

MARKETING GENERIC S

The Gold List® of Sources for Research on Semiconductor Market

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Introduction:

The Gold List attempts to provide a near definitive and exhaustive list of research resources for semiconductor industry professionals. Many people in the industry ask "where can I find information?", but the problem today is not lack of information but is almost too much!

The List is divided up into different categories of source of information, and given the time constraints that you will almost certainly have, you need to identify which few sources will be really relevant for you, but we recommend if possible registering / using at least one or two from each major category. We have tried to ensure its accuracy and up-to-dateness, but if you have suggestions or corrections, we are happy to hear from you.

1. Analysts / research houses

A word about the sources:

Analysts and research houses essentially make their living from conducting detailed research into particular markets, segments or technologies, and then selling that information to clients. They sell that information mainly by way of individual reports or data, or by selling regular news or bulletin subscription services, for example for information services with regular updates. They may also have ancillary revenue streams from selling consultancy or by running conferences, etc.

You would expect to see very detailed and professional information from these research companies, and they may go into very deep detail about particular products, technologies, applications and segments. However such information is also expensive to buy. Individual reports typically cost anything between \$1000-6000, and a subscription may cost tens of thousands of dollars over a year depending upon what information is supplied. Clients usually therefore limit the expenditure by centralising the subscriptions, and research vendors in turn deliberately limit the number of users who can access the information with each subscription, maybe resulting in there being only one or a few authorised or nominated users within the client organisation who can actually access information. Other ways the information is offered to clients is by controlling the level or depth of data, so that maybe many users can access relatively low-level information on a corporate website, but only a few nominated people will be able to access the really detailed and valuable information.

Having said that, some of the larger research organisations also have a certain amount of free information on their sites. Although this information is merely a taster of the real stuff they sell, they can be very interesting if you want a quick update of what's happening, and we particularly like In-Stat's, IC-Insights and Strategy Analytics' free stuff. Free resources are typically delivered in the form of email alerts, emails summaries of reports they are promoting, and sometimes if you are lucky, a newsletter or briefing or white paper for free, so make sure that you are at least registered for alerts / emails from a few of the sites below.

There are thousand of research houses in the world, but this is a much segmented market and the organisations listed below include semiconductors in their areas of focus. However, larger research houses like Gartner, Frost & Sullivan, etc will typically deal with other technology based application or segments as well (such as mobile phones, computers, automobile, etc). But not all these organisations will necessarily focus on the product or technology that interests you, so you need to find the organisation that covers your particular area of interest.

Name of organisation	Web address	Comments / notes	Free newsletters / stuff?
ABI Research	http://www.abiresearch.com/research/1007274		
BCC research	http://www.bccresearch.com/index/categor	Reports, news, analysts.	

	y/code/semiconductor-manufacturing http://www.canalys.com/index.html	Subscription services. Wide coverage on High tech markets	✓
Canalys			
China Knowledge	http://www.chinaknowledge.com/Business/CBGdetails.aspx?subchap=3&content=13#ForeignPlayers	China specific reports	
Databeans	http://www.databeans.net/	Various applications and products - trackers and data	
Dataquest	http://www.gartner.com/technology/research/business_leaders.jsp	Now part of Gartner	
Forrester	http://www.forrester.com/rb/search/results.jsp?N=133001&Ntk=MainSearch&Ntx=mode+MatchAllPartial&Ntt=semiconductors	Wide coverage on High tech /IT markets	
Forwards Concepts Inc	http://www.fwdconcepts.com/	"Studies of markets driven by DSP technologies"	✓ (Free monthly newsletter)
Frost & Sullivan	http://www.frost.com/prod/servlet/svcg.pag/AESR	Wide coverage on High tech markets	
Future Horizons Ltd	http://www.marketresearch.com/vendors/viewVendor.asp?VendorID=3807	Industry reports	
Gartner	http://www.gartner.com/technology/why_gartner.jsp		
GBI Research	http://www.globalbusinessintelligence.com/		
IC Insights	http://www.icinsights.com/	Reports, news, analysts. Subscription services.	✓
IDC	http://www.idc.com/	Wide coverage on high tech markets	
IDC	http://www.idc.com/research/searchresults.jsp?sid=0	Wide coverage on High tech /IT markets	
In-Stat	http://www.instat.com/	Reports, news, analysts. Subscription services.	✓
iSuppli	http://www.isuppli.com/Pages/Free-Research.aspx	Recently acquired by IHS and being relabelled as IHS iSuppli	✓
Maclean report	http://www.icinsights.com/services/mcclean-report/	Now part of IC Insights	
Markets and Markets	http://www.marketsandmarkets.com/semiconductorand-electronics-market-research-87.html		
Objective Analysis	http://www.objective-analysis.com/Reports.html	Reports	
Semico Research Corporation	http://www.semico.com/	Semiconductor product forecasts	
Semiconductor Industry Analysis Reports	http://www.semiconductorindustryanalysis.co.uk/Semiconductor-Industry-Market-Research.htm	Reports	
SIS	http://www.sismarketresearch.com/expertise-clients/industry/semiconductor.html		
Strategy Analytics	http://www.strategyanalytics.com/	Reports, news, analysts. Subscription services.	✓
The Information Network	http://www.theinformationnet.com/		
VLSI Research	https://www.vlsiresearch.com/more/CompanyBackground.html?rdr=about_vlsi		✓
Yole Développement	http://www.yole.fr/index.aspx	Reports and subscriber-based news /information	

