

Market Analysis & Forecasts



CONTENTS

Overview

System Coverage

Sample Table

Table of Contents

Analyst Bio, About
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Automotive Entertainment Systems — 2012 Edition

Analysis of global and regional market trends for automotive entertainment systems | Published November 2011 | 202 Pages

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Semicast Research Ltd.

Wellesley House, 204 London Road,
Waterlooville, PO7 7AN, UK

Tel: +44 23-9273-3012

Fax (UK): +44 207-806-0707

Fax (US): (408) 351-9400

info@semicast.net

www.semicast.net

Automotive Entertainment Systems— Overview

Key features of the study include:

- Coverage of audio-only systems, front seat infotainment, rear seat entertainment, embedded navigation systems and embedded telematics. Coverage also of autochangers, satellite radio tuners 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 2011, with forecasts to 2018.
- Supplier market share estimates in 2011 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 integrated Bluetooth, aux in and multimedia interface (USB, SD Card, Firewire etc).
- Analysis of media format trends, covering CD, DVD, HDD storage and solid state mass storage.
- Highly quantitative analysis, with discussion summarized in short, easy to read bullet points.
- PDF and Excel delivery options available.

System Coverage

The report analyzes the market in units and revenues for eight automotive entertainment systems. Factory fit (OE) systems, dealer-fit and aftermarket systems are all included. 2011 is used as the base year with forecasts to 2018.

- | | | |
|-------------------------------|---------------------------|-------------------------------------|
| • Audio-only Systems | • Front Seat Infotainment | • Rear Seat Entertainment |
| • Embedded Navigation Systems | • Embedded Telematics | • Standalone Satellite Radio Tuners |
| • Amplifiers | • Autochangers | |

Additional System Analysis

Additional analysis of the market is presented as follows:

Audio-only Systems:

- by **media format**: into Cassette/MiniDisc, CD (Uncompressed), CD (MP3/WMA compatible), High Definition Audio, Hard Disc Storage, Solid State Mass Storage (>10GB), Drive-free (No CD/DVD/HDD). Separate analysis is presented 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.

Embedded Navigation Systems:

- by **system type:** into basic, dynamic and network-linked.

- by **media format:** into CD, SD Card, DVD, HDD and Solid State Mass Storage (>40GB). Separate analysis is presented for OE and aftermarket shipments.

- by **navigation type:** into full color map and turn-by-turn.

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

Autochangers:

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

Standalone Satellite Radio Tuners:

- by **type:** into integrated vs. standalone.

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

Amplifiers:

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

All Source Units:

- by **connectivity type:** into integrated Bluetooth, aux in and multimedia interface. Separate analysis is presented for OE and aftermarket shipments.

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 2011 for 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.

Sample Table

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

Regional Shipments of OE Embedded Navigation Systems by Media Format

Region (000s)	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	CAGR (11/18)	DIFF (11-18)	SUM (11>18)
North America	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
Europe	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
Japan	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
China	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
South Korea	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
India	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
Russia	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
Brazil	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
Rest of the World	0	0	0	0	0	0	0	0	0	0	-	0	0
CD											-	0	0
SD Card											-	0	0
DVD											-	0	0
Hard Disc Storage											-	0	0
Solid State Mass Storage (>40GB)											-	0	0
CD	0	0	0	0	0	0	0	0	0	0	-	0	0
% of total													
SD Card	0	0	0	0	0	0	0	0	0	0	-	0	0
% of total													
DVD	0	0	0	0	0	0	0	0	0	0	-	0	0
% of total													
Hard Disc Storage	0	0	0	0	0	0	0	0	0	0	-	0	0
% of total													
Solid State Mass Storage (>40GB)	0	0	0	0	0	0	0	0	0	0	-	0	0
% of total													
Total	-	-	-	-	-	-	-	-	-	-	-	0	0
Annual Growth Rate													

