

# OEM Semiconductor Spend Tracker

## Part of the Semiconductor Market Service Area Package

The most comprehensive product suite of its kind, the OEM Semiconductor Spend Tracker provides complete and detailed analysis of over 250 of the top electronics OEM companies.

“ These are unique research tools that provide valuable insights into the semiconductor market procurement trends of the top electronics OEMs ”

**Myson Robles-Bruce**  
Senior Principal Analyst

# OEM Semiconductor Spend Tracker

Part of Semiconductor Market Service Area

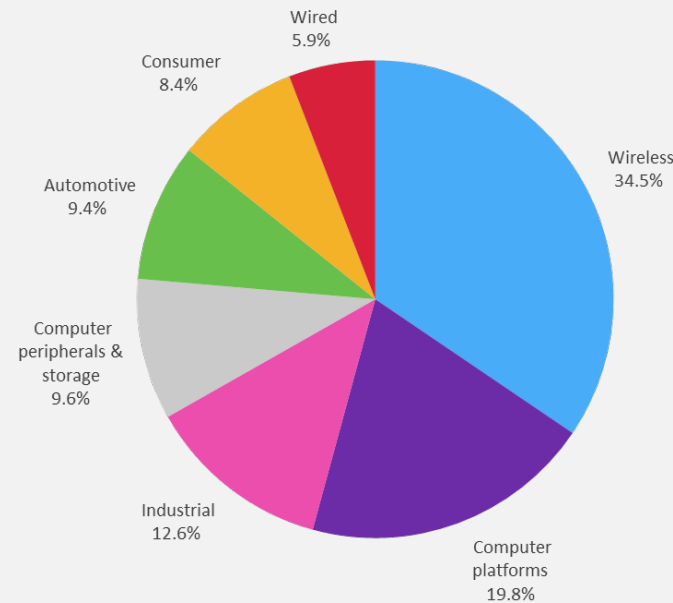
## HOW OMDIA HELPS YOU

- Identify design-win opportunities
- Benchmark spending metrics
- Support resource allocation and investment decisions
- Customize dataset to quickly drill down to the information you need

## KEY QUESTIONS ADDRESSED

- On which customers should I focus my selling resources?
- As a buyer of semiconductors, how does my market power compare to other OEMs?
- To what degree does my OEM customer outsource, and how does that affect my selling process?
- Who are the top prospects in the various regions? For the various chip types?
- Where should we align our resources – technical support, sales support or customer service?

Worldwide semiconductor spend by market, 2020



Worldwide Semiconductor Spending by Equipment Market, Top Electronics OEMs

Source: Omdia

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# Semiconductors Markets: Our Expert Analysts



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# OEM Semiconductor Spend Tracker: Deliverables



## MARKET TRACKERS

— Semi annually —

- OEM Semiconductor Spend Tracker



## REPORTS

— Semi annually & quarterly—

- Executive Summary Reports



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# OEM Semiconductor Spend Tracker: Market Tracker

## OEM Semiconductor Spend Tracker

Contains both qualitative and quantitative research elements to best serve your needs. The database tool in Excel pivot table format allows you to examine the dataset in a myriad of ways - quickly drilling down to the information you need.

### DETAILS

#### Frequency: Time Period

- Semi-annual releases, with quarterly interim report updates
- 7-year annual series (2015 - 2021)

#### Measures

- Company Revenue
- Company Headquarters Location
- System Net Revenue
- Net Spend
- Geographic Region
- Application Market
- Application Sub-Market
- Semiconductor Component Category
- Semiconductor Device Category
- Point of Consumption
  - OEM (In-house)
  - ODM
  - EMS

### COVERAGE

#### Regions

- Americas, Asia Pacific, EMEA (Europe, Middle East & Africa), Japan

#### Electronics Equipment Markets

- Automotive, Computer Peripherals, Computer Platforms, Consumer, Industrial, Wired Communications, Wireless Communications
- 36 Sub-market categories

#### Semiconductor Components

- Analog IC, Discretes, Logic IC, Memory, Microcomponent IC, Optical, Sensors and Actuators
- 28 Device categories

### APPLICABLE TO

- Semiconductor Suppliers
- OEMs
- Design Firms
- EMS Providers
- Electronics Distributors
- Material Suppliers
- Governmental Agencies
- Academic Institutions

# OEM Semiconductor Spend Tracker: Market Tracker

## OEM Semiconductor Spend Tracker

### METHODOLOGY

Spending estimates were prepared using systems revenue and/or unit data and applying semiconductor content ratios to the data. These ratios were obtained from the Omdia Application Market Forecast Tool and various other research methods including examining bill-of-materials and teardowns. The assumptions were further fine-tuned based on the product mix and design preference of the individual OEM/Brand. This initial model data was then augmented by input on spending from the OEM/Brand themselves, suppliers, or other industry sources.

