



# Yankee Group

*Tablet/E-Reader  
Data Snapshot*



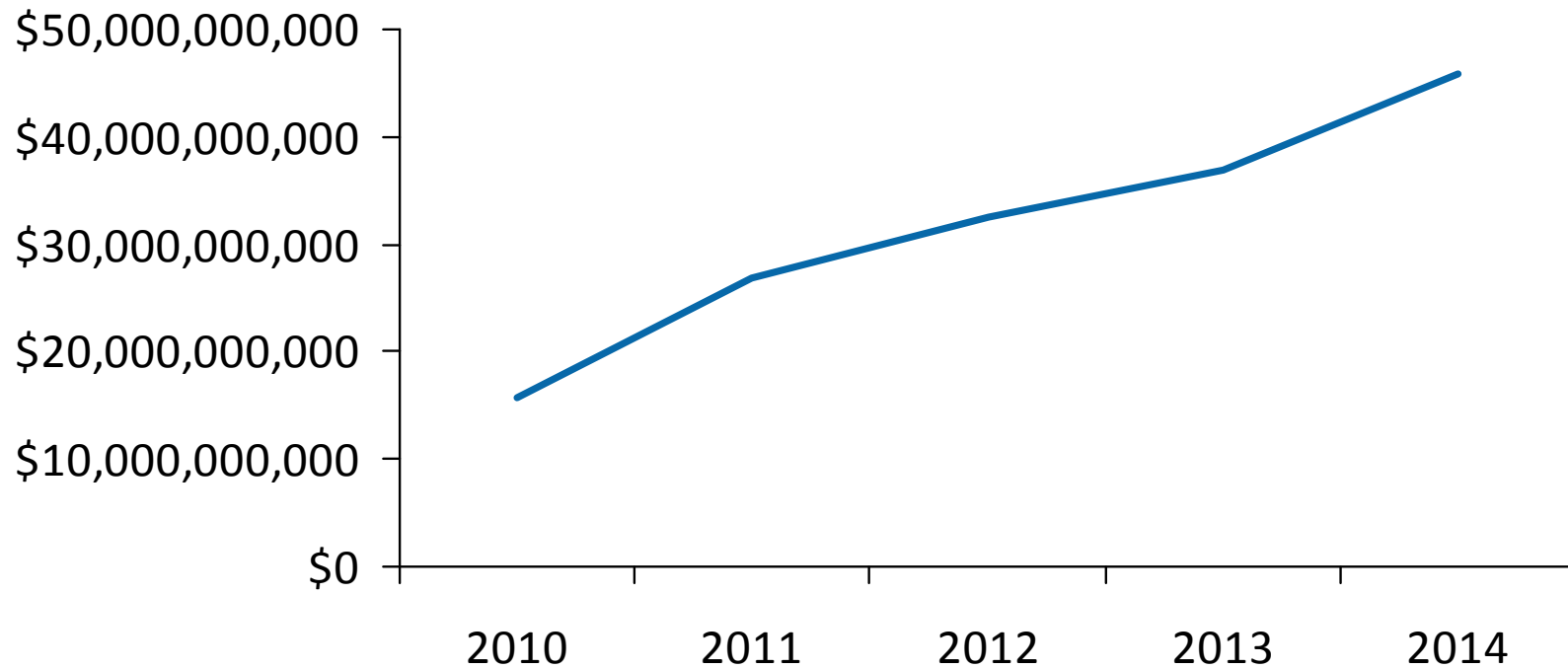
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# Tablet/E-Reader Market Trends

- Total global revenue for tablets is expected to reach \$46 billion in 2014.
- Average selling price of tablets worldwide will fall by more than half between 2010 and 2014.
- In 2010, North America will lead the market in tablet revenue with 37% of the global market, but by 2014, North America's share will fall to 17% as sales in Asia-Pacific heat up.
- Global e-reader revenue will reach over \$8 billion by 2014.
- From 2010 to 2014, the average selling price for e-readers will fall by 40%.
- E-reader revenue share for Asia-Pacific will increase from 34% in 2010 to 49% in 2014.