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 – Global & Regional

Light Vehicle Sales Forecast

Section 4 – Automotive

Entertainment Systems by System Type

4.1 World Market for Automotive Entertainment Systems – Unit Summary by System

4.2 World Market for Automotive Entertainment Systems – Revenue Summary by System

4.3 Audio-only Source Units

4.4 Audio-only Source Units by Media Format

4.4.1 OE Audio-only Source Units by Media Format

4.4.2 Aftermarket Audio-only Source Units by Media Format

4.5 Audio-only Source Units by Sales Channel

4.6 Front Seat Infotainment

4.7 Front Seat Infotainment by Sales Channel

4.8 Rear Seat Entertainment

4.9 Rear Seat Entertainment by Sales Channel

4.10 Embedded Navigation Systems

4.11 Embedded Navigation Systems by System Type

4.12 Embedded Navigation Systems by Media Type

4.12.1 OE Embedded Navigation Systems by Media Type

4.12.2 Aftermarket Embedded Navigation Systems by Media Type

4.13 Embedded Navigation Systems by Navigation Type

4.14 Embedded Navigation Systems by Sales Channel

4.15 Embedded Telematics Systems

4.16 Autochangers

4.17 Autochangers by Sales Channel

4.18 Standalone Satellite Radio Tuners

4.19 Trends for Integrated vs. Standalone Satellite Radio Tuners

4.20 Standalone Satellite Radio Tuners by Sales Channel

4.21 Amplifiers

4.22 Amplifiers by Sales Channel

Section 5 – Automotive Source Unit Connectivity

Trends

Section 6 – Automotive Entertainment Systems by Region

Section 7 – Automotive Entertainment Systems 2011

Supplier Market Share

Estimates

Appendix I – Automotive Entertainment System

Suppliers

List of Tables (219 tables)

Table 1.1 Automotive Entertainment Systems Revenue Summary by System

Table 1.2 Automotive Entertainment Systems Unit Summary by System

Table 1.3 Regional Shipments of Automotive Source Units by Media Format

Table 1.4 Automotive Entertainment Systems Revenue & Unit Summary by Region

Table 1.5 Worldwide 2011 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 2.1 Regional Definitions

Table 2.2 Product Definitions & Description

Table 3.1 Global Light Vehicle Sales Forecast by Region

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

Table 4.1 Automotive Entertainment Systems Unit Summary by System

Table 4.2 Automotive Entertainment 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 Navigation Type

Table 4.21 Regional Shipments of Embedded Navigation Systems by Sales Channel

Table 4.22 World Market for Embedded Telematics Systems by Region

Table 4.23 World Market for Autochangers by Region

Table 4.24 Regional Shipments of Autochangers by Sales Channel

Table 4.25 World Market for Standalone Satellite Radio Tuners by Region

Table 4.26 Regional Shipments of Integrated vs Standalone Satellite Radio Tuners

Table 4.27 Regional Shipments of Standalone Satellite Radio Tuners by Sales Channel

Table 4.28 World Market for Amplifiers by Region

Table 4.29 Regional Shipments of Amplifiers by Sales Channel

Table 5.1 Regional Shipments of Automotive Source Units with Integrated Bluetooth

Table 5.2 Regional Shipments of OE Automotive Source Units with Integrated Bluetooth

Table 5.3 Regional Shipments of Aftermarket Automotive Source Units with Integrated Bluetooth

Table 5.4 Regional Shipments of Automotive Source Units with Aux In

Table 5.5 Regional Shipments of OE Automotive Source Units with Aux In

Table 5.6 Regional Shipments of Aftermarket Automotive Source Units with Aux In

Table 5.7 Regional Shipments of Automotive Source Units with Multimedia Interface

Table 5.8 Regional Shipments of OE Automotive Source Units with Multimedia Interface

Table 5.9 Regional Shipments of Aftermarket Automotive Source Units with Multimedia Interface

Table 5.10 Regional Shipments of Automotive Source Units by Media Format

Table 6.1 Automotive Entertainment Systems Revenue & Unit Summary by Region

Table 6.2 North American Automotive Entertainment Systems Unit Summary by System

Table 6.3 North American Automotive Entertainment 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 Embedded Navigation Systems by Navigation Type

Table 6.10 North American Shipments of Autochangers by Sales Channel

Table 6.11 North American Shipments of Integrated vs Standalone Satellite Radio Tuners

Table 6.12 North American Shipments of Standalone Satellite Radio Tuners by Sales Channel

Table 6.13 North American Shipments of Amplifiers by Sales Channel

Table 6.14 North American Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.15 North American Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface

Table 6.16 North American Shipments of OE & Aftermarket Automotive Source Units with Aux In

