

Market Analysis & Forecasts



Automotive Audio, Infotainment & Navigation Systems — 2019 Edition

Analysis of worldwide and regional market trends for automotive entertainment systems | Published November 2018 | 172 Pages

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Automotive Audio, Infotainment & Navigation Systems — Report Overview

Key features of the study include:

- Part of the Automotive Electronics & Entertainment Systems Service.
- Coverage of audio-only systems, front seat infotainment, rear seat entertainment, embedded navigation systems and embedded communications modules. Coverage also of autochangers and amplifiers.
- Analysis of market trends for each system in nine geographic regions: North America, Europe, Japan, China, South Korea, India, Russia, Brazil and Rest of the World.
- Analysis of unit shipments, average pricing and revenues for each system, in each region. Base year is 2018, with forecasts to 2025.
- Supplier market share estimates in 2018 for audio-only systems, front seat infotainment, rear seat entertainment and embedded navigation systems. Separate analysis provided for OE and aftermarket shipments.
- Analysis of automotive source unit connectivity, covering OE and aftermarket trends for smartphone integration (such as Apple CarPlay and Android Auto) and integrated Bluetooth.
- Analysis of media format trends, covering CD, DVD, hard disc drive and flash memory storage.
- Highly quantitative analysis, with discussion summarized in short, easy to read bullet points.
- PDF and Excel delivery options available.

System Coverage

The study analyzes the market in units and revenues for seven automotive systems. Factory fit (OE) systems, dealer-fit and aftermarket systems are all included. 2018 is used as the base year with forecasts to 2025.

- Audio-only Systems
- Embedded Navigation Systems
- Autochangers
- Front Seat Infotainment
- Embedded Communications Modules
- Rear Seat Entertainment
- Amplifiers

Additional System Analysis

Additional analysis of the market is presented as follows:

All Source Units:

- by **connectivity type**: Smartphone Integration and Integrated Bluetooth. Analysis is presented both for OE and Aftermarket shipments.

Audio-only Source Units:

- by **media format**: into Cassette/MiniDisc, CD (Uncompressed), CD (MP3/WMA compatible), High Definition Audio, Hard Disc Drive, Solid State Drive, Mechless (No CD/DVD/HDD). Analysis is presented both for OE and Aftermarket shipments.

- by **sales channel**: into OE and Aftermarket.

Front Seat Infotainment:

- by **sales channel:** into OE and Aftermarket.

Rear Seat Entertainment:

- by **sales channel:** into OE and Aftermarket.

Navigation Systems:

- by **system type:** into Basic, Dynamic and Network-linked.

- by **media format:** into DVD, SD Card, HDD, Flash Memory/SSD, Offboard. Analysis is presented both for OE and Aftermarket shipments.

- by **sales channel:** into OE and Aftermarket.

Autochangers:

- by **sales channel:** into OE and Aftermarket.

Amplifiers:

- by **sales channel:** into OE and Aftermarket.

Regional Analysis

For each system, regional breakdowns are presented as follows:

- North America
- China
- Russia
- Europe
- South Korea
- Brazil
- Japan
- India
- Rest of the World

Market Metrics

For each system, regional breakdowns in terms of region of equipment sale are presented as follows:

- Units
- ASP (\$)
- Revenues (\$)

Market Share Analysis

Market shares (in units) are provided for 2018 for Worldwide, North America, Europe, Japan and China as follows:

- Audio-only Systems
- Front Seat Infotainment
- Rear Seat Entertainment
- Embedded Navigation Systems

Separate analysis is presented for OE and aftermarket shipments in each case.

Example Table

An example table taken from the report showing the format used to present the market forecasts is shown below.

World Market for Embedded Communications Modules by Region

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR (18/25)	DIFF (18-25)	SUM (18>25)
North America													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Europe													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Japan													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
China													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
South Korea													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
India													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Russia													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Brazil													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Rest of the World													
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Units /KU	0	0	0	0	0	0	0	0	0	0	-	0	0
Average Sales Price /\$	0	0	0	0	0	0	0	0	0	0	-	0	0
Revenues /\$m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
Year-on-year Growth	-	-	-	-	-	-	-	-	-	-	-	-	-

Source: Semicast Research

Table Revised: October 2018

Table of Contents

Section 1 — Executive Overview

Key Point Conclusions

Section 2 — Scope & Method

2.1 Scope, Content & Definitions

2.2 Research Method

2.3 Automotive Electronics & Entertainment Systems Service

Section 3 — World & Regional Light Vehicle Sales Forecast

Section 4 — Automotive Audio, Infotainment & Navigation Systems By System Type

Section 5 — Automotive Source Unit Connectivity Trends

Section 6 — Automotive Audio, Infotainment & Navigation Systems By Region

Section 7 — Automotive Audio, Infotainment & Navigation Systems 2018 Supplier Market Share Estimates

Appendix 1 — Historical Market Forecasts

Appendix 2 — Automotive Audio, Infotainment & Navigation Systems List of Suppliers

