

Dell

EA Mobile

Gameloft

Google

HP

HTC

Hulu

LG

Microsoft

Motorola

Netflix

Nvidia

Qualcomm

RIM

Samsung

Sling Mobile

Sony

Sprint

Synaptics

Texas Instruments

Texterity

Time Warner Cable

T-Mobile
Verizon
Viewsonic
The Wonderfactory
Woodwing

List Of Figures

LIST OF FIGURES

Tablet Adoption among U.S. Broadband Households
Tablet Adoption among European Broadband Households
Differentiation of Tablet Devices by Purpose and Pricing
Tablet Market Share by Brand, 2Q 2010 – 1Q 2011
Tablets on Market: Brands, Features and Pricing
Tablet Market Share by Operating System, 2Q 2010 – 1Q 2011
Tablet SoC Vendor Profiles
Touch Screen Technology Vendor Profiles
Market Share by Screen Size, 2Q 2010 – 1Q 2011
Tablet Purchase Locations, Compared with Similar CEs
CE Adoption Among Tablet Owners and Intenders
Effect of Tablet on Other CE Purchases
Occasions and Locations of Tablet Use
Frequency of Content Consumption on Tablets
Internet Tablet Usage by Business Users and Students
Likelihood of Recommending Tablet
Tablet Purchases and Intentions in the U.S. and Europe, 2011
Preferred Brands for Intended Tablet Purchases in the U.S. and Europe
Carrier Data Plan Pricing and Subsidies for Tablets
3G SERVICE UPTAKE FOR TABLETS
iPad Video Apps and Services
Pay-TV Operators Tablet Video Applications and Services
Game Publishers' Mobile Apps by Platform
Annual e-Book Sales, 2002 - 2010
Monthly e-Book Sales, March 2009 – February 2011
Tablet Publishing Agencies and Platforms
Subscription Policies: Apple vs. Google
iPad Adoption in Enterprise—Good Technology Data
Media Tablets Sales Forecasts: Worldwide 2011-2015
Media Tablet Forecasts by Region (2011-2015)
Media Tablet Forecasts by Channel, Feature, and Customer Type (2011-2015)

I would like to order

Product name: Media Tablets: Analysis and Forecasts 2Q 2011

Product link: <https://marketpublishers.com/r/MF28BD63F3AEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MF28BD63F3AEN.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