

Portable Media Players - UK - November 2012

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"The growing popularity of streaming services may lead to a market where in two to three years, a substantial portion of consumers pay an average monthly fee in order to gain access to a huge cloud-based library of content, without necessarily storing the content on their own devices."

- Samuel Gee, Technology Analyst

In this report we answer the key questions:

- Can the PMP market leverage 4G?
- What can manufacturers do if devices no longer sell?
- What demographics could best be targeted by PMP manufacturers?
- Are there any hardware changes that could boost PMP appeal?

The portable media player (PMP) market has come under significant stresses through 2011 and 2012, as skyrocketing smartphone usage has made ownership of a separate device to play music or video on in many cases redundant. Mid-market devices have been hurt the most, whilst cheaper MP3-only sporting accessories have proven themselves slightly more resilient. Top-end, application-enabled and internet-connected devices risk blurring the lines, however, between portable media players and smaller tablet computers. This report examines which brands of PMPs are popular with consumers, how often consumers use their PMPs, which features consumers desire in their next device and consumer attitudes towards PMPs.

Although many other devices such as smartphones and tablet computers broadly fit under this category, they are excluded from market size considerations and are treated as separate device categories in all analysis.

PMPs are interchangeably referred to throughout the report as 'MP3/MP4 players', especially in discussion of TGI data.

There is in some respects a lack of industry clarity over the distinction between larger, advanced PMPs capable of using applications and connecting to the internet, and smaller tablet computers. As with the majority of retail outlets, this report takes any device with a diagonal screen size of 5" or less to be a PMP, and any device with a screen size of over 5" to be a tablet computer.

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