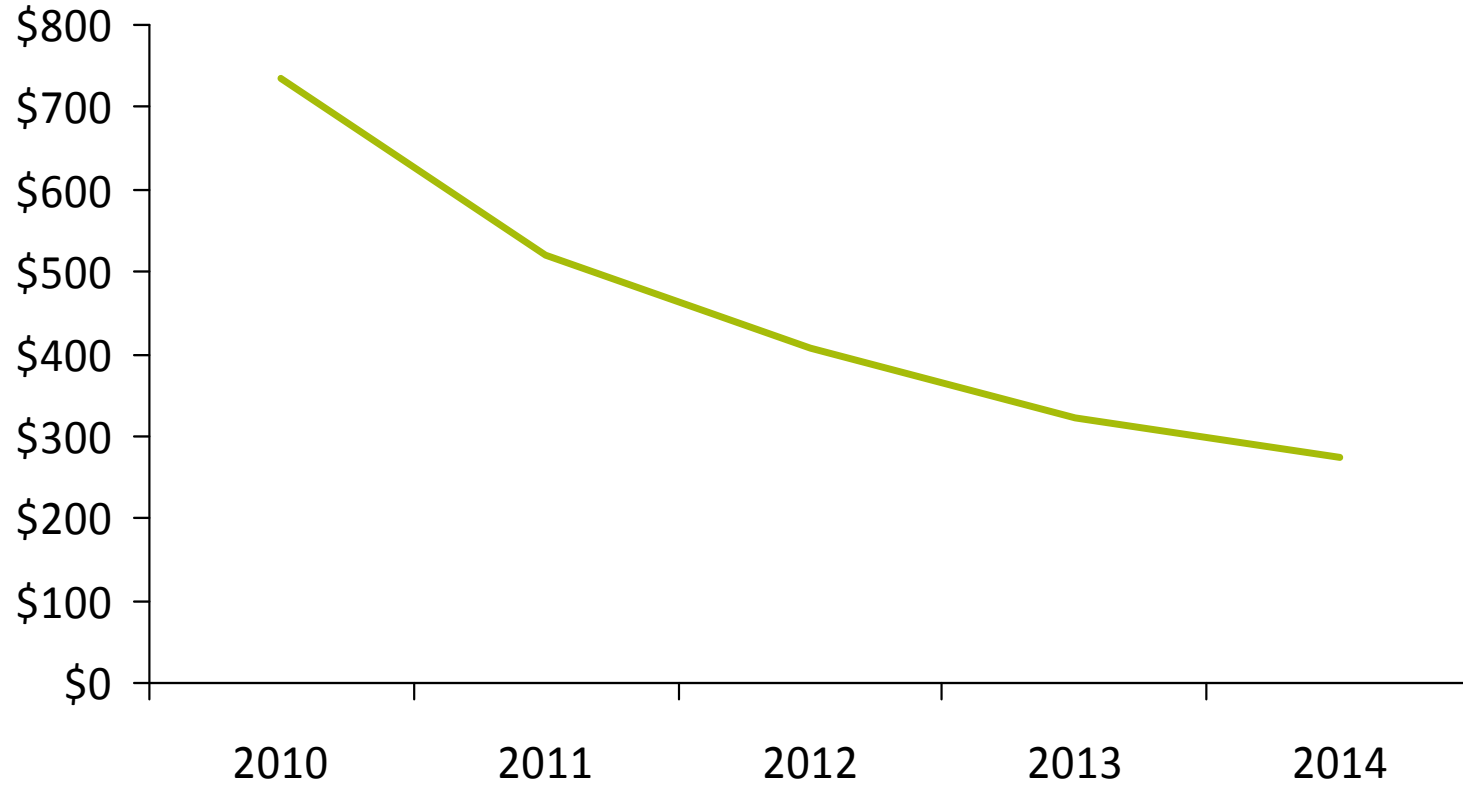
# Tablet Revenue Worldwide



Source: Yankee Group Consumer Connected Devices Forecast, December 2010



