

Global and China Netbook Industry Report, 2008-2009



The netbook, theoretically means the laptop device advantaged at portable and cost-performance, the term was coined by Intel at Taiwan Computex Exhibition in 2008. We define the netbook as the laptop focus on internet connection, ranges in size from over 7 inches to 12 below, and cheaper than the mainstream price of laptops, it also called as Mini-notebook.

There are four driving forces to promote the development of netbook. Firstly, consumers' reliance on Internet. Secondly, technology advancement. Due to the high cost, the market was lack of products with low-price and light-weight, however, since Intel launched the Atom platform, plus the integration of various technologies such as mechanical technology and electronic technology, the netbook had its birth and will enjoy a dramatically growth.

Thirdly, profit-seeking by mobile operators. The light-weight feature of netbook decides it was originally designed for mobile Internet, will certainly need the networks of telecom operators. In addition, the arriving of 3G and 3.5G also has laid the solid foundation for its applications. Meanwhile, cooperated with telecom operators, ASUS and Acer are preparing to launch free netbooks.

Lastly, the low price. Like mobile phones, telecom operators may subsidy netbook manufacturers to realize extra low-price or even free netbook in order to stimulate the development of netbook market.

Exemplified by UMPC and Tablet PC, the development of laptop had tried several breakthroughs till today. Moreover, PMP also tried to approach laptop market by MID. Whereas, the netbook is the one can meet consumer demand the most, MID and UMPC are facing great survival challenge. Especially under the current situation of global economy down, the high cost-performance of netbook is giving a deathblow to it competitors, which is also the reason why Nokia turned to netbook although it had launched the Pocket PC.

The year of 2009 will witness the dramatically growth of netbook, and optimistically, its shipment is expected to reach 35 million, over two times in 2008. However, the laptop shipment in general is likely to decline.

However, the market is difficult for the new entrants, considering the two giants, ASUS and Acer, are together having 60% market shares. The cooperation with mobile operators may change the market layout, which is the reason why Nokia believe its profit in netbook market. However, ASUS and Acer are also hooking in telecom operators.

The cooperation with telecom operators will stimulate the second boost of netbook, attracting more mobile phone manufacturers. The market competition tends to be fiercer.

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