Table 6.17 North American Shipments of Automotive Source Units by Media Format

Table 6.18 European Automotive Entertainment Systems Unit Summary by System

Table 6.19 European Automotive Entertainment Systems Revenue Summary by System

Table 6.20 European Shipments of OE & Aftermarket Audio-only Source Units by Media Format	Table 6.44 Japanese Shipments of Standalone Satellite Radio Tuners by Sales Channel	Table 6.68 South Korean Shipments of OE & Aftermarket Audio-only Source Units by Media Format	Table 6.92 Indian Shipments of Standalone Satellite Radio Tuners by Sales Channel
Table 6.21 European Shipments of Front Seat Infotainment Systems by Sales Channel	Table 6.45 Japanese Shipments of Amplifiers by Sales Channel	Table 6.69 South Korean Shipments of Front Seat Infotainment Systems by Sales Channel	Table 6.93 Indian Shipments of Amplifiers by Sales Channel
Table 6.22 European Shipments of Rear Seat Entertainment Systems by Sales Channel	Table 6.46 Japanese Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth	Table 6.70 South Korean Shipments of Rear Seat Entertainment Systems by Sales Channel	Table 6.94 Indian Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth
Table 6.23 European Shipments of Embedded Navigation Systems by System Type	Table 6.47 Japanese Shipments of OE & Aftermarket Automotive Source Units with Aux In	Table 6.71 South Korean Shipments of Embedded Navigation Systems by System Type	Table 6.95 Indian Shipments of OE & Aftermarket Automotive Source Units with Aux In
Table 6.24 European Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format	Table 6.48 Japanese Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface	Table 6.72 South Korean Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format	Table 6.96 Indian Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface
Table 6.25 European Shipments of Embedded Navigation Systems by Navigation Type	Table 6.49 Japanese Shipments of Automotive Source Units by Media Format	Table 6.73 South Korean Shipments of Embedded Navigation Systems by Navigation Type	Table 6.97 Indian Shipments of Automotive Source Units by Media Format
Table 6.26 European Shipments of Autochangers by Sales Channel	Table 6.50 Chinese Automotive Entertainment Systems Unit Summary by System	Table 6.74 South Korean Shipments of Autochangers by Sales Channel	Table 6.98 Russian Automotive Entertainment Systems Unit Summary by System
Table 6.27 European Shipments of Integrated vs Standalone Satellite Radio Tuners	Table 6.51 Chinese Automotive Entertainment Systems Revenue Summary by System	Table 6.75 South Korean Shipments of Integrated vs Standalone Satellite Radio Tuners	Table 6.99 Russian Automotive Entertainment Systems Revenue Summary by System
Table 6.28 European Shipments of Standalone Satellite Radio Tuners by Sales Channel	Table 6.52 Chinese Shipments of OE & Aftermarket Audio-only Source Units by Media Format	Table 6.76 South Korean World Shipments of Standalone Satellite Radio Tuners by Sales Channel	Table 6.100 Russian Shipments of OE & Aftermarket Audio-only Source Units by Media Format
Table 6.29 European Shipments of Amplifiers by Sales Channel	Table 6.53 Chinese Shipments of Front Seat Infotainment Systems by Sales Channel	Table 6.77 South Korean Shipments of Amplifiers by Sales Channel	Table 6.101 Russian Shipments of Front Seat Infotainment Systems by Sales Channel
Table 6.30 European Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth	Table 6.54 Chinese Shipments of Rear Seat Entertainment Systems by Sales Channel	Table 6.78 South Korean Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth	Table 6.102 Russian Shipments of Rear Seat Entertainment Systems by Sales Channel
