

# Markedsanalysen

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# Hvorfor markedsanalyse?

- Entreprenørskap alltid vanskelig
- Hvis lykkes, viktig å velge riktig marked
- Akademikere ofte: Teknologi søker marked....
- Dokumenterer behov og kjøpsvillighet
- Størrelse og vekt i totalmarked sier noe om mulighetene til å lykkes kommersielt...
- ...men kan også bety at det finnes etablerte konkurrenter

# Elementer i en markedsanalyse

- Definer kategorien
- Finn og vurder kilder:
  - Offentlig statistikk
  - Kommersielle rapporter og analyser
  - Konkurrenters årsrapporter
  - Patenter
  - Finanspresse
  - Konsulentfirmaer
  - Bransjeorganisasjoner
  - Avisartikler
  - Mennesker
  - Google ++

# Elementer i en markedsanalyse

- Dokumenter størrelse på markedet
- Finn ut av om det vokser, hvor mye
- Finn ut av hvor i livssyklusen markedet er
- Finn ut av de økonomiske mulighetene i markedet
  - Tjener aktørene penger?
  - Øker prisene?

# Elementer i en markedsanalyse

- Karakteristikk ved markedet
  - Lett å komme inn?
  - I hvilken grad lovregulert?
  - Hvordan skjer distribusjon?
- Hvem er kundene?
  - Hva kjennetegner kundene?
- Presentasjon

# Market Background

## SD is the dominant choice

>150M cell phones can be enabled by mid '07

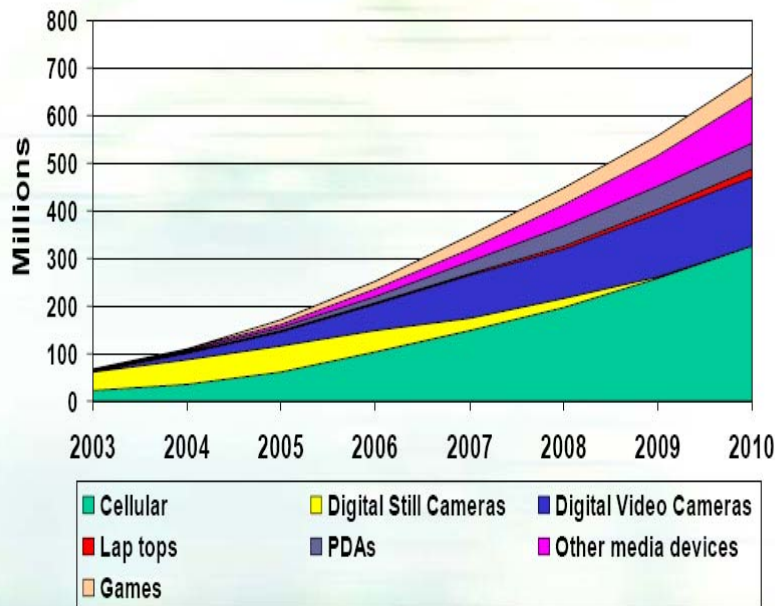
### Portable Technology Strategies (PTS)

