Connected TV Peripherals Expand Global Market Growth for Semiconductor Vendors

Worldwide hundreds of millions of consumers can cut the cord and ditch direct or cable to stream their movies and television shows from the Internet because the price of direct or cable combined with the expense of physical DVDs no longer make sense.

A profound shift in business is taking place with Set-tops and paid-for DVD rental services in one corner defending themselves and in the other, the less expensive and free-of-charge Internet entertainment offerings capturing more followers. All that's needed by the challengers is a module or card to hold a new TV connectivity peripheral that has become the means to reach the Internet and the services and Apps it offers.

The long-ago dream of PC makers trying to merge computers with the entertainment devices in the living room is finally taking place – but not as depicted many years ago. A small connectivity computing device has accomplished the task. It may be incorporated into the television but for better performance and future updates – it should be connected externally. Connected television peripherals enable consumers to access online entertainment, games, Apps, and other content on their new and old televisions at a fraction of the price they were paying for bundled entertainment and rental media.

The market for these internet connectivity peripherals is just beginning to grow. Some of these peripherals come as separate small systems or "dongles" while others are in the process of being incorporated into game consoles, Blu-ray players, and even Set-top boxes. Hundreds of designs will continue to penetrate these and other systems since through their low cost they can encourage consumers to get the latest micro-peripheral that provides more computing power, better connectivity, a higher definition image, and requires less power to run

Encore Info forecasts that by 2018, the global market for semiconductor components providing the connectivity and application support in connected TV peripherals will reach over 10.6 Billion US Dollars as TV over Internet gains over bundled services and rentals (See Figure 1). TV connectivity peripherals that support the user interfaces employing remote controls, "second screen" devices, voice recognition, and camera will benefit from the increases in demand for connected peripherals.

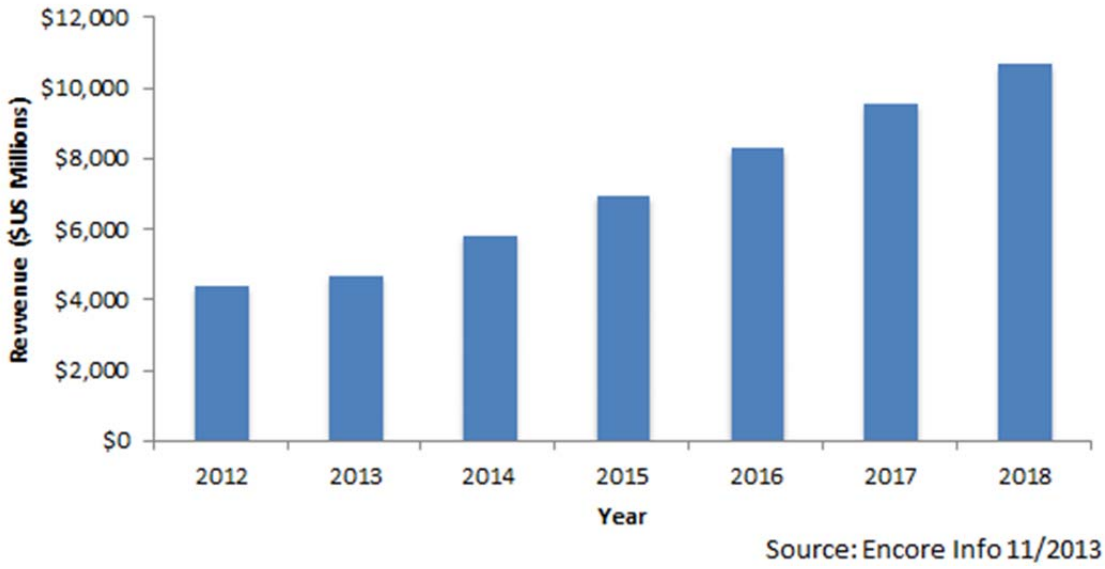

Figure 1. Worldwide Connectivity Semiconductor Revenue 2012-2018

Encore Info's 55-page "Connected Television Peripheral Semiconductor Forecast 2012-2018" analysis provides status and five-year forecast of worldwide and regional shipments and revenues covering semiconductors employed in connectivity peripherals that are used in three consumer product categories: streaming controllers, game consoles, and Set-top boxes plus Blu-ray players. Targeting marketing and sales executives and product managers, the 17 business tables and accompanying MS Excel spreadsheets also include the ASP and BOM (bill of materials) of the connectivity peripherals employed in each of the segments.

Note: in addition to business status and forecasts Encore Info reports also provide technical overviews of products offered by selected companies as well as relevant standards and industry organizations.

The "Connected Television Peripherals Semiconductor Forecast 2012-2018" report covers:

- DLNA whose guidelines define how devices interoperate on a home network whether it uses Ethernet, Wi-Fi (including Wi-Fi Direct), MoCA (Multimedia over Coax Alliance), HPNA (Home Phoneline Networking Alliance), Bluetooth, and/or other network protocols.
- The MHL (Mobile High-Definition Link) Consortium whose hardware technology is analogous to USB in that the TV (or monitor) provides power to the connected device through the same cable that delivers audio, video, and control signals between the two devices.

- Wi-Fi Alliance who focuses on the hardware and software technology development and regulatory programs to certify interoperability of wireless LAN (Local Area Network) products based on the IEEE 802.11 specification.