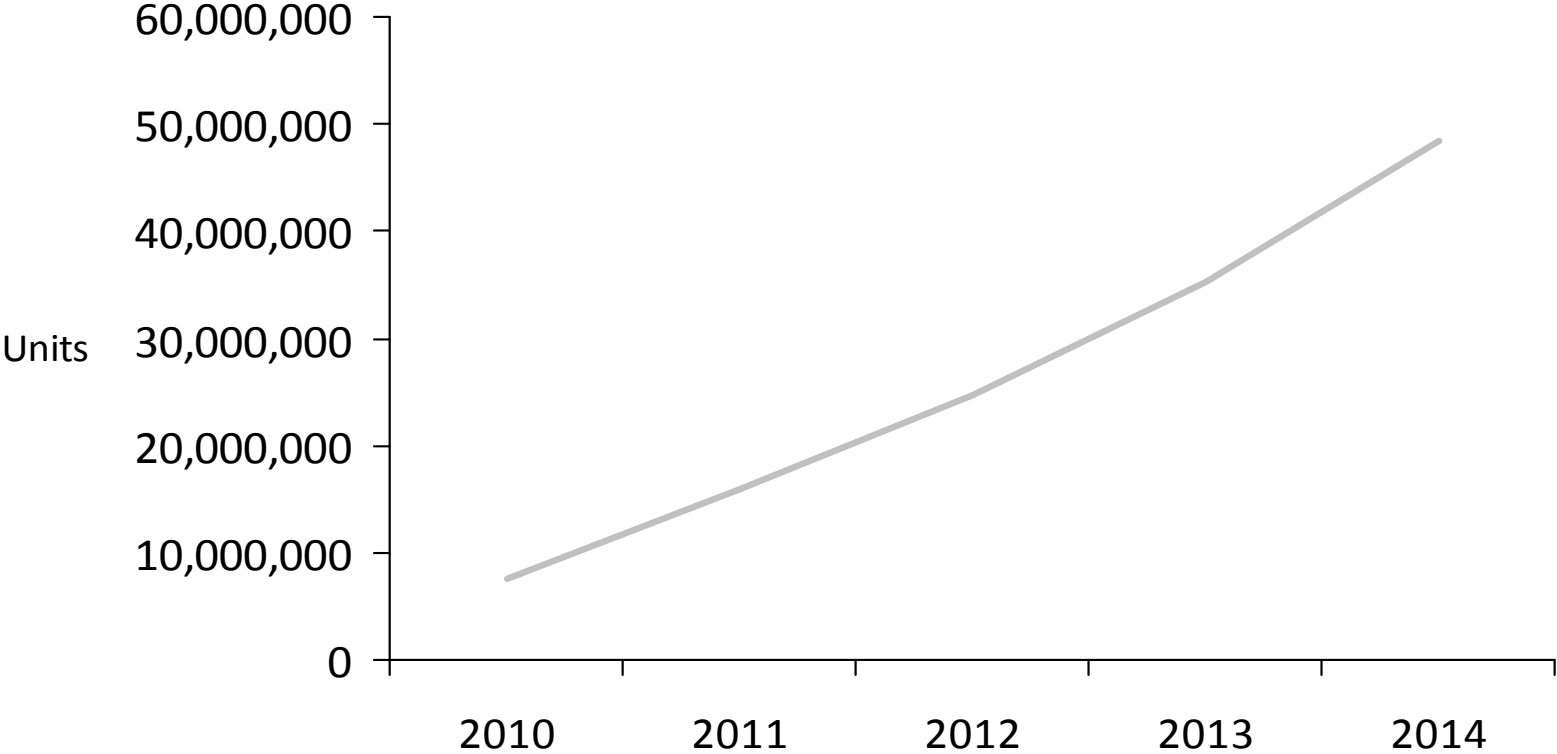
# Tablet Global Average Selling Price



Source: Yankee Group Consumer Connected Devices Forecast, December 2010



