

Semiconductor IP - Approaching Those Awkward Teenage Years

By Jordan Selburn, Principal Analyst

Forecast

Frequency, Time Period

- Merchant semiconductor IP revenue
- 5-year annual forecast revenue
- Current annual IP market share

Measures

- Semiconductor IP revenue
- Market share percentage

Regions, Markets

- Worldwide

Detail Level

- IP licensing and royalty revenues
- Total IP revenue by IP segment (microprocessors, cell libraries, etc.)
- Market share by IP segment
- Design house capability by process node, design methodology, staff size and experience

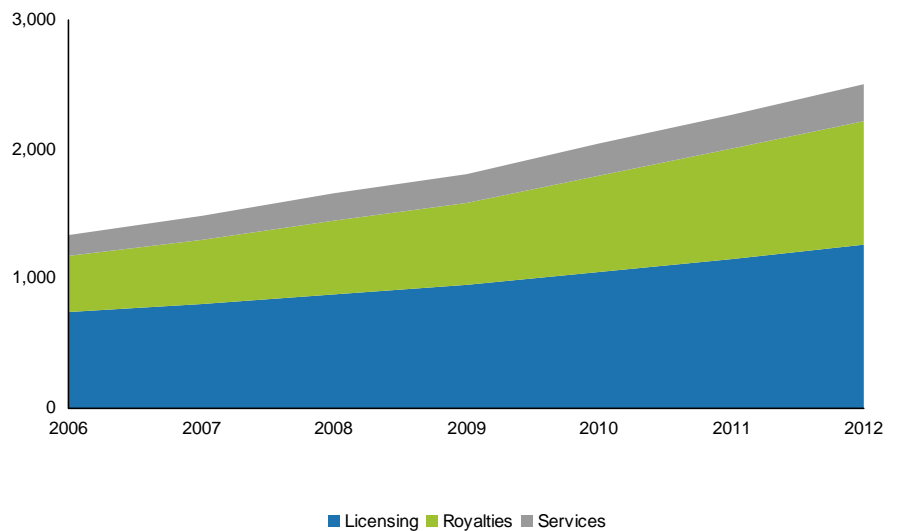
Technologies Covered

- ASSPs
- ASIC
- Semiconductor IP

Chip design in 2009 and beyond barely resembles the way integrated circuits were crafted in the previous decade. ASSPs and ASICs are substantially more complex than before, truly approaching the goal of “System on a Chip” envisioned in the past. Very few – if any – designs today are built from the ground floor, nor can they be given the increasing time-to-market pressures across the spectrum of electronic systems. The trend towards design reuse has now lifted the market for Semiconductor Intellectual Property (IP) above the \$1.6 billion mark, with both licensing fees and royalty payments growing at a much greater rate than the overall semiconductor market, confirming the widespread use of merchant IP. iSuppli projects that this market will surpass \$2.5 billion dollars by 2012.

iSuppli’s Design Infrastructure Report and Database takes a detailed look at both the IP and design industries. In addition to providing a snapshot of IP providers and design service houses, users of this report will gain unique and valuable insights into the future of these areas. This information is crucial to those who require new ASSPs and ASICs for their end systems as well as other participants in the design chain such as chip companies, IP providers and design service companies.

IP Business Models, 2006-2012



Critical Questions Answered

- How big is the market for semiconductor intellectual property? How will it grow in the future?
- Who are the leading IP vendors?
- What are the trends in design offshoring?
- What are some of the ways to lower the engineering costs of designs?
- How are emerging regions playing a part in semiconductor design?

Who Should Read This?

- ASSP Vendors, ASIC Vendors, PLD Vendors
 - Strategic Marketing
 - Product Marketing
- IP Providers
 - Product Marketing
 - Strategic Marketing
- Design Service Companies
 - Executive management
 - Sales management

Lead Analyst

Jordan Selburn, Principal Analyst

Jordan Selburn is iSuppli's leading authority on semiconductor design including the trends and forecasts in the core silicon, System-on-a-Chip (SoC), Electronic Design Automation (EDA), and Intellectual Property (IP) space. Jordan is also iSuppli's expert in Set-Top Boxes (STBs) providing unique analysis and insight into all segments of the STB industry such as cable, satellite, Internet Protocol Television (IPTV) and terrestrial broadcast arenas.

Prior to joining iSuppli, Jordan served as the Director of Product Marketing for Amphion Semiconductor, where he was tasked with the management of the technical product market team. He launched products in all of Amphion's product families in addition to providing in-depth sales support for the products and the IP business model. Prior to his tenure with Amphion, Jordan was a Principal Analyst at Gartner Group/Dataquest.

Before his stint at Gartner Group/Dataquest, Jordan was the Marketing Manager and Product Line Manager at LSI Logic. Jordan has also had prior employment with Valid Logic Systems/Cadence Design Systems, Agilent/EEsof Inc. and Harris Corporation in various engineering capacities.

Jordan holds a Master of Science in Engineering Economic Systems from Stanford University in addition to a Master of Business Administration with distinction from Santa Clara University and a BSEE with honors from the University of Michigan.

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