

# Global and China Mobile Phone and Tablet PC Processor Industry Report, 2010-2011 (no sales)

<https://marketpublishers.com/r/GC3D0DF1336EN.html>

Date: May 2011

Pages: 191

Price: US\$ 2,500.00 (Single User License)

ID: GC3D0DF1336EN

## Abstracts

### Prices:

Hard Copy: **US\$ 2,600.00**

PDF for Single User: **US\$ 2,500.00**

PDF for Enterprisewide: **US\$ 3,800.00**

Mobile phone processor mainly covers baseband processor and application processor, while tablet PC processor mostly refers to GPU. The mobile phone processors are undergoing great changes and the original pattern will witness sharp fluctuations.

TI ranked the first in mobile phone baseband industry for consecutive years in 2G era by virtue of the cooperation with Nokia. However, the great success in 2G era has resulted in the comparatively late startup of TI in 3G era and TI has been surpassed by Qualcomm. TI holds the view that it is the analog and DSP instead of mobile phone baseband that compose the core businesses. Mobile phone baseband sector features huge and continuous investment, usually several hundred millions of US dollars per annum; the life cycle of analog device could be more than 30 years, and the input-output ratio is far higher than that of mobile phone baseband sector. As early as 2009, TI announced to end the mobile phone baseband business in 2012.

Nokia, the sole mobile phone manufacturer participating in mobile phone baseband design, has found the new partner-Renesas. In July 2010, Nokia transferred its baseband design team to Renesas for US\$200 million, which indicated that a majority of Nokia basebands in 4G era would be supplied by Renesas.

Renesas boasts excellent RF technology and multimedia processing technology. In February 2011, Renesas launched SP2531, the 4G triple-mode baseband processor, and the application processor based MP5225. As a matter of fact, MP5225 is the

combination of SP2531 and SH-Mobile APE5R. Renesas has claimed to be the global No.1 vendor in mobile phone baseband in 2015, which might come true if Nokia remains in the first position worldwide in 2015.

In August 2010, Intel purchased the Wireless Division of Infineon for US\$1.4 billion so as to obtain the 4G baseband and RF technology; together with the GPU centering on ATOM, Intel can make the core processors of smart phones and hence compete with Qualcomm. Engaged in GPU sector for years, Intel enjoys outstanding experience and technologies and it is the biggest shareholder of Imagination Technologies.

The GPU IP core of Imagination Technologies is PowerVR series which are employed in any generation iPhones and iPads. Moreover, the OMAPs after 3 series of TI, APE5R of Renesas, and NGP of Sony all use PowerVR as GPU IP core.

On May 9, 2011, NVIDIA declared to acquire Icera, the developer of baseband chips, for US\$367 million. In the future, NVIDIA will share the similar development strategy with Intel to integrate the baseband chips in Tegra processor, enhance the competitiveness in smart phone market, and help the mobile phone/tablet PC manufacturers to reduce R&D difficulties and manufacturing cost.

Broadcom will be the dark horse in 2011. The mainstream high-end mobile models like E7, X7, C6, C7, and N8 of Nokia released at the end of 2010 have adopted Broadcom's BCM2727 as GPU, yet no one had showed interest in the application processors of Broadcom before. Nokia has abandoned the OMAP series application processors of TI simply in that OMAP is priced approximately US\$16-24, almost a double of that of BCM2727.

Besides the application processor, the baseband of Broadcom has won the good graces of Nokia and Samsung. Nokia's X2-01/02/03, C3-00, 2710C, and 7020 have applied BCM21251, and Samsung's GT-S series models have adopted Broadcom baseband. The revenue from mobile phone sector of Broadcom in 2011 will be several folds of that in 2010. Broadcom is the only company that wins the lawsuit against Qualcomm, the adoption of its products therefore means the minimum patent controversy.

OMAP of TI is positioned as top-grade product with very high price. Nevertheless, merely Motorola vigorously supports the OMAP series, Apple and Samsung possess their own application processors and they do not use OMAP, while LG adopts small quantities of OMAP and it prefers TEGRA of NVIDIA.

MTK, Spreadtrum, and MStar keep involved in the fierce competition of 2G market which is shrinking. The sales volume of mobile phones in the emerging markets of India, North Africa, the Middle East, and South America is inferior to that in 2010, and Shenzhen takes severe measures against illegal mobile phones.

As for tablet PC field, thanks to the incomparable brand charisma and supply chain integration capability, the dominating Apple has put its rivals in constant complaints.

