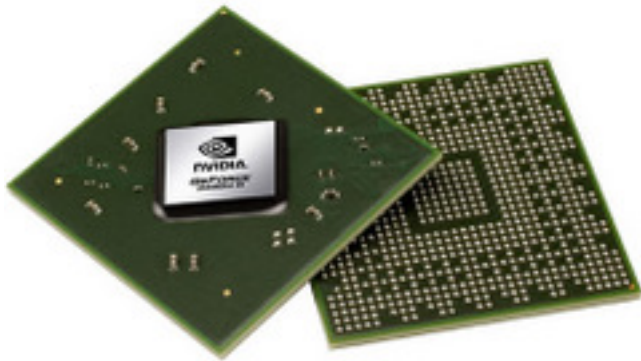


PC Graphics Down 7.8% in Q4

Written by Marco Attard
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Jon Peddie Research reports 2010's WW PC graphics devices shipments show only a 4.3% Y-o-Y growth-- a result it describes as disappointing. 2010 started strong start with analysts (including Gartner and IDC) predicting the year ending with 13-15% growth.

As device shipments declined, pc graphics chip shipments fell 7.8% in Q4. To make results worse, market leader Intel shows decline (instead of the traditional seasonal pickup) with 52.5% market share for Q4, a decline of -7.3% (compared to Q3 2010's 55.2%).

In Q4, AMD and Nvidia both gain valuable market share-- AMD is up to 24.2% (from Q3 2010's 23%) and Nvidia has 22.5% (from Q3 2010's 21%).

JPR however predicts 2011 should still be a solid year, if not strong, thanks to recovering WW economies, AMD Fusion and Intel Sandy Bridge launches and mainstream/high-end system DX 11 adoption driving GPU sales.

Go [Jon Peddie Research Reports Disappointing Q4 2010](#)