Annual Device Sales – With Removable Memory

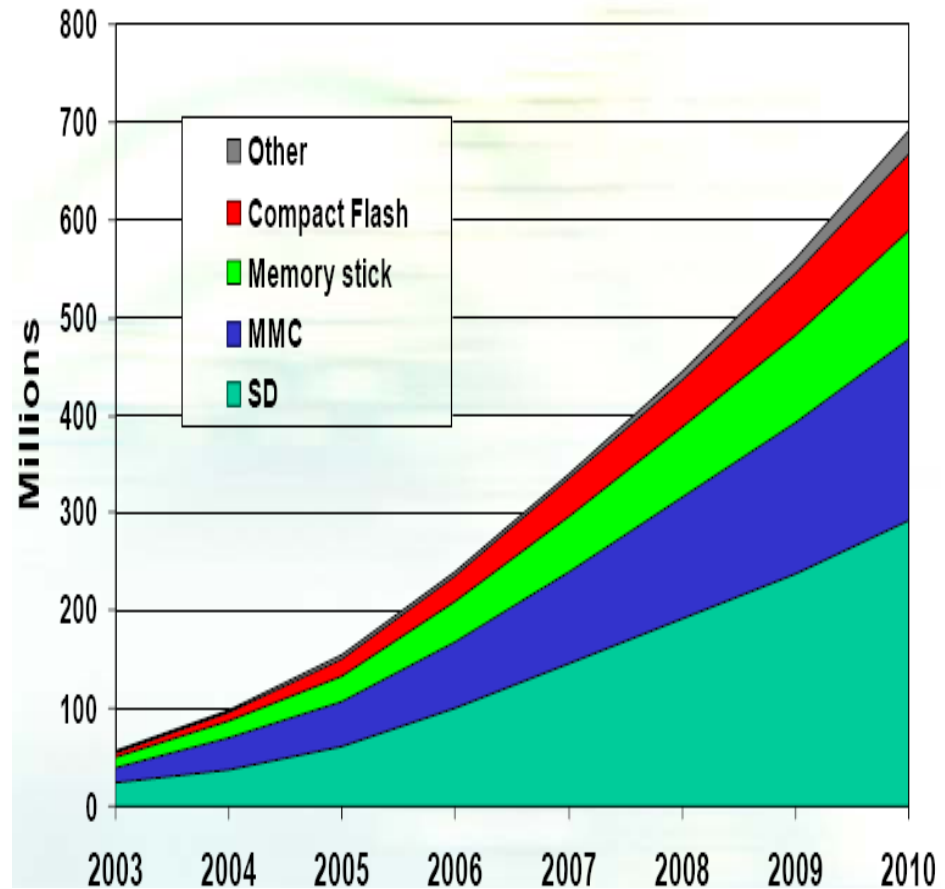


... Insights for Success

#### Annual Device Sales With Removable Memory Slots



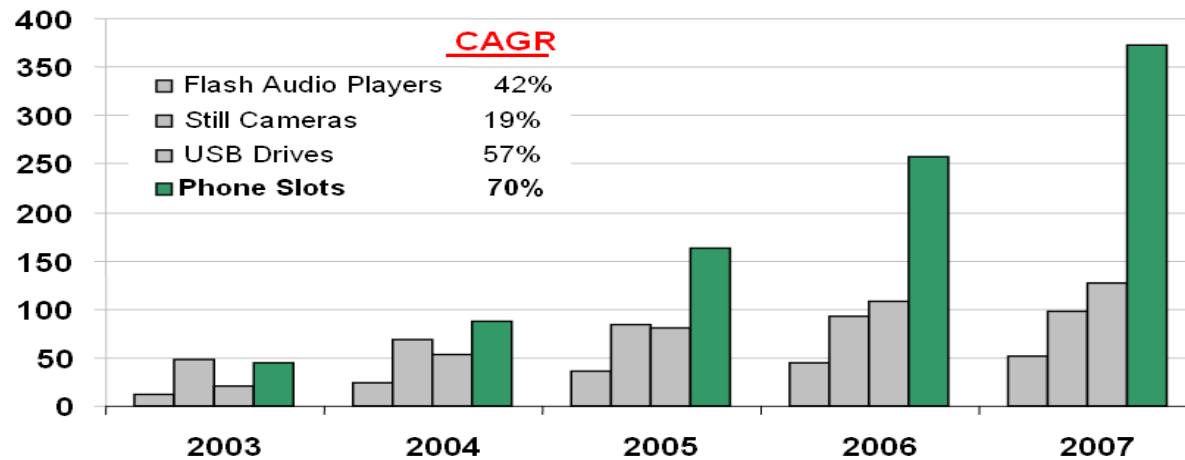
