

Core Silicon Market Tracker & Component AMFT™

# Nothing Pretty To See Here, Folks: Core Silicon Takes a Plunge

By Jordan Selburn, Principal Analyst

**Forecast**

**Frequency, Time Period**

- 2-year quarterly
- 5-year annual

**Measures**

- Revenue

**Regions and Markets Covered**

- Worldwide

**Detail Level**

- Product architecture
- Top-level application
- Detailed application

**Market Share**

- ASSPs, ASICs, PLDs
  - Total
  - Top-level application

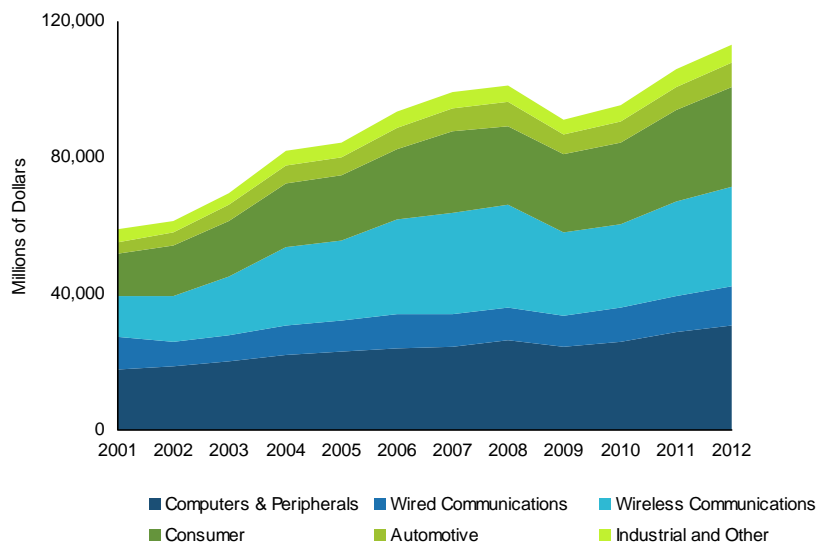
**Technologies Covered**

- ASSPs
- ASIC
- PLD

Core silicon components—ASSPs, ASICs and PLDs—represent the heart of today’s ever more complex electronic systems and with revenues that will top the \$100 billion market in 2008 it is the largest single segment of the semiconductor market. Reflecting the expanding importance of these devices, growth in core silicon has tended to outperform that of the overall semiconductor market, a trend that iSuppli expects to continue in the near term and likely longer. By 2011, core silicon is forecast to account for more than 36% of the \$360 billion semiconductor market.

An analysis of current market trends and forces, crucial for suppliers, is found in iSuppli’s quarterly Market Tracker series; purchasers will also find critical information about availability and pricing trends for these key components. As well as examining the major issues facing the ASIC and PLD marketplaces, the quarterly Market Tracker reports are accompanied by an Excel database containing detailed analysis and forecasts of the market by application and technology. Also included is the Component Application Market Forecast Tool (AMFT)™ – Core Silicon, which provides a very detailed forecast of the ASSP, ASIC and PLD markets in more than 90 different application segments.

Core Silicon Annual Revenue by Application Segment, 2001-2012



**Critical Questions Answered**

- What happened in the market over the past quarter, and how will that impact suppliers in both the short and long term?
- What markets are setting the direction for the core silicon market?
- How is the need for custom silicon solutions evolving in the various application areas?
- Who are the leading suppliers of ASSPs, ASICs and PLDs? And who are those not performing well?

**Who Should Read This?**

- ASSP Vendors, ASIC Vendors, PLD Vendors
  - Strategic Marketing
  - Product Marketing
- IP Providers, Design Service Companies
  - Product Marketing
- Semiconductor manufacturers
  - Product planning
  - Sales and Marketing
- System OEMs/EMS
  - Procurement

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

### Sample Table of Contents

- Introduction
- Findings and Implications
- Core Silicon 2008 – A Tale of Two Markets
- Market Drivers
  - ASSPs – The Market Does Not Compute
  - ASICs – Counting on Consumer
  - PLDs – Wired for Success
- Does “The Worst of Times” Equal “Opportunity”?
- Appendix A: Assumptions
- Appendix B: Definitions (Products, Applications, Regions)
- Appendix C: Research Methodology

### Figures

- Core Silicon Annual Revenue by Application Segment
- Core Silicon Quarterly Revenue
- ASSP Annual Revenue by Application Segment
- ASSP Quarterly Revenue
- ASIC Annual Revenue by Application Segment
- ASIC Quarterly Revenue
- PLD Annual Revenue by Application Segment
- PLD Quarterly Revenue

### Sample Database

- Core Silicon Totals
- Core Silicon Applications
- Core Silicon Quarterly
- Core Silicon Quarterly Applications
- ASSP Annual Forecast
- ASSP Quarterly Forecast
- ASSP Applications
- ASIC Annual Forecast
- ASIC Quarterly Forecast
- ASIC Applications
- PLD Annual Forecast
- PLD Applications
- PLD Quarterly Applications