OMDIA

Brought to you by Informa Tech

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.
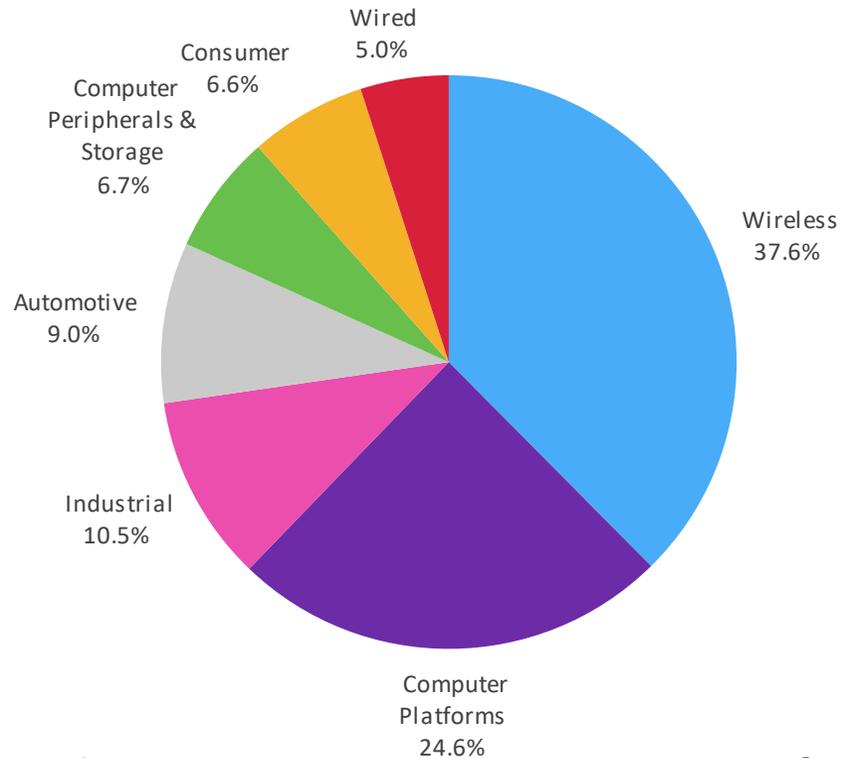
> " These are unique market research tools that provide valuable insights into the system design operations of the top electronics OEMs. "
>
> **Myson Robles-Bruce**
> Senior Principal Analyst

OEM Semiconductor Spend Tracker

Part of the Semiconductor Market Service Area Package

Worldwide semiconductor spend by market, 2022

Wired 5.0%
Consumer 6.6%
Computer Peripherals & Storage 6.7%
Wireless 37.6%
Automotive 9.0%
Industrial 10.5%
Computer Platforms 24.6%

Source: Omdia

© 2022 Omdia

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?

OMDIA

Semiconductors Markets: Our Expert Analysts

Myson Robles-Bruce
Senior Principal Analyst

Marlina Omar
Research Analyst

OMDIA

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.

OMDIA

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)

Details

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
- 35 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

OMDIA

OEM Semiconductor Spend Tracker: Report & Market Insights

The Executive Summary Reports & Market Insights

TRAX Online

Provide a quick and easy read, highlighting all the key trends in OEM semiconductor spending and design activity

Frequency: Semi-annually and quarterly releases

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. The report is synthesized with Design Activity Tool in **OEM Semiconductor Spending & Design Activity reports** to provide clearer connections between the two services.

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.

This online market insights tool additionally leverage the entire Omdia analyst community, giving a real-time analysis and coverage of major events such as key mergers and acquisitions and new product developments

TRAX offers Web-based interactive customization and visual charting of Design Activity Tool data.

OMDIA

OEM Semiconductor Spend Tracker: Methodology

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.
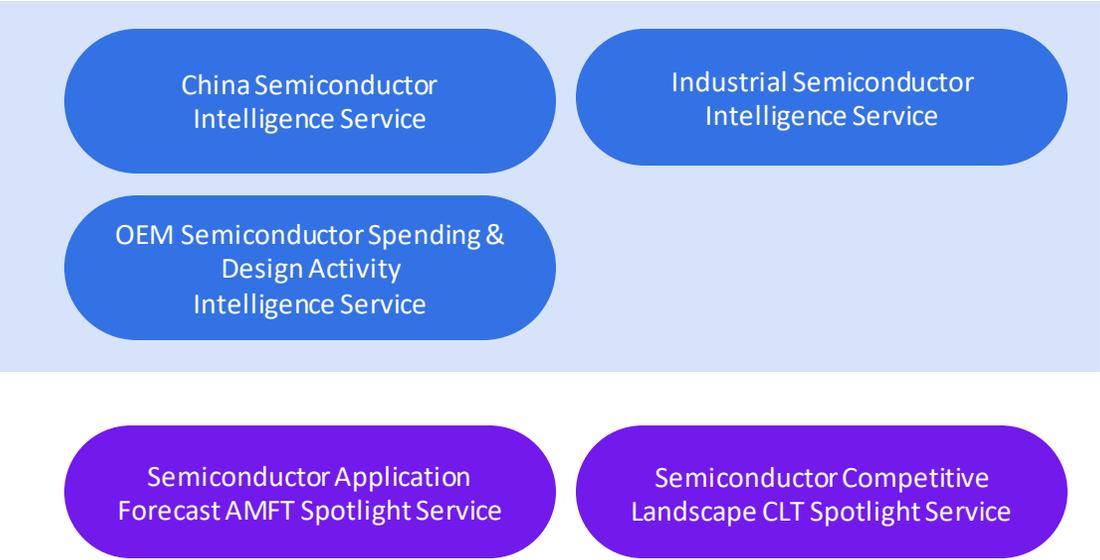
HOW 'SPENDING' IS DEFINED

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.

OMDIA

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.

OMDIA

Related Content: Semiconductor Service Area Coverage

SERVICE AREA PACKAGE			
Memory & Storage	**Semiconductor Components**	**Semiconductor Manufacturing**	**Semiconductor Market**
• DRAM Memory Intelligence Service • Mobile & Embedded Memory Intelligence Service • NAND Memory Intelligence Service • SSD & HDD Storage Memory Intelligence Service	• Key Mobile Component Price Service • LED Intelligence Service • MEMS & Sensors for Consumer & Mobile Intelligence Service • MEMS & Sensors Intelligence Service • Optoelectronic Components Report • Power Semiconductor Intelligence Service • Processors Spotlight Service (incl. MCU, Graphics & AI, Networking Infrastructure, System-on-Chip Trackers)	• Global Semiconductor Manufacturing Market Tracker • Pure Play Foundry Market Tracker • Semiconductor Silicon Demand Forecast Tool	• 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

OMDIA

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.

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Shelley Hunter
Customer Success Manager

Kâren Dyer
Customer Success Manager

96%
of our customers rate our service as Excellent or Very Good

OMDIA

Get in touch!

✉ askananalyst@omdia.com

in @Omdia

🐦 @OmdiaHQ

OMDIA

Thank you

Disclaimer

Get in touch!

✉ customersuccess@omdia.com   in @Omdia   🐦 @OmdiaHQ

OMDIA