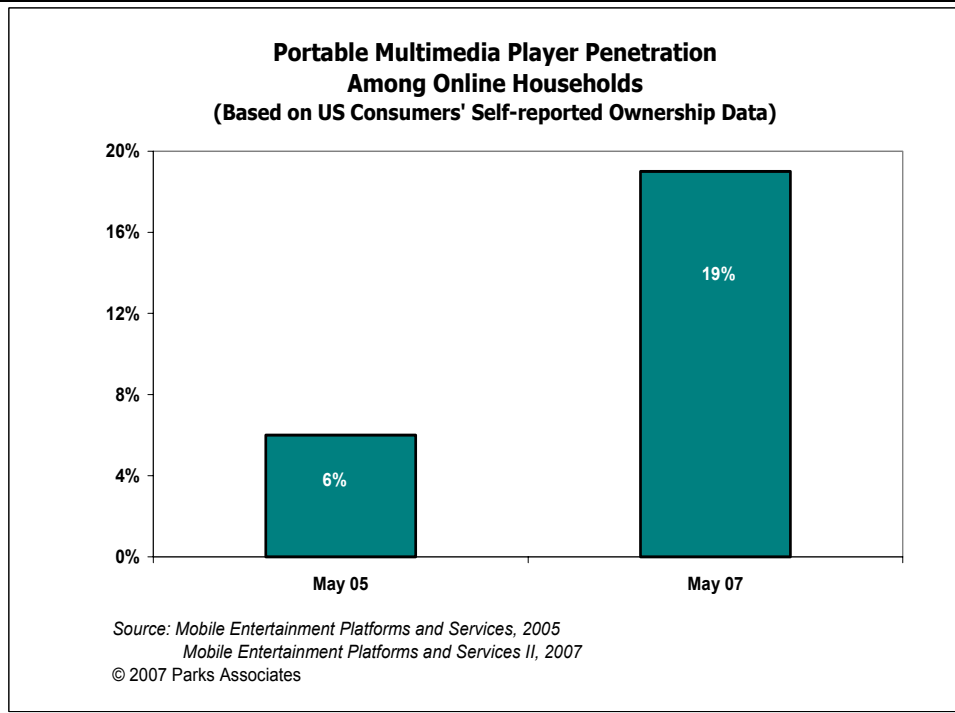


Synopsis

This report will re-examine the portable multimedia player market after the first report was published two years ago in 2005. Besides highlighting and updating the technology and feature trends, this report will focus on analyzing consumers' usage of the device and evaluating the impact of the latest digital media consumption trends on the adoption and positioning of the device relative to other portable entertainment platforms.

Portable Multimedia Player Penetration



Publish Date: Oct 07

"Two years have passed and the portable multimedia player remains an uncertain product category," said Harry Wang, Senior Analyst with Parks Associates. "Part of the problem is, although we've had so far an explosive growth of online video services, the uptake of PMP as a distinctive entertainment platform is undermined by the flourishing of alternative portable entertainment devices."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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