List of Tables

Table 1.1 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 1.2 Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 1.3 Regional Shipments of Automotive Source Units by Media Format

Table 1.4 Automotive Audio, Infotainment & Navigation Systems Revenue & Unit Summary by Region

Table 1.5 Worldwide 2018 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 2.1 Regional Definitions

Table 2.2 Product Definitions & Description

Table 3.1 World Light Vehicle Sales Forecast by Region

Table 3.2 Light Vehicle Sales Forecast in Brazil, Russia, India & China

Table 4.1 Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 4.2 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 4.3 World Market for Audio-only Source Units by Region

Table 4.4 Regional Shipments of Audio-only Source Units by Media Format in Mature Markets

Table 4.5 Regional Shipments of Audio-only Source Units by Media Format in Developing Markets

Table 4.6 Regional Shipments of OE Audio-only Source Units by Media Format in Mature Markets

Table 4.7 Regional Shipments of OE Audio-only Source Units by Media Format in Developing Markets

Table 4.8 Regional Shipments of Aftermarket Audio-only Source Units by Media Format in Mature Markets

Table 4.9 Regional Shipments of Aftermarket Audio-only Source Units by Media Format in Developing Markets

Table 4.10 Regional Shipments of Audio-only Source Units by Sales Channel

Table 4.11 World Market for Front Seat Infotainment Systems by Region

Table 4.12 Regional Shipments of Front Seat Infotainment Systems by Sales Channel

Table 4.13 World Market for Rear Seat Entertainment Systems by Region

Table 4.14 Regional Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 4.15 World Market for Embedded Navigation Systems by Region

Table 4.16 Regional Shipments of Embedded Navigation Systems by system Type

Table 4.17 Regional Shipments of Embedded Navigation Systems by Media Format

Table 4.18 Regional Shipments of OE Embedded Navigation Systems by Media Format

Table 4.19 Regional Shipments of Aftermarket Embedded Navigation Systems by Media Format

Table 4.20 Regional Shipments of Embedded Navigation Systems by Sales Channel

Table 4.21 World Market for Embedded Communications Modules by Region

Table 4.22 World Market for Autochangers by Region

Table 4.23 Regional Shipments of Autochangers by Sales Channel

Table 4.24 World Market for Amplifiers by Region

Table 4.25 Regional Shipments of Amplifiers by Sales Channel

Table 5.1 Regional Shipments of Automotive Source Units with Smartphone Integration

Table 5.2 Regional Shipments of OE Automotive Source Units with Smartphone Integration

Table 5.3 Regional Shipments of Aftermarket Automotive Source Units with Smartphone Integration

Table 5.4 Regional Shipments of Automotive Source Units with Integrated Bluetooth

Table 5.5 Regional Shipments of OE Automotive Source Units with Integrated Bluetooth

Table 5.6 Regional Shipments of Aftermarket Automotive Source Units with Integrated Bluetooth

Table 5.7 Regional Shipments of Automotive Source Units by Media Format

Table 6.1 Automotive Audio, Infotainment & Navigation Systems Revenue & Unit Summary by Region

Table 6.2 North American Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.3 North American Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.4 North American Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.5 North American Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.6 North American Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.7 North American Shipments of Embedded Navigation Systems by System Type

Table 6.8 North American Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.9 North American Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.10 North American Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.11 North American Shipments of Automotive Source Units by Media Format

Table 6.12 European Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.13 European Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.14 European Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.15 European Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.16 European Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.17 European Shipments of Embedded Navigation Systems by System Type

Table 6.18 European Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.19 European Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Automotive Audio, Infotainment & Navigation Systems — 2019 Edition

Market Analysis and Forecasts to 2025 | November 2018

Table 6.20 European Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.21 European Shipments of Automotive Source Units by Media Format

Table 6.22 Japanese Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.23 Japanese Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.24 Japanese Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.25 Japanese Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.26 Japanese Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.27 Japanese Shipments of Embedded Navigation Systems by System Type

Table 6.28 Japanese Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.29 Japanese Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.30 Japanese Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.31 Japanese Shipments of Automotive Source Units by Media Format

Table 6.32 Chinese Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.33 Chinese Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.34 Chinese Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.35 Chinese Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.36 Chinese Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.37 Chinese Shipments of Embedded Navigation Systems by System Type

Table 6.38 Chinese Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.39 Chinese Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.40 Chinese Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.41 Chinese Shipments of Automotive Source Units by Media Format

Table 6.42 South Korean Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.43 South Korean Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.44 South Korean Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.45 South Korean Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.46 South Korean Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.47 South Korean Shipments of Embedded Navigation Systems by System Type

Table 6.48 South Korean Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.49 South Korean Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.50 South Korean Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.51 South Korean Shipments of Automotive Source Units by Media Format

Table 6.52 Indian Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.53 Indian Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.54 Indian Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.55 Indian Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.56 Indian Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.57 Indian Shipments of Embedded Navigation Systems by System Type

Table 6.58 Indian Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.59 Indian Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.60 Indian Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.61 Indian Shipments of Automotive Source Units by Media Format

Table 6.62 Russian Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.63 Russian Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.64 Russian Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.65 Russian Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.66 Russian Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.67 Russian Shipments of Embedded Navigation Systems by System Type