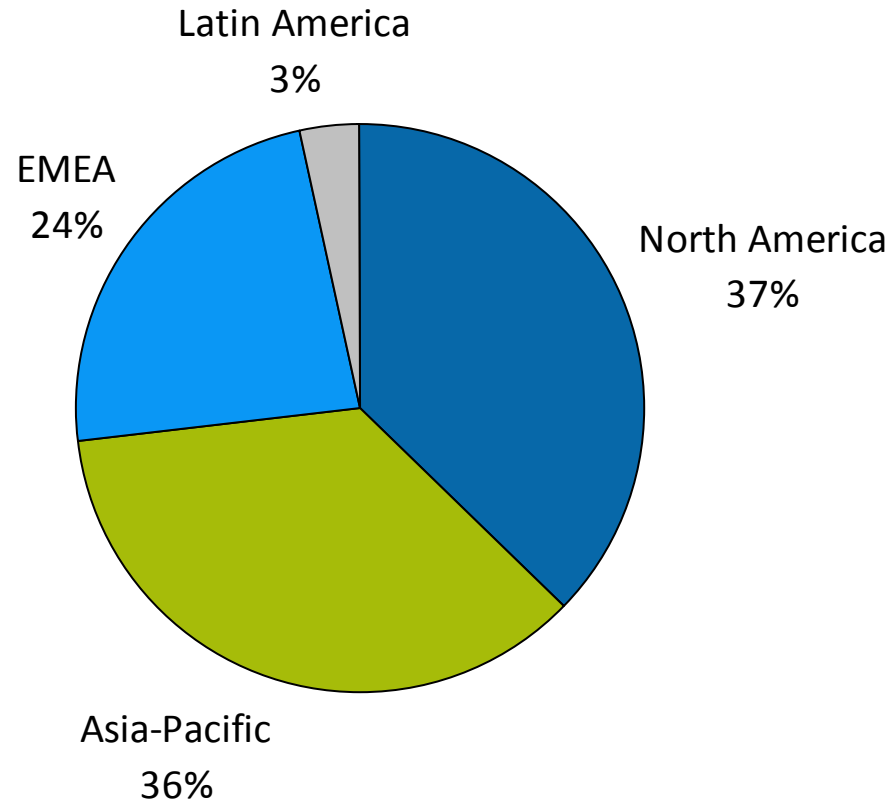
# US Tablet Installed Base



Source: Yankee Group Consumer Connected Devices Forecast, December 2010

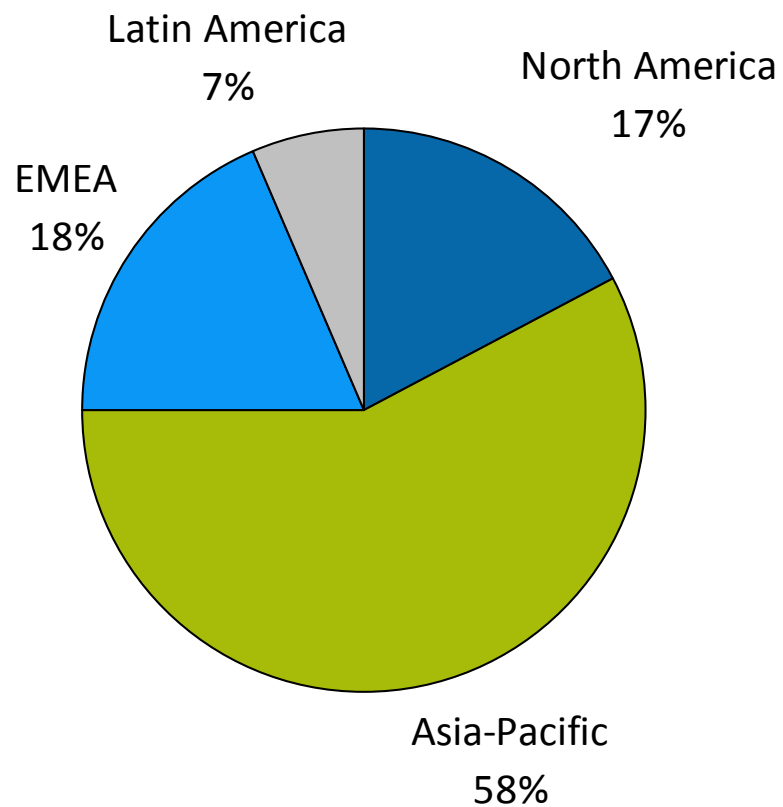