Table 6.31 European Shipments of OE & Aftermarket Automotive Source Units with Aux In	Table 6.55 Chinese Shipments of Embedded Navigation Systems by System Type	Table 6.79 South Korean Shipments of OE & Aftermarket Automotive Source Units with Aux In	Table 6.103 Russian Shipments of Embedded Navigation Systems by System Type
Table 6.32 European Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface	Table 6.56 Chinese Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format	Table 6.80 South Korean Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface	Table 6.104 Russian Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format
Table 6.33 European Shipments of Automotive Source Units by Media Format	Table 6.57 Chinese Shipments of Embedded Navigation Systems by Navigation Type	Table 6.81 South Korean Shipments of Automotive Source Units by Media Format	Table 6.105 Russian Shipments of Embedded Navigation Systems by Navigation Type
Table 6.34 Japanese Automotive Entertainment Systems Unit Summary by System	Table 6.58 Chinese Shipments of Autochangers by Sales Channel	Table 6.82 Indian Automotive Entertainment Systems Unit Summary by System	Table 6.106 Russian Shipments of Autochangers by Sales Channel
Table 6.35 Japanese Automotive Entertainment Systems Revenue Summary by System	Table 6.59 Chinese Shipments of Integrated vs Standalone Satellite Radio Tuners	Table 6.83 Indian Automotive Entertainment Systems Revenue Summary by System	Table 6.107 Russian Shipments of Integrated vs Standalone Satellite Radio Tuners
Table 6.36 Japanese Shipments of OE & Aftermarket Audio-only Source Units by Media Format	Table 6.60 Chinese Shipments of Standalone Satellite Radio Tuners by Sales Channel	Table 6.84 Indian Shipments of OE & Aftermarket Audio-only Source Units by Media Format	Table 6.108 Russian Shipments of Standalone Satellite Radio Tuners by Sales Channel
Table 6.37 Japanese Shipments of Front Seat Infotainment Systems by Sales Channel	Table 6.61 Chinese Shipments of Amplifiers by Sales Channel	Table 6.85 Indian Shipments of Front Seat Infotainment Systems by Sales Channel	Table 6.109 Russian Shipments of Amplifiers by Sales Channel
Table 6.38 Japanese Shipments of Rear Seat Entertainment Systems by Sales Channel	Table 6.62 Chinese Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth	Table 6.86 Indian Shipments of Rear Seat Entertainment Systems by Sales Channel	Table 6.110 Russian Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth
Table 6.39 Japanese Shipments of Embedded Navigation Systems by System Type	Table 6.63 Chinese Shipments of OE & Aftermarket Automotive Source Units with Aux In	Table 6.87 Indian Shipments of Embedded Navigation Systems by System Type	Table 6.111 Russian Shipments of OE & Aftermarket Automotive Source Units with Aux In
Table 6.40 Japanese Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format	Table 6.64 Chinese Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface	Table 6.88 Indian Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format	Table 6.112 Russian Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface
Table 6.41 Japanese Shipments of Embedded Navigation Systems by Navigation Type	Table 6.65 Chinese Shipments of Automotive Source Units by Media Format	Table 6.89 Indian Shipments of Embedded Navigation Systems by Navigation Type	Table 6.113 Russian Shipments of Automotive Source Units by Media Format
Table 6.42 Japanese Shipments of Autochangers by Sales Channel	Table 6.66 South Korean Automotive Entertainment Systems Unit Summary by System	Table 6.90 Indian Shipments of Autochangers by Sales Channel	Table 6.114 Brazilian Automotive Entertainment Systems Unit Summary by System
Table 6.43 Japanese Shipments of Integrated vs Standalone Satellite Radio Tuners	Table 6.67 South Korean Automotive Entertainment Systems Revenue Summary by System	Table 6.91 Indian Shipments of Integrated vs Standalone Satellite Radio Tuners	Table 6.115 Brazilian Automotive Entertainment Systems Revenue Summary by System

