

DRAM Market Tracker

DRAM Approaches Total Collapse in 2009 But Ends The Year Strong

By Mike Howard, Senior Analyst

Forecast**Frequency, Time Period**

- 2-year rolling quarterly + 5-year annual (market and price forecasts, DRAM demand forecasts)
- 2 year suppliers' fab update by process technology, wafer sizes and locations
- 5 year annual density/technology breakdown forecasts
- Previous quarter's DRAM suppliers' market share analysis

Measures

- Sales, Units, ASP

Regions, Markets

- US, EMEA, China, Japan, Rest of Asia Pacific

Applications/Products Covered

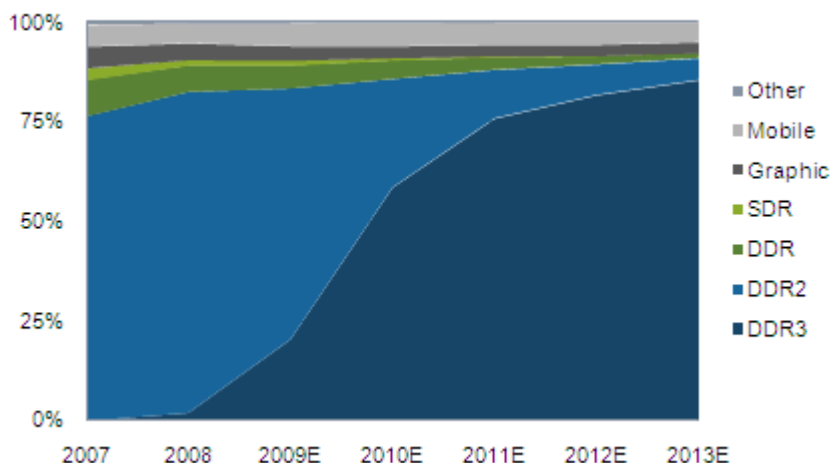
- Data Processing
- Wired Communications
- Consumer Electronics
- Mobile Communications
- Automotive
- Industrial

Technologies Covered

- DDR, DDR2, DDR3, SDRAM, FD/EDO, RDRAM, Etc.

DRAM is the semiconductor industry's leading indicator—first to rise, first to fall. The key to understanding the volatile DRAM market direction is by analyzing and tracking DRAM supply and demand. The Market Tracker Series accomplishes this by providing DRAM demand scenarios based on PC unit growth and DRAM content growth. In addition to providing analysis on significant trends and changes in the marketplace, the quarterly Market Tracker reports are accompanied by an Excel database containing detailed analysis and forecasts of the market by application markets, technology, density and wafer size. Also included are the total available market forecast by density and by technology and a revised ASP forecast, as well as estimates of cost and profitability by DRAM supplier.

DRAM Shipment by Technology

**Critical Questions Answered**

- Will anything displace the PC as the main application driver?
- How can I avoid DRAM volatility?
- What factors will shape the development of networking solutions in the home, business and public?
- Is there any way suppliers can improve the industry's product mix issues?
- What procurement/supply strategies should vendors and buyers pursue?
- What are pricing trends by density?

Who Should Read This?

- PC/Consumer/Networking Manufacturers
 - Procurement
 - Cost evaluation
- Memory Suppliers/Distributors
 - Marketing
 - Planning
- Semiconductor Equipment Manufacturers
 - Marketing
- Financial Community

Lead Analyst**Mike Howard, Senior Analyst**

Mike Howard is iSuppli Corp.'s resident analyst for all things in the realm of DRAM including SDR, DDR, mobile DDR and graphics DDR.

Prior to joining iSuppli, Mike was in corporate development at Micron Technology Inc. where he worked on competitive intelligence, supply and demand modeling and mergers and acquisitions due diligence. Mike also spent time in marketing at Micron where he was a product manager for MLC NAND flash. Mike originally joined Micron as a photolithography engineer in the R&D department.

Mike earned a Masters of Business Administration at The Ohio State University and a Bachelor of Science and Bachelor of Arts at the University of Washington in Seattle.

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