#### Units Shipped By Form Factor



# Write once media is the best choice

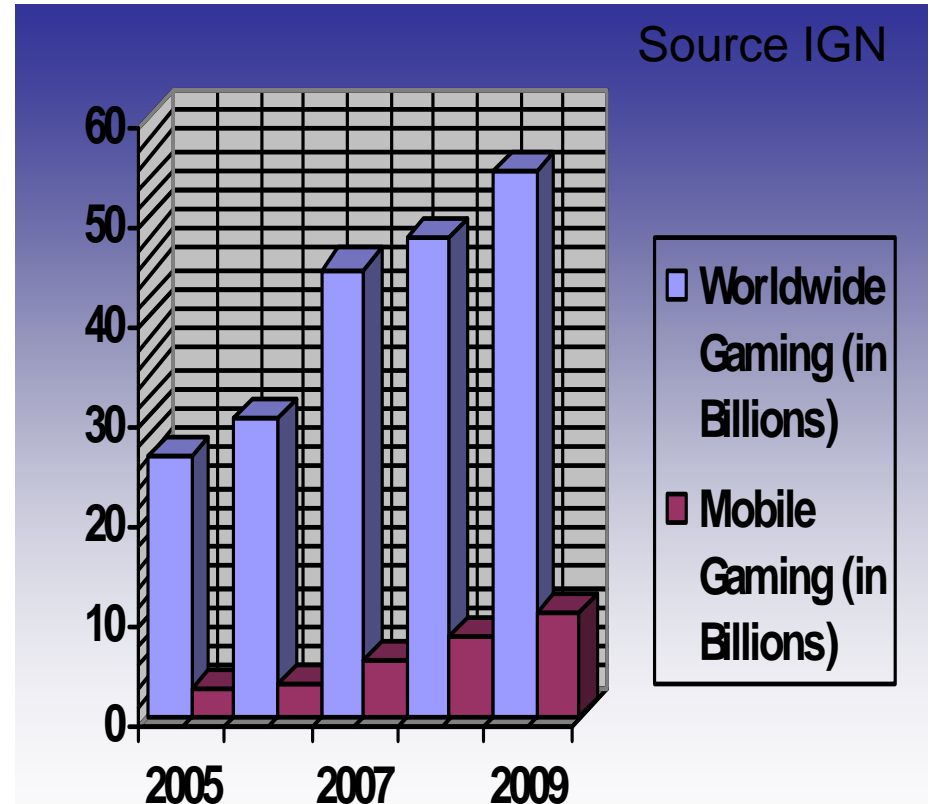
Million Units

Source: Mobile Phone Slots, Flash Audio and Digital Still Cameras: IDC, USB: Gartner