### SEMICONDUCTOR SPEND ESTIMATES

Omdia used its extensive databases on semiconductor content of various system types as the primary first pass method of determining the chip spend by account. These numbers were then modified by various research methods. Omdia analysts who are experts in systems markets, EMS/ODM outsourcing, and semiconductor devices were also utilized to ensure quality.

### HOW 'SPENDING' IS DEFINED

An OEM/Brand is assigned all semiconductor spending done by itself directly or indirectly through an EMS or ODM who buys chips on behalf of the OEM/Brand. To avoid double counting the only spending by ODMs included in this study is that for its own brand.

### CAPTIVE INTERNAL SALES

For those companies that operate as both OEM and semiconductor supplier, every effort has been made to calculate net spending only for those devices originating from the external merchant market. Net spend does not include internally sourced products that could be classified as intersegment sales.

# OEM Semiconductor Spend Tracker: Market Data

## Executive Summary and Market Insights

OEM Semiconductor Spend Tracker Executive Summary reports go together hand in hand with the databases, offering qualitative opinionated research that highlights trends in OEM semiconductor spending.

Online research area is updated with Market Insight articles covering special topics of interest to subscribing clients. These articles often contain the latest semiconductor spending data available for OEMs, application markets, and components.

## TRAX Online

TRAX offers Web-based interactive customization and visual charting of OEM Semiconductor Spend Tracker data.

# Related Content: Semiconductor Market Service Area Coverage



## Service Area Package: **Semiconductor Market**

China Semiconductor Intelligence Service

Industrial Semiconductor Intelligence Service

OEM Semiconductor Spending & Design Activity Intelligence Service

Semiconductor Application Forecast AMFT Spotlight Service

Semiconductor Competitive Landscape CLT Spotlight Service

## About Omdia’s Semiconductor Market Research

Omdia’s leading semiconductor market research is provided by a highly experienced team of analysts. Many are industry veterans with deep technical background as well as hands-on market and product experience in their coverage area.

The foundation of all the coverage comes from primary research with the major semiconductor suppliers across the global industry. This insight feeds a global and regional view of the industry by technology and by application including historical and forecasted views presented through the CLT and AMFT solutions.

From this core data, the research is augmented through additional primary research to deliver China, Industrial and then an OEM spend and design activity views.





# Related Content: Semiconductor Service Area Coverage

SERVICE AREA PACKAGE			
Memory & Storage	Semiconductor Components	Semiconductor Manufacturing	Semiconductor Market
<ul style="list-style-type: none"> <li>• DRAM Memory Intelligence Service</li> <li>• Mobile &amp; Embedded Memory Intelligence Service</li> <li>• NAND Memory Intelligence Service</li> <li>• SSD &amp; HDD Storage Memory Intelligence Service</li> </ul>	<ul style="list-style-type: none"> <li>• Key Mobile Component Price Service</li> <li>• LED Intelligence Service</li> <li>• MEMS &amp; Sensors for Consumer &amp; Mobile Intelligence Service</li> <li>• MEMS &amp; Sensors Intelligence Service</li> <li>• Optoelectronic Components Report</li> <li>• Power Semiconductor Intelligence Service</li> <li>• Processors Spotlight Service (incl. MCU, Graphics &amp; AI, Networking Infrastructure, System-on-Chip Trackers)</li> </ul>	<ul style="list-style-type: none"> <li>• Global Semiconductor Manufacturing Market Tracker</li> <li>• Pure Play Foundry Market Tracker</li> <li>• Semiconductor Silicon Demand Forecast Tool</li> </ul>	<ul style="list-style-type: none"> <li>• China Semiconductor Intelligence Service</li> <li>• Industrial Semiconductor Intelligence Service</li> <li>• OEM Semiconductor Spending &amp; Design Activity Intelligence Service</li> <li>• Semiconductor Application Forecast AMFT Spotlight Service</li> <li>• Semiconductor Competitive Landscape CLT Spotlight Service</li> </ul>

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

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**Tom Coate**  
Customer Success  
Manager



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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.