## Contents

### **1 GLOBAL MOBILE PHONE MARKET**

- 1.1 Market Size
- 1.2 Market Share of Mobile Phone Manufacturers
- 1.3 Smartphone Market and Industry
- 1.4 Chinese Mobile Phone Industry

### **2 GLOBAL AND CHINA TABLET PC MARKET**

- 2.1 Global Tablet PC Market Size
- 2.2 Chinese Tablet PC Market
  - 2.2.1 Price
  - 2.2.2 OS and Hardware

### **3 STATUS QUO AND FUTURE OF MOBILE PHONE AND TABLET PC PROCESSOR**

- 3.1 Development Orientation of ARM Core
- 3.2 4G Baseband Core
- 3.3 Application Processor Core
- 3.4 Mobile Phone GPU
  - 3.4.1 Arm Mali
  - 3.4.2 Imagination PowerVR
  - 3.4.3 Qualcomm Adreno
- 3.5 Mobile Phone Processor Comparison, 2011 vs. 2012
- 3.6 Market Share of Mobile Phone Processor Manufacturers
- 3.7 Status Quo of Tablet PC Processor

### **4 MOBILE PHONE MANUFACTURERS**

- 4.1 Nokia
- 4.2 Motorola
- 4.3 Samsung
- 4.4 Sony Ericsson
- 4.5 LG
- 4.6 RIM
- 4.7 Apple
- 4.8 HTC

- 4.9 ZTE
- 4.10 Huawei
- 4.11 Tianyu

## **5 MANUFACTURERS OF MOBILE PHONE PROCESSOR**

- 5.1 MTK
  - 5.1.1 ADI Product Line
- 5.2 TI
- 5.3 Marvell
- 5.4 Qualcomm
- 5.5 Renesas
- 5.6 NVIDIA
- 5.7 Broadcom
- 5.8 ST-Ericsson
- 5.9 Freescale
- 5.10 Spreadtrum
- 5.11 Infineon
- 5.12 Samsung
- 5.13 Telechips
- 5.14 Rockchips
- 5.15 MStar

## Selected Charts

### SELECTED CHARTS

Shipment of Mobile Phone Worldwide, 2007-2014E  
Quarterly Shipment and Annual Growth Margin of Mobile Phone Worldwide, 2008Q1-2011Q1  
CDMA/WCDMA Mobile Phone Shipment Worldwide, 2007-2011  
Shipment of Mobile Phone Worldwide by Band, 2009-2010  
Operating Margin of Top Five Mobile Phone Manufacturers Worldwide, 2009Q1-2010Q4  
Market Share of Major Smartphone Manufacturers Worldwide, 2011Q1  
Market Share of Smartphone Operating Systems Worldwide, 2009-2012E  
Smartphone Shipment of Major Mobile Phone Manufacturers Worldwide, 2010-2011  
Export Volume and Growth Margin of China Mobile Phones, 2000-2010  
Export Value and Growth Margin of China Mobile Phones, 2002-2010  
Export Volume and ASP of China Mobile Phones, 2002-2010  
Mobile Phone Output in China by Region, 2010  
Shipment of NETBOOK, iPad and Tablet PC, 2008-2012E  
Shipment of Tablet PC Worldwide by Brand, 2011-2012E  
Typical Top-grade Mobile Phone Cores  
ARM Core Roadmap  
4G Baseband Processing Performance Requirement  
Illustrative Baseband Architecture  
Cortex-A9 Block Diagram  
Cortex-A5 Block Diagram  
Cortex-A15 Block Diagram  
Market Share of Major Mobile Phone Baseband Manufacturers (by Shipment), 2010  
Market Share of Major Mobile Phone Baseband Manufacturers (by Revenue), 2010  
Market Share of Major Mobile Phone Baseband (2G) Manufacturers (by Shipment), 2010  
Market Share of Major Mobile Phone Baseband (3G) Manufacturers (by Shipment), 2010  
Market Share of Major Mobile Phone Baseband Manufacturers (by Shipment), 2011  
Revenue of Major Application Processor Manufacturers Worldwide, 2010-2011  
Market Share of Tablet PC Processor Manufacturers, 2011  
Supply Relationship of Tablet PC Processors, 2011  
Sales Volume and Operating Margin of NOKIA Mobile Phone, 2008Q1-2011Q1  
Sales Volume of NOKIA Ordinary Mobile Phone and Smartphone, 2009Q3-2011Q1