Table 6.68 Russian Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.69 Russian Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.70 Russian Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.71 Russian Shipments of Automotive Source Units by Media Format

Table 6.72 Brazilian Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.73 Brazilian Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.74 Brazilian Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.75 Brazilian Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.76 Brazilian Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.77 Brazilian Shipments of Embedded Navigation Systems by System Type

Table 6.78 Brazilian Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.79 Brazilian Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.80 Brazilian Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.81 Brazilian Shipments of Automotive Source Units by Media Format

Table 6.82 Rest of the World Automotive Audio, Infotainment & Navigation Systems Unit Summary by System

Table 6.83 Rest of the World Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System

Table 6.84 Rest of the World Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.85 Rest of the World Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.86 Rest of the World Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.87 Rest of the World Shipments of Embedded Navigation Systems by System Type

Automotive Audio, Infotainment & Navigation Systems — 2019 Edition

Market Analysis and Forecasts to 2025 | November 2018

Table 6.88 Rest of the World Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.89 Rest of the World Shipments of OE & Aftermarket Automotive Source Units with Smartphone Integration

Table 6.90 Rest of the World Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.91 Rest of the World Shipments of Automotive Source Units by Media Format

Table 7.1 Worldwide 2018 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.2 Worldwide 2018 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.3 Worldwide 2018 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.4 Worldwide 2018 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.5 Worldwide 2018 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.6 North American 2018 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.7 North American 2018 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.8 North American 2018 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.9 North American 2018 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.10 North American 2018 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.11 European 2018 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.12 European 2018 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.13 European 2018 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.14 European 2018 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.15 European 2018 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.16 Japanese 2018 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.17 Japanese 2018 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.18 Japanese 2018 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.19 Japanese 2018 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.20 Japanese 2018 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.21 Chinese 2018 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.22 Chinese 2018 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.23 Chinese 2018 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.24 Chinese 2018 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.25 Chinese 2018 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table AP 1.1 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2017 Forecast)

Table AP 1.2 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2016 Forecast)

Table AP 1.3 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2015 Forecast)

Table AP 1.4 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2014 Forecast)

Table AP 1.5 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2013 Forecast)

Table AP 1.6 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2012 Forecast)

Table AP 1.7 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2011 Forecast)

Table AP 1.8 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (September 2010 Forecast)

Table AP 1.9 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (September 2009 Forecast)

Table AP 1.10 Automotive Audio, Infotainment & Navigation Systems Revenue Summary by System (October 2007 Forecast)

Table AP 2.1 List of Automotive Audio, Infotainment & Navigation Systems Suppliers

List of Figures

Figure 1 Automotive Audio, Infotainment & Navigation Systems Comparisons with Historical Revenue Forecasts

Figure 2 Global Light Vehicle Sales by Region

Figure 3 Automotive Source Units - Unit Summary by System

Figure 4 Automotive Source Units - Revenue Summary by System

Figure 5 Audio-only Source Unit Shipments by Media Format

Figure 6 Embedded Navigation Systems Shipments by System Type

Figure 7 Embedded Navigation Systems Shipments by Media Format

Figure 8 Regional Shipments of Automotive Source Units with Smartphone Integration

Figure 9 Regional Shipments of Automotive Source Units with Integrated Bluetooth

Figure 10 Automotive Source Unit Shipments by Media Format

Figure 11 Automotive Audio, Infotainment & Navigation Systems - Revenue Summary by Region

Figure 12 Automotive Audio, Infotainment & Navigation Systems - North American Revenue Summary by Type

Figure 13 Automotive Audio, Infotainment & Navigation Systems - European Revenue Summary by Type

Figure 14 Automotive Audio, Infotainment & Navigation Systems - Japanese Revenue Summary by Type

Figure 15 Automotive Audio, Infotainment & Navigation Systems - Chinese Revenue Summary by Type

Figure 16 Automotive Audio, Infotainment & Navigation Systems - South Korean Revenue Summary by Type

Figure 17 Automotive Audio, Infotainment & Navigation Systems - Indian Revenue Summary by Type

Figure 18 Automotive Audio, Infotainment & Navigation Systems - Russian Revenue Summary by Type

Figure 19 Automotive Audio, Infotainment & Navigation Systems - Brazilian Revenue Summary by Type

Figure 20 Automotive Audio, Infotainment & Navigation Systems - Rest of the World Revenue Summary by Type

Analyst Biography

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Colin joined Semicast Research in 2006 and is principal analyst for semiconductor research and vice president of business development. Prior to joining Semicast, he worked for 12 years at IMS Research, rising to the position of Senior Research Director of its Semiconductor Research Group and responsible for analyst coverage on the analog/mixed signal, optoelectronic and embedded processing industries. Colin also set-up and established IMS Research's Automotive Electronics Group. During his tenure, Colin authored dozens of reports and became a well respected industry analyst. He holds a B.S. in Electronic Engineering from Aston University, England and has more than twenty years of experience as an industry analyst.

About Semicast

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