



PRODUCT INFORMATION

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WHO NEEDS THIS REPORT?

- Handset OEMs & ODMs
- IC Vendors
- Mobile Operators & MVNOs
- Mobile and embedded OS Vendors
- Mobile and embedded SW Services Firms
- Investment Management Firms
- Venture capital firms
- Consumer device firms
- M2M communications device firms

MEDIATEK - Competitive Analysis

Mediatek has had a meteoric rise in the IC business and especially in the handset sector, where it grew from less than US\$25M in 2004 to over US\$2.5B in 2009, at a phenomenal CAGR of over 200%. This dramatic growth in its handset business was realized despite being a late entrant in an already crowded GSM chipset market that was on the verge of being commoditized. In 2009, it shipped over 350Mu, giving it more than a 25% WW market share in the baseband business, and catapulting it to be among the top wireless semiconductor suppliers.

WHAT QUESTIONS DOES THIS REPORT ANSWER?

1. What is Mediatek's winning strategy from a market and customer perspective?
2. What is Mediatek's winning strategy from a product perspective?
3. What is the company's business model? How is it able to sustain high margins and revenue growth in the market place?
4. What are the company's current products? Who are they shipping to and where?
5. What are Mediatek's strengths/assets that give it a sustainable competitive advantage?
6. What is the company's innovation and differentiation strategy in the marketplace?
7. How is Mediatek driving China's *Shan Zhai Ji* ("bandit handset") gray market? Will this be a positive force or a liability in its quest for continued growth over the coming years?
8. How does the company support a diverse customer base? Will this be sustainable?
9. What are the company's weaknesses?
10. What are the company's acquisitions and alliances?
11. What are the potential acquisition targets that could transform Mediatek into an even more formidable player?
12. How does Mediatek compare with its strongest competitors (Qualcomm, Spreadtrum)?
13. How is Mediatek positioned in the growing Smartphone market?
14. What are the potential threats and risks for Mediatek over the next few years?
15. What are the opportunities/new markets and the projections for Mediatek business over the next 1-3 years?

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