Sales of NOKIA Ordinary Mobile Phone and Smartphone, 2009Q3-2010Q4  
Shipment of NOKIA Mobile Phone by Region, 2008Q1-2011Q1  
Revenue of NOKIA Mobile Phone by Region, 2009Q1-2011Q1  
Shipment and Average Price of NOKIA Mobile Phone, 2008Q1-2011Q1  
Output of NOKIA Mobile Phone by Region, 2010  
Supply Ratio of NOKIA Mobile Phone Baseband Suppliers, 2010  
Sales and Operating Margin of MOTOROLA Mobile Phone Business, 2008Q1-2011Q1  
Shipment and Operating Margin of MOTOROLA Mobile Phone, 2008Q1-2011Q1  
Shipment and Average Price of MOTOROLA Mobile Phone, 2008Q1-2011Q1  
Shipment of MOTOROLA Mobile Phone by Region, 2010  
Revenue of MOTOROLA Mobile Phone Business by Region, 2010Q4-2011Q1  
Supply Ratio of MOTOROLA Mobile Phone Baseband Suppliers, 2010  
Shipment and Annual Growth Margin of SAMSUNG Mobile Phone, 2001-2010  
Shipment and Operating Margin of SAMSUNG Mobile Phone, 2008Q1-2011Q1  
ASP and Shipment of SAMSUNG Mobile Phone, 2008Q1-2011Q1  
Output of SAMSUNG Mobile Phone by Region, 2010  
Supply Ratio of SAMSUNG Mobile Phone Baseband Suppliers, 2010  
Shipment and Average Price of Sony Ericsson Mobile Phone, 2008Q1-2011Q1  
Sales and Operating Margin of Sony Ericsson Mobile Phone Business, 2008Q1-2011Q1  
Shipment and Gross Margin of Sony Ericsson Mobile Phone, 2009Q3-2011Q1  
Supply Ratio of Sony Ericsson Mobile Phone Baseband Suppliers, 2010  
Output of Sony Ericsson Mobile Phone by Plant, 2010  
Shipment and Annual Growth Margin of LG Mobile Phone, 2002-2010  
Sales and Operating Margin of LG Mobile Phone Business, 2008Q1-2011Q1  
Shipment and Operating Margin of LG Mobile Phone, 2008Q1-2011Q1  
Shipment of LG Mobile Phone by Region, 2010Q4-2011Q1  
Supply Ratio of LG Mobile Phone Baseband Suppliers, 2010  
Output of LG Mobile Phone by Region, 2010  
Revenue, Gross Margin and Operating Margin of RIM, FY2004-FY2011Q3  
Revenue of RIM by Sector, FY2005-FY2011Q3  
Shipment of RIM Mobile Phone, FY2005-FY2011  
Shipment of RIM Mobile Phone, FY2009Q4-FY2011Q3  
RIM Revenue by Region, FY2010  
OEM Ratio of RIM's OEM Factories, 2010  
Revenue and Net Profit Margin of APPLE, FY2004-FY2010  
Revenue of APPLE by Region, FY2004-FY2010  
Revenue of APPLE by Product, FY2004-FY2010  
Revenue and Gross Margin of HTC, 2003-2011  
Shipment and Average Price of HTC, 2004-2011



Shipment and ASP of HTC, 2008Q1-2010Q4  
Revenue and Net Profit Margin of HTC, 2008Q1-2010Q4  
Revenue of HTC by Region, 2006-2010  
Shipment and ASP of ZTE, 2006-2010  
Revenue and Gross Margin of ZTE, 2006-2010  
Supply Ratio of ZTE Mobile Phone Baseband Suppliers, 2010  
Shipment and Growth Margin of HUAWEI Mobile Phone, 2006-2011  
Supply Ratio of HUAWEI Mobile Phone Baseband Suppliers, 2010  
Supply Ratio of K-TOUCH Mobile Phone Baseband Suppliers, 2010  
Revenue and Gross Margin of MTK, 2001-2011  
Shipment of MTK Mobile Phone Sets Piece, 2006-2011  
Revenue of MTK by Product, 2006-2010  
Product Roadmap of MTK  
Internal Frame-chart of MT6253  
TD-SCDMA Roadmap of ADI  
System Frame-chart of ADI TD-SCDMA  
Internal Frame-chart of AD6905  
Revenue of TI by Product, 2007-2010  
Operating Profit of TI by Product, 2007-2010  
Revenue of TI by Region, 2008-2010  
Revenue of TI Wireless Sector by Product, 2008Q1-2010  
Products with OMAP3610/20/30 and OMAP4430  
Block Diagram of OMAP44X  
Typical Applications of OMAP44X  
Block Diagram of OMAP5430  
Revenue and Operating Margin of MARVELL, FY2003-FY2011  
Marvell ARMAD Series Products  
Block Diagram of PXA168  
Block Diagram of PXA910/920  
Revenue and Gross Margin of Qualcomm, FY2000-FY2010  
Revenue of Qualcomm by Region, FY2006-FY2010  
Revenue and EBT Margin of Qualcomm CDMA Technologies, 2008Q1-2011Q1  
Shipment of Qualcomm MSM Chip Sets, 2007Q1-2011Q1  
Shipment and Market Share of Qualcomm Chips, 2002-2010  
Clients of Qualcomm, 2010  
Roadmap of Qualcomm MSM Series Chips  
Roadmap of Qualcomm MDM Series Chips  
Roadmap of Qualcomm QSC Series Chips  
Internal Structure of MSM7200A



