

Greater China Competitive Landscaping Tool (CLT)[™]

A Forgettable Year for Memory Chip Makers

Selection Menus

Semiconductor Segment View

- Ranks revenues for all companies in selected semiconductor segment

Company View

- Displays revenue for all semiconductor segments for a selected company

Custom Market Segment View

- Ranks companies based on aggregated segments' revenues

Companies

- 200+ Companies

Technologies

- 30+ Semiconductor Devices

Time Periods

- 2004 - 2008

Regions

- Greater China
- China/Hong Kong
- Taiwan

Compiled by iSuppli's worldwide group of industry experts, this market share database tool enables users who are interested in the China semiconductor industry to extract data and perform their own analysis across more than 30 product segments. Also available is the ability to extract a comprehensive view of over 200 companies' performances.

The Greater China Competitive Landscaping Tool (CLT)[™] is an easy-to-use Microsoft Excel database that provides detailed coverage of the China semiconductor market by company and product category. Users can set up their own data parameters and extract data exactly as they want to see it.

Semiconductor Segments	Revenue in Millions USD		
	Greater China 2006-2007 % Change	China/Hong Kong 2006-1007 % Change	Taiwan 2006-2007 % Change
Total Semiconductor	11.9%	11.8%	12.3%
Integrated Circuits (IC)	10.7%	11.7%	8.9%
Digital IC	8.5%	10.9%	4.3%
Memory IC	-0.1%	3.0%	-4.2%
DRAM	-2.1%	5.6%	-9.0%
SRAM	-12.8%	-16.8%	-5.3%
Flash Memory	3.7%	1.3%	9.3%
NAND	22.0%	22.3%	21.5%
NOR	-17.9%	-21.5%	-8.1%
EEPROM	NA	NA	NA
Specialty Memory	-66.5%	-64.9%	-71.8%
Microcomponent IC	9.4%	10.6%	6.7%
Microprocessor (MPU)	4.5%	1.5%	10.1%
Microcontroller (MCU)	4.3%	5.6%	-0.3%
Digital Signal Processor (DSP)	28.8%	41.0%	2.1%
DSP ASSP	-15.1%	-15.5%	-14.3%
DSP ASIC	98.2%	136.7%	21.7%
Multipurpose & Other DSP	-12.0%	-21.9%	17.0%
Logic IC	14.5%	16.5%	10.7%
General Purpose Logic	11.4%	9.9%	13.5%
Standard Logic	22.9%	25.9%	15.9%
Display Drivers	6.6%	2.8%	11.4%
PLD	18.9%	17.3%	20.8%
Logic Application Specific IC	15.1%	17.8%	10.0%
Logic ASSP	14.7%	15.9%	12.7%
Logic ASIC	17.8%	30.1%	-16.5%
Analog IC	21.8%	14.6%	44.5%

Critical Questions Answered

- What was the overall size of the China semiconductor market?
- How did individual product segments perform?
- Were there differences in company performances based on headquarter locations?
- What were the product strengths of specific companies?

Who Should Use This Tool?

- Purchasing
 - Purchasing managers
- Suppliers / Distributors
 - Marketing managers
 - Semiconductor vendors
- Investment community
 - Financial analysts
 - Market research analysts

Lead Analyst**Kevin Wang, Senior Manager,
China Research**

At iSuppli, Kevin is responsible for managing iSuppli research in China including creating and implementing industry surveys, evaluating the impact of market factors, building long and short-term market forecasts and authoring research reports. He is also responsible for conducting research on wireless market, managing customized project and developing new products focused on China.

Prior to joining iSuppli, Kevin worked as a sales engineer for World Peace International and served as a sales executive for Integrated Circuit Solution, Inc. Kevin also served as an editor at an international electronics magazine where he wrote news and features about the electronics market in China.

Kevin earned his bachelor's of science degree in Information Science and Management from Xi'an JiaoTong University and IMBA from the University of Hong Kong.

Market Segments:**Total Semiconductor****Integrated Circuits (IC)**

- Digital IC
 - Memory IC
 - DRAM
 - SRAM
 - Flash Memory
 - NAND
 - NOR
 - EEPROM
 - Specialty Memory
 - Microcomponent IC
 - Microprocessor (MPU)
 - Microcontroller (MCU)
 - Digital Signal Processor (DSP)
 - DSP ASSP
 - DSP ASIC
 - Multipurpose & Other DSP
 - Logic IC
 - General Purpose Logic
 - Standard Logic
 - Display Drivers
 - PLD
 - Logic Application Specific IC
 - Logic ASSP
 - Logic ASIC
 - Analog IC
 - Standard Linear Analog
 - Analog Application Specific IC
 - Analog ASSP
 - Analog ASIC

Discretes

- RF & Microwave
- Power Transistor & Thyristor
- Rectifier & Power Diodes
- Small Signal & Other Discretes

Optical Semiconductor

- Image Sensors
 - CCD
 - CMOS
- Other Optical

Sensors & Actuators