

2009 Digital Video Interface

Logic Markets – Worldwide



2009 Digital Video Interface

Logic Markets – Worldwide

Susie Inouye

Myson Robles-Bruce

Matt Scherer

Publication Number: 09LOGIC-DVI

August 2009

© 2009 **databeans** Incorporated

Reno, NV 89523

Phone: 775.624.6200

www.databeans.net

Abstract

Digital video interface is a video standard designed to provide very high visual quality on digital display devices such as flat panel LCD computer displays and televisions. The connection is made between the display device and the media source which can be a set-top-box, DVD player, game console, computer, or projector. Digital interface makes up a significant part of the digital display logic market. This aggregate market is projected to reach \$5.6 billion in 2009. Digital video interface alone is valued at \$3.3 billion.

The digital video interface product market consists of numerous logic products that are used to interface a media source with a display. They are all considered high speed technologies, with products including: video chipsets, IEEE1394 (FireWire), LVDS, DVI, HDMI, DisplayPort, and WHDI/WiHD. Most of these standards are wired technologies, but WHDI/WiHD are both wireless.

In 2009, total display logic is predicted to reach \$5.6 billion in worldwide sales with 6.6 billion in total units shipped. Databeans expects that all digital video interface will account for 59 percent of these sales, or \$3.3 billion making it one of the most profitable logic markets overall. Digital video interface ASPs are projected to remain relatively flat over the next five years, while sales grow an average of 13 percent annually until they reach \$6 billion by 2014.

This study is available through individual report purchase for **\$1,900.00 USD**, or available at a discounted rate through our **Databeans Complete Library**, the **Logic Service**, our **Computer Market Service**, the **Consumer Market Service**, or the **Computer Market Service**. For our subscription service subscribers, all of our research is backed by a coverage guarantee meaning if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

ABOUT DATABEANS

Databeans, Inc., headquartered in Reno, Nevada, USA, is an internationally recognized market research firm focused on the semiconductor and electronics industry. Databeans publishes over 50 market research reports annually that are available for purchase as individual studies, or bundled together in cost-saving subscription services. Databeans' detailed quality studies, industry leading customer service, and unparalleled responsiveness are unmatched in the electronics market research industry.

BENEFITS OF A SUBSCRIPTION SERVICE WITH DATABEANS:

Databeans will become an extension of your group

For our subscription services clients, Databeans will help with presentations, fact-finding inquiries, and essentially any project that internal groups may not have the time or resources to accomplish.

Inquiry hours

All our subscription services includes inquiry hours, allowing clients to take full advantage of our analysts for contribution to internal marketing and business planning.

Corporate-wide site licensing

We encourage our clients to post our reports on their internal website, at no additional cost. This allows for maximum visibility and value of Databeans data and reports within your company.

Work within your budget

We can create any type of payment plan that you desire. Call us to see which options will work best for your group or company.

Ease of doing business

By ordering once a year, your company will automatically receive the reports or services ordered when they first become available.

Additional Savings

- Our minimum discount with our smaller services is about 20% off list price, while our full service customers save about 40% off list price.
- The Databeans Complete Library includes our Semiconductor Application Demand Model and Market Share Database, free.
- Enjoy any Databeans service and your company qualifies for a 20% discount on any non-subscription report Databeans publishes.

For more information, please contact us at 775.624.6200 or visit our website at www.databeans.net.

Table of Contents

Significant Findings	1
Introduction.....	1
Product Definitions	2
Video Chipsets	2
IEEE 1394 (FireWire).....	2
LVDS	3
DVI	3
HDMI	3
DisplayPort	4
WHDI/WiHD	4
Digital Video Interface Market.....	5
Regional Forecast.....	9
Americas	11
Europe	12
Japan.....	13
Asia Pacific.....	15
Application Demand Forecast.....	17
Computers.....	19
Desktops.....	21
Notebooks and Netbooks	22
Consumer	23
Television	25
Set-Top-Box	26
DVD and Blu-Ray	27
Game Consoles	28
Cameras and Video Recorders.....	29
Other.....	30
Automotive	31
Communications	32
Industrial.....	32
Product Forecast.....	33
Video Chipsets	35
IEEE-1394.....	37
LVDS	38
DVI	39
HDMI	40
DisplayPort	41
WHDI/WiHD	43
Supplier Market Share	45
Intel Corporation	47
Silicon Image	48
Broadcom.....	49
Texas Instruments	50
MediaTek.....	51
NXP Semiconductors	52

Methodology.....	53
Databeans Market and Product Segmentation Definitions	55
Market Segmentation.....	55
Product Segmentation	62