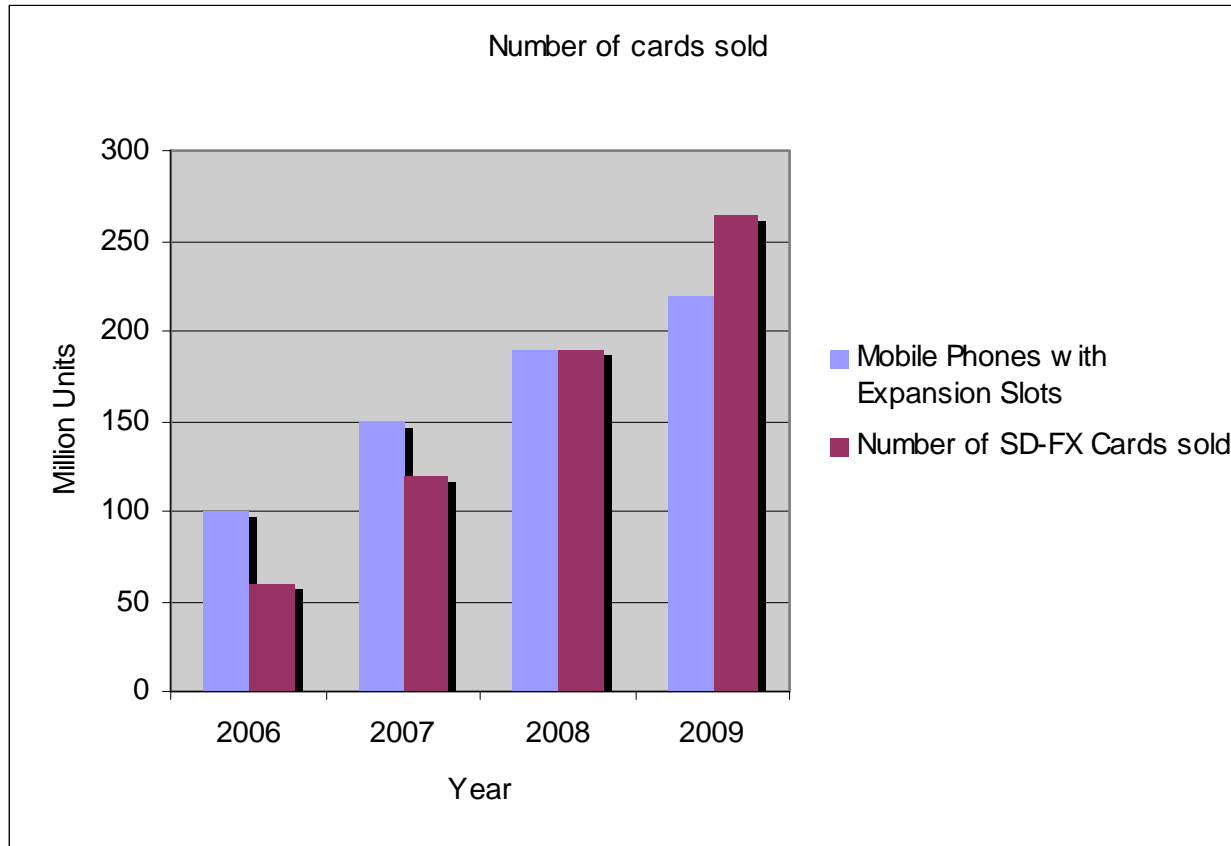
# Market sizing assumptions

- “Mobile gaming has grown significantly as internet capable phones have proliferated, and the value of the sector, just \$65 Million in 2000, is now worth about \$2.6 billion globally, and will expand to \$11.2 billion by 2010.” - *eMarketer, Game On, Nov. 2005*
  - *Europe/US - 550 Million unit game enabled installed base*
  - *US segment - 162M game enabled installed base (27% play games regularly)*

