

Networked Digital Media Adapter/Player/Receiver Market Gets Crowded

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Report Summary

The market for networked digital media adapters/digital media players/digital media receivers (DMAs/DMPs/DMRs) has been emerging slowly for a number of years. Since the market is still relatively small, it enjoyed growth of nearly 50% in 2008, but growth has slowed in 2009, due mostly to the economy.

The number of boxes that can download or stream subscription-based or fee-based web content will more than quadruple from 2008 to 2011. Some in the industry may refer to this as “over-the-top” (OTT) content.

This market is getting very crowded, with many small players, in addition to traditional networking companies like 2Wire, D-Link, Netgear, and ZyXEL, and well-known PC, peripheral, hard drive, or CE companies like Apple, Logitech, Philips Consumer, Pioneer, Samsung, Seagate, and Western Digital.

This report includes product definitions, market trends, vendors, and examples of which CPUs are used in various models. A detailed product matrix for selected vendors is also included with 28 columns of features identified.

Worldwide unit forecast segmentations are provided for audio vs. A/V products through 2013. Further segmentations are included for products that are enabled with Wi-Fi (Ethernet plus Wi-Fi or Wi-Fi only), vs. those only with wired LAN. In addition, a forecast through 2013 is included for worldwide A/V DMAs/DMPs/DMRs that can download or stream subscription-based or fee-based web content.

Consumer survey results that relate to DMAs/DMPs/DMRs from two 2009 surveys are presented, including results from DLNA-focused questions.

HIGHLIGHTS

- The five-year compound annual growth rate (CAGR) is expected to approach 25% for total worldwide networked DMAs/DMPs/DMRs.
- The number of boxes that can download or stream subscription-based or fee-based web content will more than quadruple from 2008 to 2011.
- Vendors need to enable more flexibility for a device to work with both DLNA and non-DLNA devices.
- The recent trend is for many new products to be priced in the \$99 to \$149 range where the feature set resembles basic cable and a user gets “bare bones” features included with the purchase. Users then have to pay extra to get more functionality.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

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