# Tablet Revenue by Region 2010



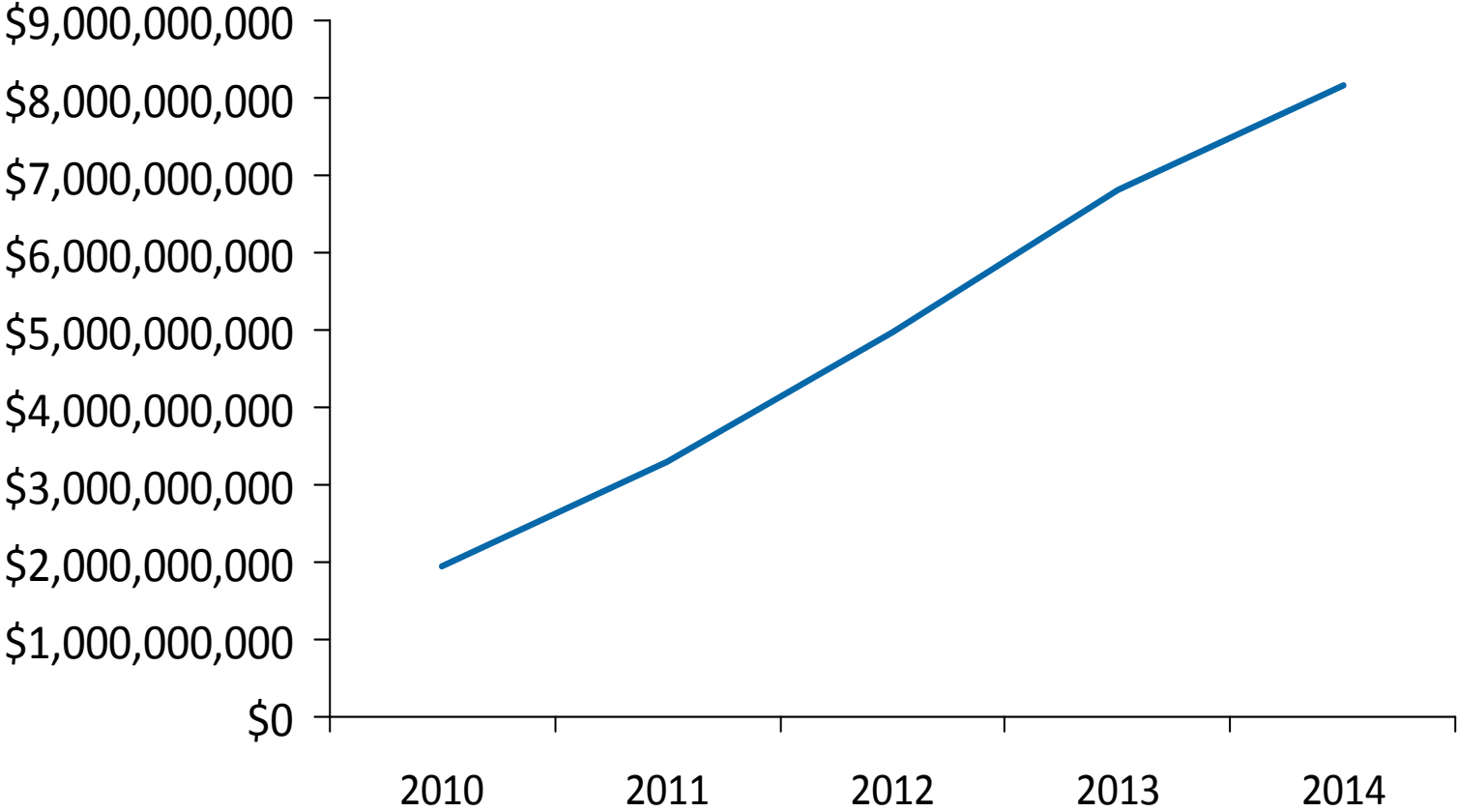
Source: Yankee Group Consumer Connected Devices Forecast, December 2010