Researched and analyzed by hardware/software—experienced technical journalist and principal analyst Robert Cravotta, the report is based on available data and meetings with relevant companies as well as technical background provided by Encore Info's experienced team.

Table of Contents

Executive Summary
Worldwide Connectivity Semiconductor Revenue
Table of Contents
List of Tables
List of Figures
Introduction
  Research Methodology
  Example of a Simple System
Market Overview
  Market Drivers Increasing the Demand for Connected TV Peripherals:
  Market Obstacles Limiting the Demand for Connected TV Peripherals:
  Standards and Industry Organizations
    AirPlay
    DIAL (maintained by Netflix and YouTube)
    DLNA (Digital Living Network Alliance)
    MHL (Mobile High-Definition Link) Consortium
    Wi-Fi Alliance
Market Status and Forecast
  Semiconductor Revenue and Shipments
  The Average Cost of Connectivity Components per Connected System
  Apple
  ARM
  FXI Technologies
  Imagination Technologies
  Roku
  Silicon Image
  Streaming Controllers
  Game Consoles
  Blu-ray and Set-Top Boxes
Regional Status and Forecast
  Streaming Controllers – Regional
  Game Consoles – Regional
  Blu-ray and Set-Top-Boxes – Regional
Bills of Materials
Glossary

List of Tables

Table 1. Worldwide Connected TV Peripheral Connectivity Semiconductor Revenues ($US Millions) 2012-2018
Table 2. Worldwide Connected TV Peripheral Shipments (units Millions) 2012-2018
Table 3. Worldwide Connected TV Peripheral Connectivity Semiconductor BOM ASP ($US) 2012-2018
Table 4. Worldwide Streaming Controller Connectivity Semiconductor Shipments (M units), ASP ($US), Revenues (M $US) 2012-2018
Table 5. Worldwide Game Console Connectivity Semiconductor Shipments (M units), ASP ($US), Revenues (M $US) 2012-2018
Table 6. Worldwide Blu-ray and Set-Top Box Connectivity Semiconductor Shipments (M units), ASP ($US), Revenues (M $US) 2012-2018
Table 7. Worldwide Connected TV Peripheral Shipments by Region (unit Millions) 2012-2018
Table 8. Worldwide Connected TV Peripheral Connectivity Semiconductor Revenues by Region ($US Millions) 2012-2018
Table 9. Worldwide Streaming Controller Shipments by Region (unit Millions) 2012-2018
Table 10. Worldwide Streaming Controller Connectivity Semiconductor Revenues by Region ($US Millions) 2012-2018
Table 11. Worldwide Game Console Shipments by Region (unit Millions) 2012-2018
Table 12. Worldwide Game Console Connectivity Semiconductor Revenues by Region ($US Millions) 2012-2018
Table 13. Worldwide Blu-ray and Set-Top Box Shipments by Region (unit Millions) 2012-2018
Table 14. Worldwide Blu-ray and Set-Top Box Connectivity Semiconductor Revenues by Region ($US Millions) 2012-2018
Table 15. Worldwide Streaming Controller Average Connectivity Semiconductor BOM ($US) 2012-2018
Table 16. Worldwide Game Console Average Connectivity Semiconductor BOM ($US) 2012-2018
Table 17. Worldwide Blu-ray and Set-Top Box Average Connectivity Semiconductor BOM ($US) 2012-2018

List of Figures

Figure 1. Worldwide Connectivity Semiconductor Revenue ($US Millions) 2012-2018
Figure 2. Block diagram of a connected Blu-ray player
Figure 3. Worldwide Connected TV Peripheral Connectivity Semiconductor Revenues ($US Millions) 2012-2018
Figure 4. Worldwide Connected TV Peripheral Revenue Percentages 2013
Figure 5. Worldwide Connected TV Peripheral Revenue Percentages 2018
Figure 6. Worldwide Connected TV Peripheral Shipments (units Millions) 2012-2018
Figure 7. Worldwide Connected TV Peripheral Shipment Percentages 2013
Figure 8. Worldwide Connected TV Peripheral Shipment Percentages 2018
Figure 9. Apple TV AirPlay-enabled receiver
Figure 10. ARM's Block Diagram of a Mid-Range TV (Dongle) Peripheral
Figure 11. FXI Technologies Cotton Candy thumb-drive-like system

Figure 12. Imagination Technologies' Digital Media Block Diagram
Figure 13. Roku Streaming Players
Figure 14. MHL Link Overview
Figure 15. Silicon Image's 60GHz WirelessHD module
Figure 16. Worldwide Streaming Controller Connectivity Semiconductor Revenue ($US Millions) and Shipments (unit Millions) 2012-2018
Figure 17. Worldwide Game Console Connectivity Semiconductor Revenue ($US Millions) and Shipments (unit Millions) 2012-2018
Figure 18. Worldwide Blu-ray and Set-Top Box Connectivity Semiconductor Revenue ($US Millions) and Shipments (unit Millions) 2012-2018

The report corporate price is $2,495 and the electronic version includes the MS Excel spreadsheet plus 2 hours of answered questions by the analyst.

Additional information is available at www.encoreinfo.com/reports/eictvp1311 or contact:

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