Table 6.116 Brazilian Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.117 Brazilian Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.118 Brazilian Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.119 Brazilian Shipments of Embedded Navigation Systems by System Type

Table 6.120 Brazilian Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.121 Brazilian Shipments of Embedded Navigation Systems by Navigation Type

Table 6.122 Brazilian Shipments of Autochangers by Sales Channel

Table 6.123 Brazilian Shipments of Integrated vs Standalone Satellite Radio Tuners

Table 6.124 Brazilian Shipments of Standalone Satellite Radio Tuners by Sales Channel

Table 6.125 Brazilian Shipments of Amplifiers by Sales Channel

Table 6.126 Brazilian Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.127 Brazilian Shipments of OE & Aftermarket Automotive Source Units with Aux In

Table 6.128 Brazilian Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface

Table 6.129 Brazilian Shipments of Automotive Source Units by Media Format

Table 6.130 Rest of the World Automotive Entertainment Systems Unit Summary by System

Table 6.131 Rest of the World Automotive Entertainment Systems Revenue Summary by System

Table 6.132 Rest of the World Shipments of OE & Aftermarket Audio-only Source Units by Media Format

Table 6.133 Rest of the World Shipments of Front Seat Infotainment Systems by Sales Channel

Table 6.134 Rest of the World Shipments of Rear Seat Entertainment Systems by Sales Channel

Table 6.135 Rest of the World Shipments of Embedded Navigation Systems by System Type

Table 6.136 Rest of the World Shipments of OE & Aftermarket Embedded Navigation Systems by Media Format

Table 6.137 Rest of the World Shipments of Embedded Navigation Systems by Navigation Type

Table 6.138 Rest of the World Shipments of Autochangers by Sales Channel

Table 6.139 Rest of the World Shipments of Integrated vs Standalone Satellite Radio Tuners

Table 6.140 Rest of the World Shipments of Standalone Satellite Radio Tuners by Sales Channel

Table 6.141 Rest of the World Shipments of Amplifiers by Sales Channel

Table 6.142 Rest of the World Shipments of OE & Aftermarket Automotive Source Units with Integrated Bluetooth

Table 6.143 Rest of the World Shipments of OE & Aftermarket Automotive Source Units with Aux In

Table 6.144 Rest of the World Shipments of OE & Aftermarket Automotive Source Units with Multimedia Interface

Table 6.145 Rest of the World Shipments of Automotive Source Units by Media Format

Table 7.1 Worldwide 2011 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.2 Worldwide 2011 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.3 Worldwide 2011 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.4 Worldwide 2011 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.5 Worldwide 2011 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.6 North American 2011 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.7 North American 2011 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.8 North American 2011 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.9 North American 2011 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.10 North American 2011 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.11 European 2011 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.12 European 2011 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.13 European 2011 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.14 European 2011 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.15 European 2011 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.16 Japanese 2011 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.17 Japanese 2011 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.18 Japanese 2011 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.19 Japanese 2011 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.20 Japanese 2011 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table 7.21 Chinese 2011 Market Share Estimates for OE & Aftermarket Automotive Source Units

Table 7.22 Chinese 2011 Market Share Estimates for OE & Aftermarket Audio-only Source Units

Table 7.23 Chinese 2011 Market Share Estimates for OE & Aftermarket Front Seat Infotainment Systems

Table 7.24 Chinese 2011 Market Share Estimates for OE & Aftermarket Rear Seat Entertainment Systems

Table 7.25 Chinese 2011 Market Share Estimates for OE & Aftermarket Embedded Navigation Systems

Table AP.1 List of Automotive Entertainment System Suppliers

Figure 19 - Automotive Source Units - Russian Revenue Summary by Type

Figure 20 - Automotive Source Units - Brazilian Revenue Summary by Type

Figure 21 - Automotive Source Units - Rest of the World Revenue Summary by Type

List of Figures (21 figures)

Figure 1 - Global Light Vehicle Sales by Region

Figure 2 - Automotive Source Units - Unit Summary by Type

Figure 3 - Automotive Source Units - Revenue Summary by Type

Figure 4 - Audio-only Source Unit Shipments by Media Format

Figure 5 - Embedded Navigation Systems Shipments by System Type

Figure 6 - Embedded Navigation Systems Shipments by Media Type

Figure 7 - Embedded Navigation Systems Shipments by Navigation Type

Figure 8 - Regional Shipments of Automotive Source Units with Integrated Bluetooth

Figure 9 - Regional Shipments of Automotive Source Units with Aux In

Figure 10 - Regional Shipments of Automotive Source Units with Multimedia Interface

Figure 11 - Automotive Source Unit Shipments by Media Format

Figure 12 - Automotive Entertainment Systems - Revenue Summary by Region

Figure 13 - Automotive Source Units - North American Revenue Summary by Type

Figure 14 - Automotive Source Units - European Revenue Summary by Type

Figure 15 - Automotive Source Units - Japanese Revenue Summary by Type

Figure 16 - Automotive Source Units - Chinese Revenue Summary by Type

Figure 17 - Automotive Source Units - South Korean Revenue Summary by Type

Figure 18 - Automotive Source Units - Indian Revenue Summary by Type

Analyst Biography

Colin Barnden - Principal Analyst



Colin joined Semicast Research in June 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 covered the automotive market since 1999.

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Company name: _____

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Address 2: _____

City, State, ZIP: _____

Country: _____

Purchase Order #: _____ VAT/TVA/MWSt #: _____

Phone #: _____ Fax #: _____

E-mail: _____

Date: _____ Signature: _____