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High-End Entertainment Systems: Analysis and Forecasts

By Bill Ablondi, Director, Home Systems Research 1Q 2008

Synopsis

This report assesses the high-end entertainment systems market based on surveys and research of all principals in the home systems installation channel, including custom electronic systems designers/integrators, security systems integrators/installers, home builders, & consumers. It provides updated forecasts of unit sales and revenues for home theater, multi-room audio and media server systems as well as the adoption of home entertainment networks.

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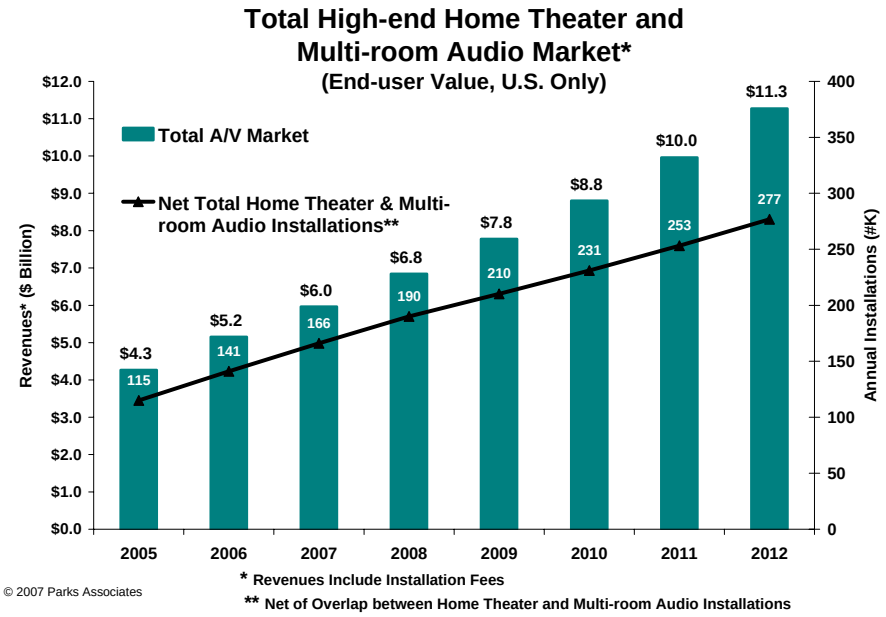
Market Value and Number of Installations



"The high-end A/V market is in a major stage of transition as digital content delivered over IP networks approaches the performance and quality of analog media with the added flexibility only digital content offers," said Bill Ablondi, Director, Home Systems Research, Parks Associates.

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.

The Bottom Line

1.0 Notes on Methodology
- 1.1 Sources of Data
- 1.2 Definitions and Descriptions

2.0 Current State of the High-end A/V Market
- 2.1 Characterizing the Customers
- 2.2 Technology/Product Trends
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  - 2.2.2 Multi-room Audio
  - 2.2.3 Media Storage
- 2.3 Distribution Channels
  - 2.3.1 Home Systems Integrators/Installers
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- 3.4 The Installation Pyramid & Opportunity Gap

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- 4.1 Home Theater Systems
- 4.2 Multi-room Audio Systems
- 4.3 Media Servers
- 4.4 Entertainment Networks

5.0 Takeaways and Recommendations

Resource Book

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- 2007 National Scan
- Global Digital Living II
- Digital Media Habits II
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- Mitsubishi
- Monster
- Panasonic
- Pioneer
- Polk
- Runco
- Russound

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Samsung
Sharp
Sonance
Sony
SpeakerCraft
Stewart
Universal Remote
Yamaha

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