Pandemic pushes change in computing market, where USB-C AV penetration is growing, but HDMI still dominates the AV interface market

The device market is the central driver of the market for AV interfaces, which has been significantly affected by both COVID-19 and semiconductor shortages. While shortages are now unwinding as demand patterns return to normal, behaviour changes caused by COVID-19 pandemic restrictions on work, home and education balance are likely to persist.

The effect of this on the rise of notebook PCs over desktop and AIO PCs is significant as notebook PCs will have a better long-term outlook as corporate purchases reflect mixed home/office working. This affects the AV interface market as notebook PCs have greater space constraints than Desktop PCs, limiting the range of ports on each device.

The 2022 edition of the Interface Battleground Report forecasts the annual adoption rate of AV ecosystems (HDMI, DisplayPort, DisplayPort alt-mode over USB-C and Thunderbolt) and video protocols (HDMI and DisplayPort) across four vertical segments and 21 device categories from 2020 to 2026.

The Interface Battleground Report is part of Omdia’s Consumer Electronics Intelligence Service. An Excel spreadsheet accompanies the PowerPoint analysis.
**Report Coverage**

### KEY ISSUES ADDRESSED

- What is the current and future adoption of AV interfaces across the computing, portable device, consumer electronics, and transportation segments?
- What products will adopt AV interfaces or discontinue use? Where will markets shift from one interface to another and why?
- What trends drive adoption of particular AV interfaces? What factors limit growth?

### Frequency, Time Period

- Base year: 2020
- Forecast to 2026

### Measures

- Unit shipments (kU)
- Adoption rate (%)

### Regions, Markets

- Worldwide

### Vertical Markets Covered

- Computing
- Portable devices
- Consumer electronics
- Transportation

### Products Covered

- Notebook PC
- Monitor
- Desktop PC
- AIO PC
- Projector
- PC docking station
- Discrete adapter & hub
- Smartphone
- Tablet
- TV
- Set-top box
- Streaming media device
- DVD & Blu-ray player
- AV receiver
- Soundbar
- Video game: Console & handheld
- Video game: Virtual reality
- Digital still camera
- Digital video camera
- Consumer video surveillance systems
- Automotive

### Technologies Covered

- HDMI
- DisplayPort
- Thunderbolt
- DisplayPort alt-mode

### COVERAGES

- Marketing and product managers, market analysts, executives
- Business and strategic planners
- Semiconductor suppliers
- PC, portable device, CE, and automotive device vendors
- Device makers (OEMs and ODMs)
- Cable and connector vendors
- Trade and industry associations
- Financial institutions, banks, securities firms, venture capitalists

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*The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.*
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