# Tablet Revenue by Region 2014



Source: Yankee Group Consumer Connected Devices Forecast, December 2010

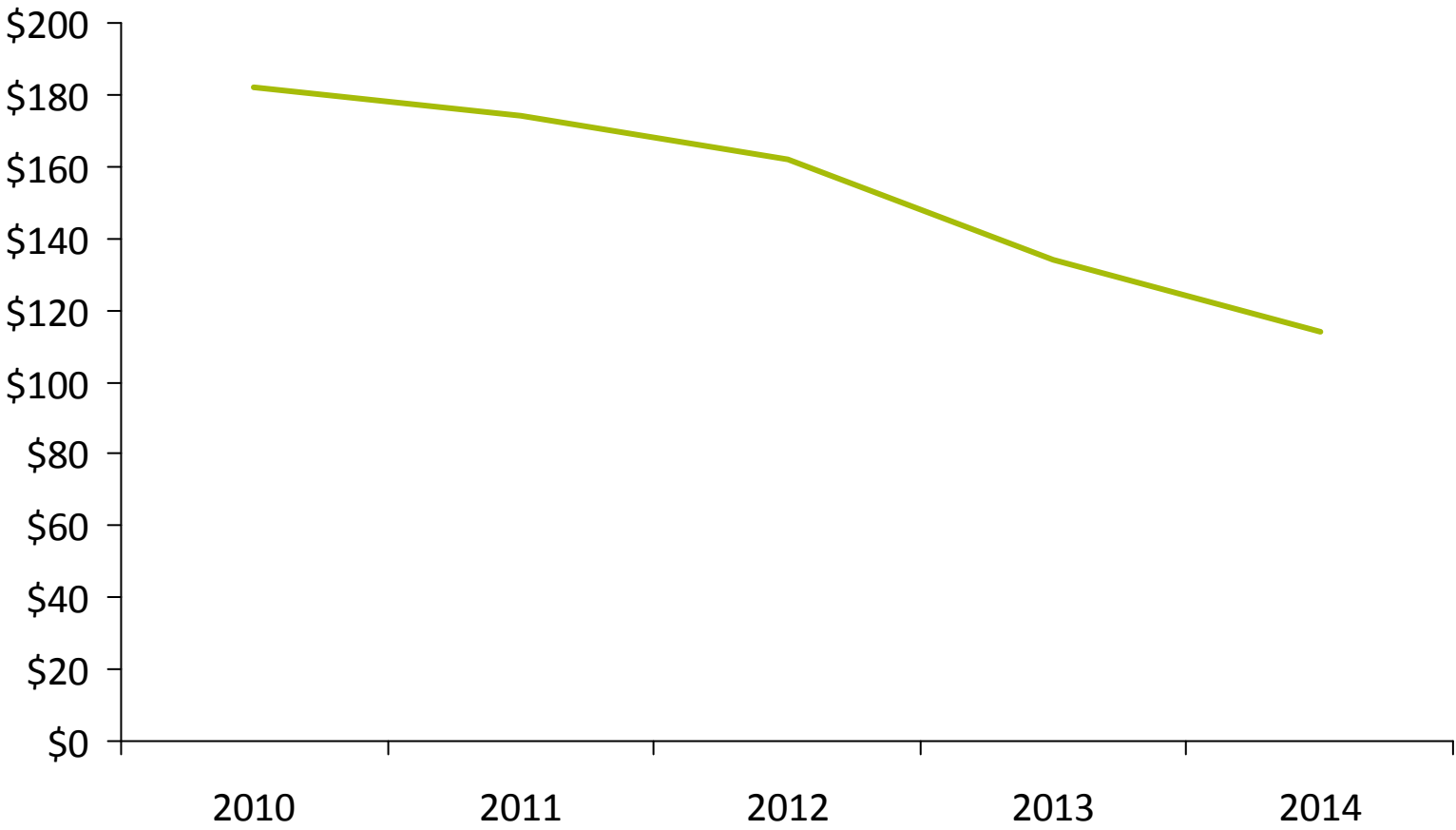
# E-Reader Global Revenue



Source: Yankee Group Consumer Connected Devices Forecast, December 2010



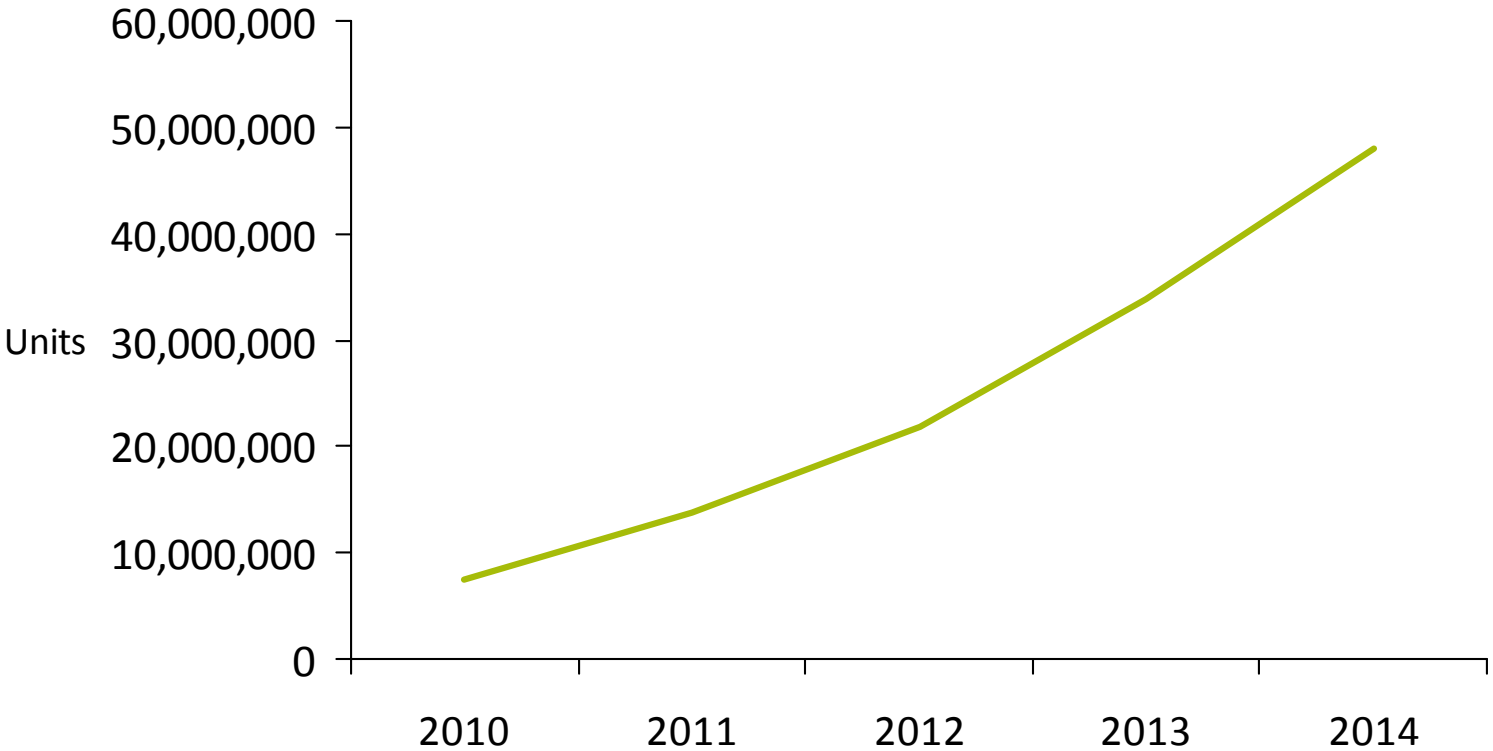