2. Semiconductor Trade Organisations (or related such as 'Electronics')

A word about the sources:

The semiconductor industry has numerous trade organisations which can be useful sources of information. Trade organisations are financed by subscriptions by its members, so don't forget that the organisation exists for the benefit of its members, not you, which explains the often scarce amount of reports or information they put into the public domain. Nevertheless, if your employer is a member of the trade organisation, then it should have a subscription to the information services, so contact your corporate CI / BI person in your company to see if your employer has a subscription which will enable access to the trade organisations listed below.

Name of organisation	Web address	Comments / notes	Free newsletters / stuff?
Accellera	http://www.accellera.org/home	Worldwide development and use of standards required by systems, semiconductor and design tools companies	
EDAC (Electronic Design Automation Consortium)	http://www.edac.org/index.jsp	International association of companies developing EDA tools and services	
European Semiconductor Industry Association (EECA-ESIA)	http://www.eeca.eu/esia_publications/		✓
ITRS (International Technology Roadmap for Semiconductors)	http://www.itrs.net/home.html	15 year assessment of the semiconductor industry's future technology requirements. sponsored by the five leading chip manufacturing regions in the world: Europe, Japan, Korea, Taiwan, and the United States	✓ White Papers, etc
Leti	http://www.leti.fr	French owned Centre of applied research with interest in semiconductors / microelectronics	
NMI National Microelectronics Institute	http://www.nmi.org.uk/		✓
SEAJ (Semiconductor Equipment Association of Japan)	http://www.seaj.or.jp/english/statistics/page_en.php?CMD=1		✓
SEMI	http://www.semi.org/en/About		✓
Si2	http://www.si2.org/si2_home.php	Organization of companies in the semiconductor, electronic systems and EDA tool industries.	
SIA (Semiconductor Industry Association)	http://www.sia-online.org/cs/about_sia		✓
SICAS - (Semiconductor International Capacity Statistics)	http://www.sicas.info/aboutsicas.html		✓
WSTS (World Semiconductor Trade Statistics)	http://www.wsts.org/		✓

3. Journals and websites

A word about the sources:

There are many journals dedicated to the semiconductor and electronics marketplace. Just as the products/technologies are very segmented, so are the magazines, and it's quite difficult to identify every single magazine that exists, but there is almost certainly the right one for you somewhere! But EE Times and EDN are among the leaders with good general coverage of semis and associated technologies and applications.

Trade journals like many products in the print industry are suffering from the internet, and are now offering electronic versions as well as hard copy. Journals are typically available either free, or with some subscription, but as they move to electronic version, you can obtain either the full journals or at least electronic news services free of charge. So if you do nothing else, sign up for the free email alerts. Usually the alerts will give you top-level news or information, and then you have the options: if you are time poor just be content with that; or if you have more time to click on the link and go the full story or e-journal. Also the websites have themselves increasingly become now a resource in their own right, so there is perhaps less distinction between a journal and a website than before.