Revenue of Renesas's Three Divisions, FY2010-FY2011  
Renesas Mobile Roadmap  
Block diagram of Renesas HI-END Mobile Phone  
Roadmap of Renesas SH-MOBILE  
Roadmap of EMMA Application Processors  
Block Diagram of EMMA EV2  
Block Diagram of Renesas G4  
Block Diagram of Renesas AG5  
Revenue and Operating Margin of NVIDIA, FY2005-FY2011  
Revenue of NVIDIA by Region, FY2008-FY2011  
Revenue of NVIDIA by Division, FY2008-FY2011  
Roadmap of TEGRA  
Products with TEGRA  
Revenue of Broadcom by Division, 2007-2011Q1  
Mobile Phones with Broadcom Baseband, 2010-2011  
Block Diagram of BCM2727  
Revenue and Operating Margin of ST-ERICSSON, 2008Q1-2011Q1  
Revenue and Operating Margin of Freescale, 2003-2010  
Revenue of Freescale by Division, 2006-2010  
Revenue of Freescale Mobile Phone Business, 2007Q1-2011Q1  
Tablet PC/E-reader with IMX51  
Mobile Phone and PMP with IMX51  
Block Diagram of IMX53  
Revenue and Operating Margin of Spreadtrum, 2004-2010  
Revenue and Gross Margin of Spreadtrum, 2008Q1-2010Q3  
Plan of Spreadtrum EDGE Baseband Products  
Roadmap of Spreadtrum 3G Baseband  
SC6600V CMMB Mobile TV Solution of Spreadtrum  
Roadmap of Spreadtrum Multimedia Solutions for Mobile TV  
Products of Spreadtrum  
Typical Applications of SC8800S  
Block Diagram of QS3000  
Revenue and Operating Margin of Infineon (Intel)'s Wireless Business, FY2008Q1-FY2011Q1  
Roadmap of Infineon Mobile Phone  
Technology of Samsung Application Processors  
Roadmap of Samsung Application Processors  
Block Diagram of S5PV310 (EXYNOS4210)  
Global Presence of Telechips

Revenue and Product Distribution of Telechips, 2001-2007  
Revenue and Operating Margin of Telechips, 2005-2011  
Revenue from Auto Audio Sector of Telechips, 2005-2014E  
Roadmap of Telechips Products  
Revenue and Operating Margin of MStar, 2007-2011  
Revenue of MStar by Product, 2010Q1-Q3  
Revenue of MStar by Client, 2010  
Global Mobile Phone Shipment by Brand, 2010Q1-2011Q1  
Market Share of Major Mobile Phone Brands Worldwide by Revenue, 2009Q1-2010Q3  
Global Smartphone Shipment by Operating System, 2010Q3  
Data Standards of 3G/3.5G/3.9G/4G  
ARM Cortex-A5 Performance  
Comparison among 23 Mobile Phone Processors  
Status Quo of Tablet PC Processor in China  
Baseband Types and Suppliers of 48 Nokia Mobile Phones, 2010-2011  
Baseband Types and Suppliers of 35 Motorola Mobile Phones, 2010-2011  
Baseband Types and Suppliers of 76 Samsung Mobile Phones, 2010-2011  
Mobile Phone Platforms of Sony Ericsson  
Baseband Types and Suppliers of 47 LG Mobile Phones, 2010-2011  
Baseband Types of 20 RIM Mobile Phones  
Sales Volume of iPod/iPad/iPhone, FY2004-FY2011  
Baseband Types and Suppliers of 70 ZTE Mobile Phones, 2010-2011  
Baseband Types and Suppliers of 71 Huawei Mobile Phones, 2010-2011  
Baseband Types and Suppliers of 72 Tianyu Mobile Phones, 2010-2011  
Key features of OMAP4430 & 4460  
Profile of Qualcomm's 7 Branches  
Financial Data of Main Subsidiaries of Qualcomm  
Characteristics Comparison among QSD8250QSD8650  
MSM8255MSM8655MSM8260MSM8660QSD8272QSD8672  
Key Features of Renesas AP4  
Key Features of EMMA EV2  
Acquisitions of Broadcom  
Broadcom Mobile Phones  
Parameters of IMX5XX Series  
Shipment of Spreadtrum Mobile Phone Baseband Chips, 2005-2010  
Infineon's Baseband Products  
Mobile Application Processors of Samsung  
Mobile Phones with S5PC110  
Mobile Phones with S5PV310

## I would like to order

Product name: Global and China Mobile Phone and Tablet PC Processor Industry Report, 2010-2011 (no sales)

Product link: <https://marketpublishers.com/r/GC3D0DF1336EN.html>

Price: US\$ 2,500.00 (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/GC3D0DF1336EN.html>