# E-Reader Global Average Selling Price



Source: Yankee Group Consumer Connected Devices Forecast, December 2010



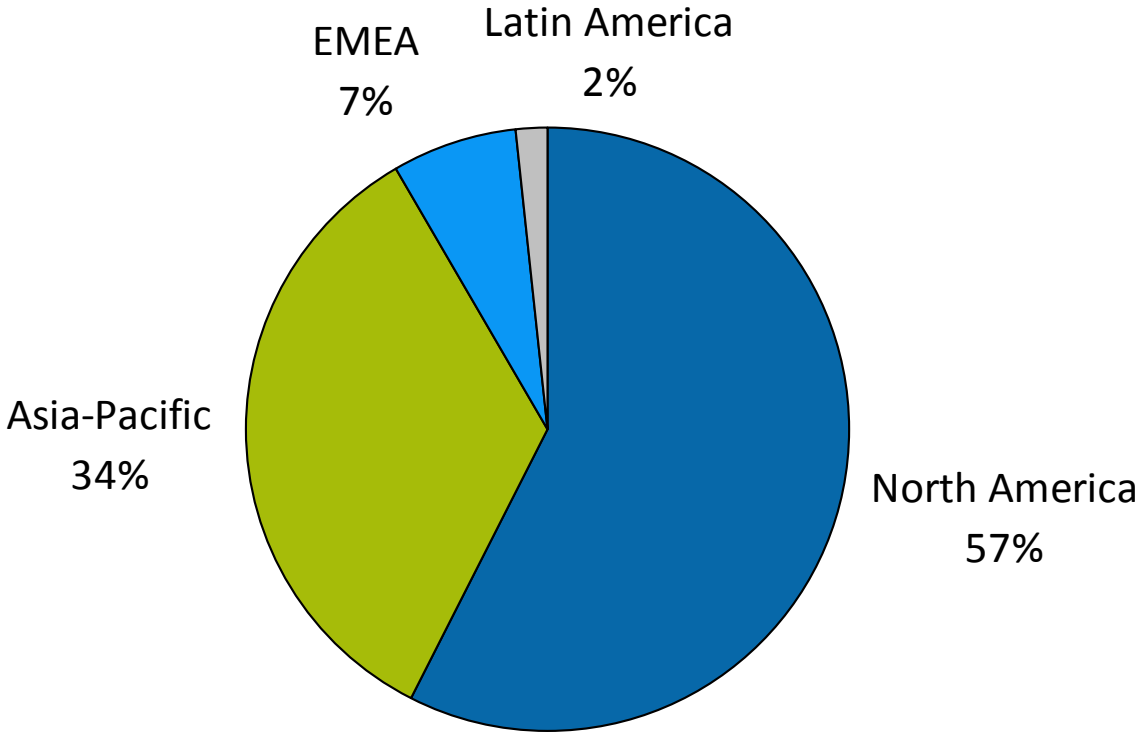
# E-Reader US Installed Base



Source: Yankee Group Consumer Connected Devices Forecast, December 2010