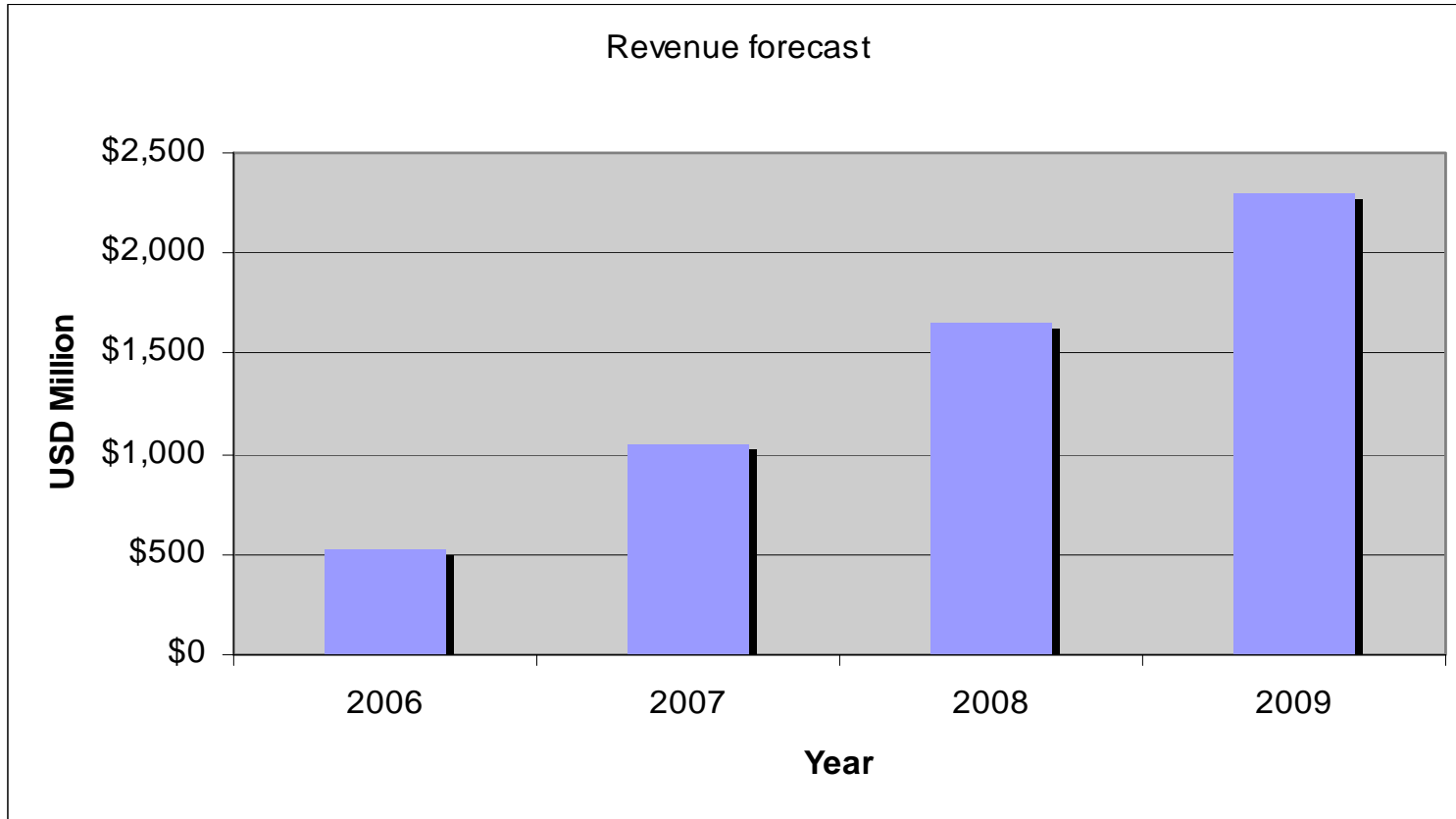




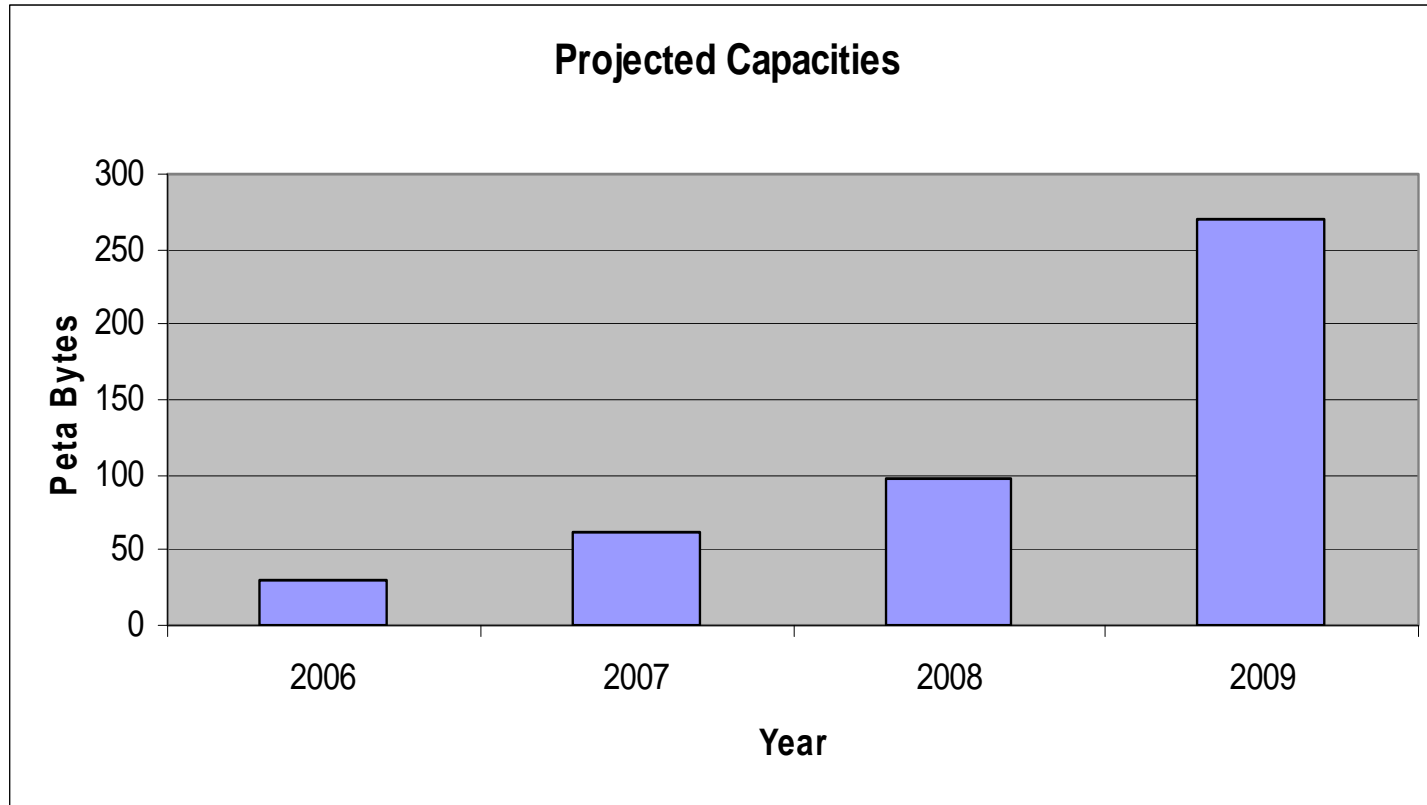
# Projected Unit Volume



# Projected Revenue Forecast



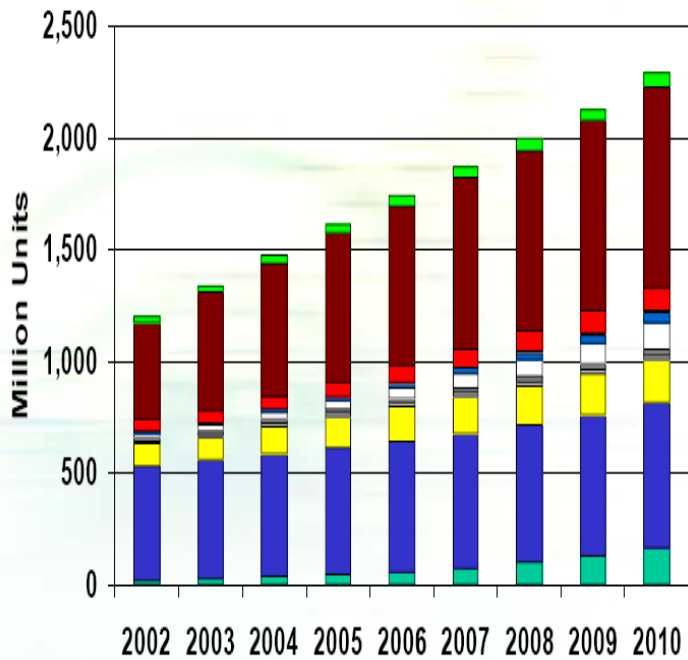
# Projected Capacity Forecast



# Portable Technology Strategies (PTS)



## The Size of the Portable Device Universe.. Including Toys



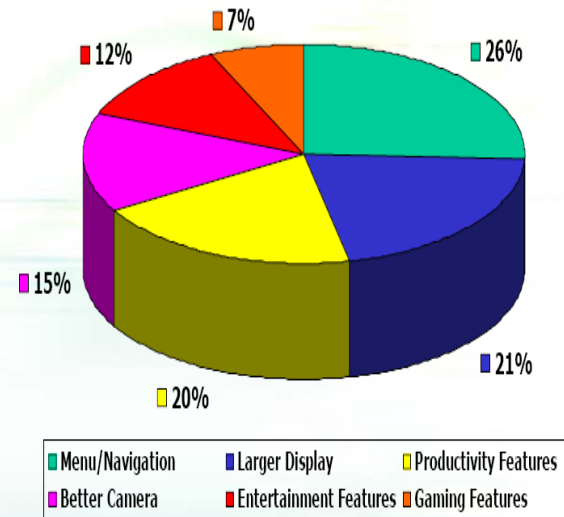
- Other Portable Devices
- Electronic Toys
- Personal Audio Player
- PDA
- Video Cameras
- Digital Still Camera
- MP3 Players
- Digital Media Players
- Hand-held Games
- Cellular Handsets
- Notebook PCs

# Advanced Wireless Laboratory (AWL)



## UK : Feature Budget Allocation for Next Mobile Phone \*

... Insights for Success



\* Sample refers to leading-edge postpaid Technophile end-users in the UK in H2 2004