This part is divided into three sections: 3,1, which contains journals focussed on semiconductors and associated technologies and markets. Then 3:2: Application specific journals (such a mobile phones, etc). Then 3,3: Blogs which focus on Semiconductors.

3.1 Semiconductor / electronic Trade Journals			
Name of organisation	Web address	Comments / notes	Free newsletters / stuff?
China Electronics News	http://compoundsemiconductor.net/		
Compound Semiconductor	http://compoundsemiconductor.net/	Website and magazine	✓
Compound Semiconductor	http://compoundsemiconductor.net/		✓
Consumer Electronics Daily	http://www.cedailynews.com/	Retailer's source for industry news, new products, analysis	✓
DigiTimes	http://www.digitimes.com/index.asp	Asian IT news	✓
ECN (Electronic Component News)	http://www.ecnmag.com/Default.aspx		✓
EDN (Electronic Design News)	http://www.edn.com/	" Information, News, & Business Strategy for Electronics Design Engineers"	✓
EE Times	http://www.eetimes.com/	For the " The global electronics engineering community"	✓
<i>ElectroIQ Daily Pulse</i> (electronic newsletter)	http://www.electroiq.com/index.html	Today's Electronics Manufacturing News	
Electronics Talk	http://www.electronicstalk.com/	Electronics designers website	✓
Electronics Weekly	http://www.electronicweekly.com/Home/		✓
Electronics World	http://www.electronicworld.co.uk/	UK site	✓
Eurasia Semiconductor	http://www.euroasiasemiconductor.com/index.php	weekly newsletter and quarterly magazine	✓
Future Fab International	http://www.future-fab.com/welcome.asp	Manufacturing emphasis	
Future Photovoltaics	http://www.futurepv.com/	Photovoltaics emphasis	✓
Inside Chips	http://www.insidechips.com/public/main.cfm	Semiconductor innovation and venture news	✓
Mems Direct (electronic newsletter)	https://pennwell.ameda.com/resources/eiq/MEMSDirect.html	MEMS manufacturing, analysis, and application information	
Nikkei Electronics	http://techon.nikkeibp.co.jp/english/	Japanese site	✓
Photovoltaics World	http://www.ameda.com/cgi-win/pvw.cgi	"the premier source for solar photovoltaic manufacturing"	
Semiconductor Industry Today	http://semiconductors.einnews.com/china-taiwan-hong-kong	semiconductors media monitoring service	
Semiconductor Today	http://www.semiconductor-today.com/		✓
Silicon Alley Insider (SAI)	http://www.businessinsider.com/sai	Use Tech page link	✓
Silicon Chip Electronics Magazine	http://www.siliconchip.com.au/		✓
Silicon Republic	http://www.siliconrepublic.com/	Ireland's silicon newsletter	✓
Silicon Valley Watcher	http://www.siliconvalleywatcher.com/		✓
Silicon.com	http://www.silicon.com/		✓
Snow	http://www.emsnow.com/index.cfm	Focus on Electronic manufacturing services	✓
Solid State Technology	http://www.ameda.com/cgi-win/sst.cgi	"the longest-running semiconductor magazine"	
Woodstock Wire	http://newsletter.woodstockwire.com/	Electronics / semi industry news integrators	✓
ZDNet.com	http://www.zdnet.com/		✓

3.2. Application-specific Trade Journals / websites

Name of organisation	Web address	Comments / notes. Application / segments	Free newsletters / stuff?
Computer Market Tracker	http://www.databeans.net/products/current_products/trackers/tr_industrial-medical.php	Computer applications	
Databeans Monthly Newsletter	http://www.databeans.net/newsletters.php	New Trends in the Military and Aerospace Electronics Segments	Free
Just Auto	http://www.just-auto.com/	Automobile industry site	
Medical Market Tracker	http://www.databeans.net/products/current_products/trackers/tr_industrial-medical.php	Medical applications	Paid tracker service
Total Telecom	http://www.totaltele.com/		