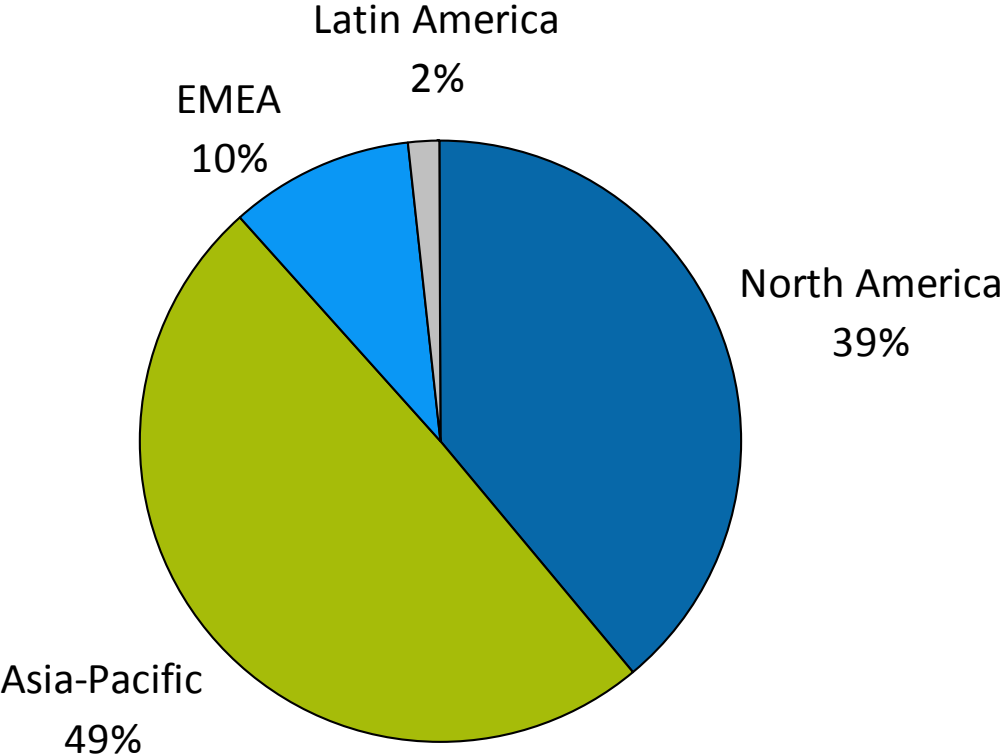
# E-Reader Revenue by Region 2010



Source: Yankee Group Consumer Connected Devices Forecast, December 2010



# E-Reader Revenue by Region 2014



Source: Yankee Group Consumer Connected Devices Forecast, December 2010

