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Application Specific Analog Markets - Worldwide

Computer Analog ICs

APPLICATION SPECIFIC ANALOG MARKETS - WORLDWIDE

Computer Analog ICs

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Significant Findings

The largest revenue market for semiconductors continues to be the computer market. Almost \$80 Billion worth of semiconductors were used in the computer market last year.

Although most of the consumption in the computer market continues to be dominated by microprocessor and memory sales, the sheer volume of unit shipments in this market continues to be an exciting opportunity for other semiconductor products, including application specific analog. Each PC “box” contains semiconductors valued at about \$450.00. And 40 percent to 60 percent of that value consists of the microprocessor, digital signal processors, and video processor. Memory constitutes 20 percent to 30 percent, and the rest is comprised of application specific products, analog, and discretets.

Analog products in motherboards and peripheral cards can be valued at anywhere from \$12.00 to \$22.00 in the bill of materials. A display can carry even more analog content. Close to 50 percent of a PC box’s analog content value is application specific or computer analog, and it is typically found in mass storage subsystems and audio.

This report contains market statistics on application specific computer analog products. Forecasts are available for consumption by region and by applications, including desktops, laptops, servers, printers, copiers, scanners, and storage products. Forecasts for the application end equipment shipments are also included. The report concludes with a market share and supplier profiles for mass storage and other computer analog suppliers.

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