

By: ~~Nov 2008~~ Botezatu, Hardware Editor

[Nvidia's Roy Taylor: Nobody Cares About ATI](#)

AMD's graphics chips have been pulled off the market share charts

Graphics specialist Nvidia seems to be working under increased stress as the new generation of graphics cards are slated for release. Right after its take on chip giant Intel, Nvidia's next target seems to be its arch-rival ATI, AMD's graphics subsidiary and Nvidia's fiercest competitor. In a recent interview carried by tech website Tech Radar, Nvidia's vice president of content business development, Roy Taylor, claimed that nobody really cared about AMD lately, except maybe for the Brits. Taylor supported his allegations with market share charts that did not even include information about ATI. "The UK is the only place in the world where anyone talks about AMD or ATI", said Roy Taylor. Surprisingly enough, Taylor's spreadsheets outlined the graphics market share for the last year, but ATI's chips were not there. However, it is estimated that ATI, Intel and Nvidia managed to pump up 366 million graphics chips during last year. When asked about why ATI was removed from the charts, Taylor said that "no one cares". Nvidia did not bother to include ATI's "faint" market slice of 18 percent in the final charts. Instead, it claimed that the major battle on the GPU market is carried between Intel and Nvidia. However, independent market analysts such as Jon Peddie Research unveiled that there have been 358.47 million graphics chips sold during 2007, and 70.194 million came from ATI. Taylor did not say whether AMD's dismissal from the top was just a personal opinion (as it happened with the allegations claiming that [the CPU industry is dead](#)) or it reflects Nvidia's official position. More than that, Nvidia is currently delivering a wide range of chipset products for AMD platforms and this looks like a waste of time and energy, given the fact that "nobody cares" about AMD / ATI these days, except for the UK computer users.