3.3 Semiconductor-specific blogs

Name of organisation	Web address	Comments / notes	Free newsletters / stuff?
ElectroIQ	http://www.electroiq.com/blogs/chipworks_real_chips_blog.html	Chipworks's Blog	✓
ElectroIQ	http://www.electroiq.com/semiconductors.html	"The portal for electronic manufacturing" and "one-stop global resource for the latest electronics industry news, analysis and product information"	✓
Pradeep Chakraborty's Blog	http://pcsemicon.blogspot.com/	resource for semiconductors, chip design, embedded design and development, memory market, DRAM, NAND, EDA, FPGAs, ASICs, verification, fabs, fables, nanotech, AMS, etc	✓
Semico Spin	http://www.mapmodel.com/index.php	Semico Research's blog	✓
David Manners's blog on Electronics Weekly	http://www.electronicweekly.com/blogs/david-manners-semiconductor-blog/	"Ruminations on the semiconductor industry from David Manners". Very good	✓

4. Other sources

A word about the sources:

Whilst all the above sources are specific to semiconductors, electronics, microelectronics, etc, and will give you detailed information on what's happening in and around the semiconductor industry, you need to poke your head above the parapet from time to time and make sure you understand the 'big picture' i.e. what's happening in the world, or the world of business generally? Many semiconductor markets are dramatically affected by events, political rulings, natural disasters, economic situations, social trends, and so on, and you should make sure you are plugged in to what is happening in the world.

You should be aware of these events and trends, and could use them in your macro analysis of the business environment or context in which you are operating - these factors would typically be used in a PEST / PESTLE analysis. If you are not sure how to do a simple PEST analysis, go to http://www.marketing-generics.com/knowledge_base/item/how_to_do_a_basic_pest_analysis.

Section 4.1 below details some sites we particularly love - most of these are technically-orientated (general technical rather than specific semiconductor), but some like 'Trend Watching' are more the world of business in general, but they are nevertheless worth some time if you just like staying up to date with things happening in the world.

Section 4.2 is a selection of major English-language journals. Of course there are too many list for each country / each language, but you certainly will know what they are in your country, and many of these are likely to have websites, free alerts and resources.

Section 4.3 is a reminder that you can should also go to the website of your competitors and see what they are up to. Go to the home page and read their news. Then look for the tab typically called 'Investor Relations' and find their Annual Report, Analysts' presentation, speeches by the CEO, etc.

4.1 Trend websites /blogs /newsletters

Name of organisation	Web address	Comments / notes	Free newsletters / stuff?
All Things Digital	http://allthingsd.com/	Wide ranging WSJ site on everything digital	
Robert Scoble's blog	http://scobleizer.com/	Cutting edge, wide ranging analysis of or everything high-tech	✓
Techcrunch	http://techcrunch.com/	Technology news and analysis, as well as profiling of start-up companies, products, and websites. French version available	
TED	http://www.ted.com/themes/browse	"Small non-profit organisation devoted to Ideas Worth Spreading", through conferences and web page	
Trend watching	http://www.trendwatching.com/	"One of the world's leading trend firms, trendwatching.com scans the globe for emerging consumer trends."	✓
Wired Magazine	http://www.wired.com/	Current and future trends in technology. Website or subscribe for hard copy	

4.2 English language Western Press

Business Week	http://www.businessweek.com/	Now called Bloomberg Business Week	✓
FT (Financial Times)	http://www.ft.com/home/uk	Free email briefing and news alerts or more by subscription	✓
Google Alerts	http://www.google.com/alerts	Set up Google Alerts for semiconductor topics of particular interest	✓
The Economist Newsletter	https://www.economist.com/user?act=login&returnurl=%2Fmembers%2Fmembers.cfm%3Ffact%3Dnewsletter&validated=2065&fsrc=nlw%7Cwwp%7C06-23-11%7Cbusiness_this_week	Free newsletter or more by subscription	✓
WSJ (Wall Street Journal)	http://europe.wsj.com/home-page		

4.3 Semiconductor Vendor's website

Any vendor's website	Go to homepage, or 'Investor Relations'		
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