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# The Worldwide Semiconductor and Manufacturing Assembly Markets - 2012 Edition

***A Unique Database of the Semiconductor and PCB Manufacturing Assembly Value for 47 Unique Product Applications, Forecasted from 2011 - 2016***

## **Database Highlights - Published February, 2012**

- **Product Segment Analysis, 2011**
  - ◆ **Automotive**
  - ◆ **Communications**
  - ◆ **Computer/Peripherals**
  - ◆ **Consumer Electronics**
  - ◆ **Industrial**
  - ◆ **Medical**
  - ◆ **Aerospace/Military/Other Transportation**
  
- **Revenue Level Analysis, 2011 - 2016**
  - ◆ **Semiconductor Units, ICs per Unit, Total ICs**
  - ◆ **ICs Value per Unit, IC Revenue, IC ASPs**
  - ◆ **Passives/Discretes/ Non-IC Assembly Value**
  - ◆ **PCB and Box Assembly Value**
  - ◆ **Total Assembly Value (COGS)**
  - ◆ **IC/Non-IC/PCB/Box Assembly Value Percentages**

**New Venture Research Corp.**

337 Clay St., Suite 101  
Nevada City, CA 95959  
Tel: (530) 265-2004

***A Technology Market Research Company***

info@newventureresearch.com  
www.newventureresearch.com  
Fax: (530) 265-1998

# The Worldwide Semiconductor and Manufacturing Assembly Markets

## Synopsis

**The Worldwide Semiconductor and Manufacturing Assembly Markets - 2012 Edition** is a special report consisting of an Excel database and Word document discussion. The report examines the total assembly costs of 47 different electronics products starting with their semiconductor value, non-IC related costs, assembly of printed circuit board (PCB) and final box assembly. As such, it provides a unique understanding of the total cost of goods sold (COGS) for leading electronics products.

**New Venture Research (NVR)** has followed the electronics assembly industry for over 20 years with numerous research reports that focus on semiconductor packaging, printed circuit board assembly, as well as the EMS subcontracting markets. This latest report, **The Worldwide Semiconductor and Manufacturing Assembly Markets - 2012 Edition**, is designed to help our customers understand the true cost of electronics manufacturing within seven critical electronics market segments including:

- **Automotive**
- **Communications**
- **Computers /Peripherals**
- **Consumer Electronics**
- **Industrial**
- **Medical**
- **Aerospace/Military/Other Transportation**

Within these seven market segments are 47 unique product categories (detailed next page) that are quantified for their electronics assembly value. The following production data is provided for each individual product category in terms of units shipped, average selling prices (ASPs), and assembly revenue:

- **Semiconductor ICs**
- **Passives/Discretes**
- **Non-PCB Assembly**
- **PCB Assembly**
- **Box Assembly**
- **Total Assembly**

A separate Word document provides a discussion of each market segment, leading and emerging products, and dominant trends. High growth products are examined for their market leadership and impact on the semiconductor, PCB and Box assembly markets.

**The Worldwide Semiconductor and Manufacturing Assembly Markets - 2012 Edition** will provide the critical information you need to understand electronics COGS assembly. The Excel and Word files are delivered by email with a single-user license priced at \$2,995. An extra single user license is \$250 and a corporate license is \$1000.

## About the Author

**Randall Sherman** is the president and principal analyst of New Venture Research Corp., a technology market research and business consulting firm focused on the EMS and OEM electronics manufacturing industries. Mr. Sherman has more than 25 years' experience in technology and business research. He began his career as a telecom network design engineer and holds an undergraduate degree in Astrophysics. He has held senior positions at various market research firms, including Creative Strategies, Frost and Sullivan, and BIS Strategic Decisions. Mr. Sherman performed his undergraduate work in Astrophysics and holds an MSEE from the University of Colorado and an MBA from the Edinburgh School of Business.

