

# Digital Media Continues to Drive Audio Data Conversion

Contributed by IMS Research  
Sunday, 04 September 2005  
Last Updated Sunday, 04 September 2005

Digital Media Continues to Drive Audio Data Conversion?IC Growth??  
?

Wellingborough, UK (August 2005) – IMS Research has recently published its latest report on the world markets for audio data conversion ICs.

The household consumer equipment sector and the PC sector continue to be the largest markets for audio data conversion ICs. Combined, they accounted for almost two thirds of the global market in 2004. Both sectors are forecast to see robust growth over the next five years. However, the strongest growth is forecast to be in the portable consumer equipment sector.

The market for audio data conversion ICs in cellular terminals see a compound-average annual growth rate of almost 50% to 2009. “The strong market growth forecast in cellular terminals is due to the explosive growth expected for music-enabled phones” said Peter Cooney, senior analyst in IMS Research’s analog and mixed signal group. “IMS Research’s most recent report on the worldwide cellular terminal market forecast that over 400 million music-enabled cellular terminals would be shipped in 2009”.

CODECs accounted for over 50% of total revenues in 2004 and their market is also expanding as equipment designers aim to increase functionality whilst reducing cost and board space.

About IMS Research

Started in 1993, IMS Research’s Analog and Mixed Signal Group has become established as an authoritative and reliable source of market information on the global analog and mixed signal IC industry. Its customers include many of the main suppliers throughout the world. This report is focused on and restricted to the markets for data conversion ICs used in audio applications, including ADCs, DACs, CODECs and sample rate converters. If you require any more information on report definitions please contact IMS Research.

IMS Research is a specialist supplier of market research on global electronics markets. Information from IMS Research is used by major companies worldwide to assess market trends, solve marketing problems, and improve the efficiency of their businesses. IMS Research is an international company, selling in more than 35 countries around the world and supported by offices in Austin, Texas and Wellingborough, UK.

For further information, please contact:

Peter Cooney, Senior Market Analyst, Semiconductor Division

IMS Research

tel: 44 (0) 1933 402255

fax: 44 (0) 1933 402266

[peter.cooney@imsresearch.com](mailto:peter.cooney@imsresearch.com)

[www.imsresearch.com](http://www.imsresearch.com)