Table of Figures

Figure 1: Worldwide Digital Display Logic Market Forecast (Revenue, Units and ASP).....	5
Figure 2: Worldwide Digital Video Interface Market Forecast (Revenue, Units and ASP).....	6
Figure 3: 2009 and 2014 Worldwide Digital Video Interface Revenue Share by Technology	7
Figure 4: Worldwide Digital Video Interface Revenue Forecast by Region	9
Figure 5: 2009 and 2014 Worldwide Digital Video Interface Revenue Share by Region	10
Figure 6: Americas Digital Video Interface Revenue Forecast	11
Figure 7: Europe Digital Video Interface Revenue Forecast.....	13
Figure 8: Japan Digital Video Interface Revenue Forecast.....	14
Figure 9: Asia Pacific Digital Video Interface Revenue Forecast	15
Figure 10: 2009 Worldwide Digital Video Interface Revenue Share by Application Market.....	18
Figure 11: Worldwide Digital Video Interface Revenue Forecast by Market Segment.....	18
Figure 12: Worldwide PC Revenue Forecast.....	19
Figure 13: Worldwide Computer Digital Video Interface Revenue Forecast by Application.....	20
Figure 14: Worldwide Netbook Revenue Forecast	22
Figure 15: Worldwide Consumer Digital Video Interface Revenue Forecast by Application	24
Figure 16: Other Digital Video Interface Revenue Forecast by Application Area	30
Figure 17: Worldwide Digital Video Interface Revenue Forecast by Product Type	34
Figure 18: 2009 and 2014 Worldwide Digital Video Interface Revenue Share by Product Type.....	35
Figure 19: Worldwide Digital Video Interface Revenue Forecast – Video Chipsets.....	36
Figure 20: Worldwide Digital Video Interface Revenue Forecast – IEEE-1394.....	37
Figure 21: Worldwide Digital Video Interface Revenue Forecast – LVDS	38
Figure 22: Worldwide Digital Video Interface Revenue Forecast – DVI	40
Figure 23: Worldwide Digital Video Interface Revenue Forecast – HDMI	41
Figure 24: Worldwide Digital Video Interface Revenue Forecast – DisplayPort.....	42
Figure 25: Worldwide Digital Video Interface Revenue Forecast – WHDI/WiHD.....	44
Figure 26: 2008 Worldwide Digital Video Interface Market Share by Supplier	45

Table of Tables

Table 1: Worldwide Digital Display Logic Market Forecast (Revenue, Units, and ASP)	5
Table 2: Worldwide Digital Video Interface Market Forecast (Revenue, Units, and ASP)	6
Table 3: Worldwide Digital Video Interface Revenue Forecast by Region.....	10
Table 4: Worldwide Digital Video Interface Shipment Forecast by Region.....	11
Table 5: Worldwide Digital Video Interface Revenue Forecast by Market Segment	17
Table 6: Worldwide Computer Digital Video Interface Revenue Forecast by Application	20
Table 7: Worldwide Computer Equipment Revenue Forecast by Application	20
Table 8: Worldwide Computer Equipment Shipment Forecast by Application	21
Table 9: Worldwide Consumer Digital Video Interface Revenue Forecast by Application.....	23
Table 10: Worldwide Consumer Electronics Revenue Forecast by Application.....	24
Table 11: Worldwide Consumer Electronics Shipment Forecast by Application.....	25
Table 12: Other Digital Video Interface Revenue Forecast by Application Area.....	30
Table 13: Other Electronics Revenue Forecast by Application Area.....	31
Table 14: Other Electronics Shipment Forecast by Application Area.....	31
Table 15: Worldwide Digital Video Interface Revenue Forecast by Product Type.....	33
Table 16: Worldwide Digital Video Interface Shipment Forecast by Product Type	34
Table 17: 2008 Worldwide Digital Video Interface Market Share by Supplier.....	46

This report is the property of Databeans Inc., and has been distributed to a select group of clients upon specified terms and conditions. Data presented in this report is an interpretation of the modeled market, and is believed to be reliable, but is not guaranteed for accuracy or completeness. Reproduction of this report, in whole or in parts, is permitted only by express consent of Databeans, Inc.



© 2009 **databeans** Incorporated

Publication Number: 09LOGIC-DVI

Research Analyst: Susie Inouye

✉ sinouye@databeans.net

Research Analyst: Matt Scherer

✉ matt@databeans.net

Research Analyst: Myson Robles-Bruce

✉ myson@databeans.net