# The Worldwide Semiconductor and Manufacturing Assembly Markets

## Spreadsheet Table Metrics: Units (M), ASP (\$), Rev. (\$M)

### Segment 1: Automotive

Automotive Engine Controls  
Automotive Instruments  
Automotive Safety  
Automotive Entertainment  
Total Automotive  
Automotive OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

Set-Top Boxes  
Camcorders  
DVD/DVRs  
Digital Cameras  
Personal Navigation  
Other Consumer (Appliances)  
Total Consumer  
Consumer OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

### Segment 2: Communications

Mobile Phones (smart and dumb)  
Mobile Phone Infrastructure  
Other Phones (cordless 7 standard)  
Enterprise LANs  
Wireless LANs  
DSL/Cable Modems  
PBX/Key Systems  
Carrier-Class Equipment  
Other Communications (satellite, etc.)  
Total Communications  
Communications OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

### Segment 5: Industrial

Process Control  
Test & Measurement  
Other Industrial  
Clean Energy  
Total Industrial  
Total Industrial OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

### Segment 3: Computer/Peripherals

Notebooks  
Desktops  
Tablets  
Servers  
Workstations  
ESS  
Monitors  
Printers  
E-Readers  
Other Computer  
Total Computer  
Computer OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

### Segment 6: Medical

Monitoring  
Therapeutic  
Diagnostics/Surgical  
Total Medical  
Medical OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

### Segment 4: Consumer Electronics

Analog TV  
Digital TV MP3  
Other Audio  
Video Console Games

### Segment 7: Aerospace/Military/Other Transportation

In-Flight Entertainment  
Navigation Systems  
Weapons  
C3 Systems  
Other Military  
Other Aerospace/Other Transportation  
Total Aerospace/Other Transportation  
Aerospace/Other OEM Summary (Word file)  
Total ICs, passives/discretes, labor/overhead  
(e.g. PCB assembly value) & box assembly

Each product segment contains revenue, unit and ASP product-level information for ICs, PCB, and Box Assembly COGS.

# The Worldwide Semiconductor and Manufacturing Assembly Markets

## Sample Summary Database Table for Computer/Peripherals Products

<b>Computer/Peripherals</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>CAGR</b>
Product Units (M)	XXX	XXX	XXX	XXX	XXX	XXX	12.7%
Total ICs (M)	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	15.9%
IC\$ Per Unit	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	6.9%
IC Rev (\$M)	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$	13.1%
ICs Per Unit (M)	XX	XX	XX	XX	XX	XX	5.5%
ICs (M)	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	15.3%
PCB Assy--IC Value Per Unit (\$)	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	12.8%
PCB Assy--IC Value (\$)	\$\$	\$\$	\$\$	\$\$	\$\$	\$\$	12.7%
PCB Assy--Non-IC Value Per Unit (\$)	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	11.8%
PCB Assy--Non-IC Value (\$)	\$\$	\$\$	\$\$	\$\$	\$\$	\$\$	11.7%
PCB Assy Value (\$M)	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$	\$\$\$\$	13.3%
PCB Assy % of Total Assy	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	N/A
Box Assy Value Per Unit (\$)	\$\$	\$\$	\$\$	\$\$	\$\$	\$\$	11.7%
Box Assy Value (\$M)	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	11.6%
Total Assy Value (\$M)	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$	13.2%
% of Total Assy Value	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	N/A
Box Assy/Total Assy Value	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	N/A
Total Assy Value Per Unit (\$)	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	12%
PCB Assy--Non-IC Value (%)	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	XX.X%	N/A
PCB Assy--Non-IC Value (\$)	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	10.8%

Published February, 2012 - Excel Database & Word File Discussion (32 pages)

### Order Form

#### Payment Method

Check in the amount of \$ \_\_\_\_\_ is enclosed.

Invoice per P.O. # \_\_\_\_\_

Please charge: Visa MasterCard American Express

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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Telephone \_\_\_\_\_

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**The Worldwide Semiconductor and Manufacturing Assembly Markets - 2012 Edition (2011 database)**

**\$2,995**

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Nevada City, CA 95959

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**TOTAL**