

Global OEM Manufacturing and Design Analysis (GOMDA)[™] – Set-Top Boxes

Who's Designing What? Who's Building What?

By Jeffrey Wu, Analyst

Forecast**Frequency, Time Period**

- Annual update; 5-year period

Measures

- Units
- Percentages

Sectors Covered

- OEM
- EMS
- ODM

Detail Level

- Units produced by a node of the supply chain (OEM, EMS, or ODM) in a given year with the most recent year's detailed volume breakdown by company

Relationship Map

- Each OEM's contract manufacturers and their respective share splits
- Each contract manufacturer's shipment breakdown by OEM client

2008 Application Markets Covered

- Set-Top Box
- OEMs analyzed include Cisco (Scientific Atlanta), EchoStar, Motorola, Pace Micro, PBI, Philips, Humax, Thomson, and Tongda.
- Contract manufacturers analyzed include Flextronics, Elcoteq, Jiuzhou, Coship, etc.

The set-top box industry, growing on new and innovative applications and government regulations for TV broadcasting to go digital, has presented tremendous opportunities to Original Equipment Manufacturers (OEMs), EMS providers, ODMs, and component suppliers. As companies seek more proactive roles in the STB supply chain, they often find themselves challenged with limited visibility into the highly dynamic STB supply chain.

To help you navigate the set-top box OEM's value chain, iSuppli developed the Global OEM Manufacturing and Design Analysis (GOMDA)[™] Set-Top Box module. This GOMDA module is a unique service which examines the design and manufacturing outsourcing strategies employed by leading set-top box OEMs. It also tracks the relationship maps of these OEMs across their extended supply chain (EMS, ODM, design houses, content providers). iSuppli's research efforts unraveled many unique findings that answer the critical questions referenced below.



Image Source: examiner.com

Critical Questions Answered

- Who designs for an OEM? What roles do these design houses play in an OEM's product development process? Their locations and capabilities?
- Who builds for an OEM? Where do these contract manufacturers build? What are the share splits of these contract manufacturers for an OEM?
- What are the key outsourcing strategies of leading OEMs? Why are an OEM's design / manufacturing activities insourced or outsourced?
- How do these outsourcing strategies dictate the design and manufacturing relationships across the supply chain? What are the outsourcing trends?
- How might the evolution of contract manufacturers impact OEMs and component suppliers?
- What should I know about my peers' competitive positions in order to better penetrate and service OEMs and contract manufacturers?

Who Should Read This?

- Component Suppliers
- OEMs
- EMS providers
- ODMs
- Financial Analysts
- Consultants
- Independent Design Houses

Lead Analyst**Jeffrey Wu, Senior Analyst**

Prior to joining iSuppli, Jeffrey worked for leading technology companies such as BenQ, Acer Communications and Multimedia, and Dell, where his main responsibilities included channel management, product management, and OEM project management.

While working on the OEM engagement, he was in charge of cost estimation, cost reduction, logistics and service terms negotiation, and Supplier-Managed Inventory implementation.

At iSuppli Corp., Jeffrey is responsible for the analysis and projection of the trends and dynamics of the electronics contract manufacturing industry.

Jeffrey earned a Bachelor of Science degree in Computer Science from Taiwan University and a Master of Business Administration degree from the University of Michigan.

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OEMs

Motorola
Thomson
Pace Micro
Philips
Cisco/Scientific Atlanta
Humax
Tongda
PBI
EchoStar

IDHs

Flextronics
Elcoteq

EMS & ODMs

Jiuzhou
Coship