

Application Specific Analog – Consumer Total – WW & Regions

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Market data analysis based on WSTS data.

Finer Granularity Sub-Categories Available

- Fee-Based -

See following page for more information

Market Statistics #42.1

Fee-Based

Application Specific Analog, Consumer Sub-Categories:

42.1.1. Audio/Video

42.1.2. Other Consumer

Sub-Categories include Worldwide \$, Units and ASP.

Annual Fee: \$200 per Sub-Category

Also available for Application Specific Analog:

42.2. Computer & Peripherals

42.2.1. Computer Systems

42.2.2. Storage

42.2.3. Other Peripherals

42.3. Communication

42.3.1. Wireless Communication Cellular Phone

42.3.2. Wireless Communication Infrastructure

42.3.3. Wireless Communication Short Range

42.3.4. Wireless Communication All Other

42.3.5. Wired Communication

42.4. Automotive

42.5. Industrial & Other

Also available for "Consumer" in the following IC Segments

50.2. MOS MCU

50.3. MOS Digital Signal Processor

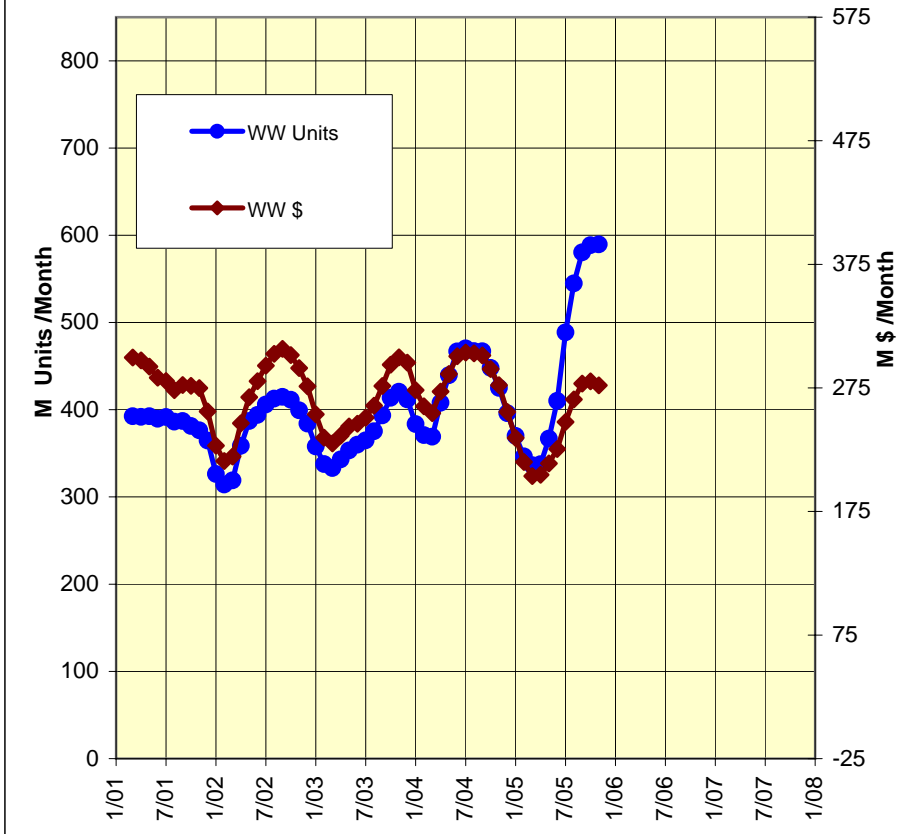
62.0. MOS Special Purpose Logic

61.4. MOS Standard Cells and FPLDS

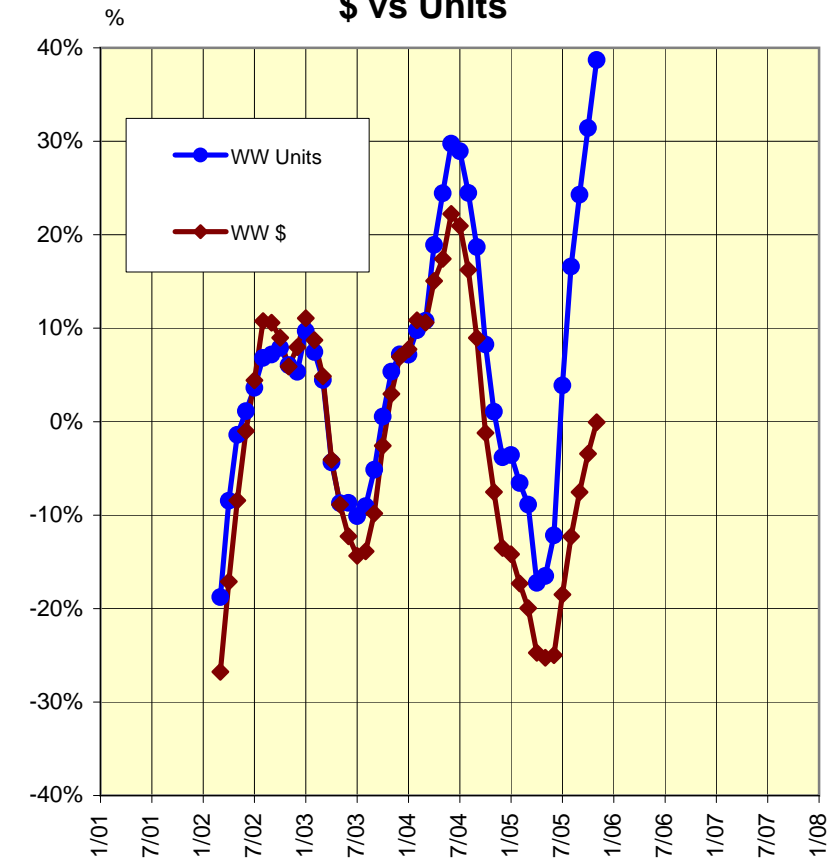
80.0. Aggregate of all IC Segments

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1. Analog, Consumer Total - WW Shipments - \$ &

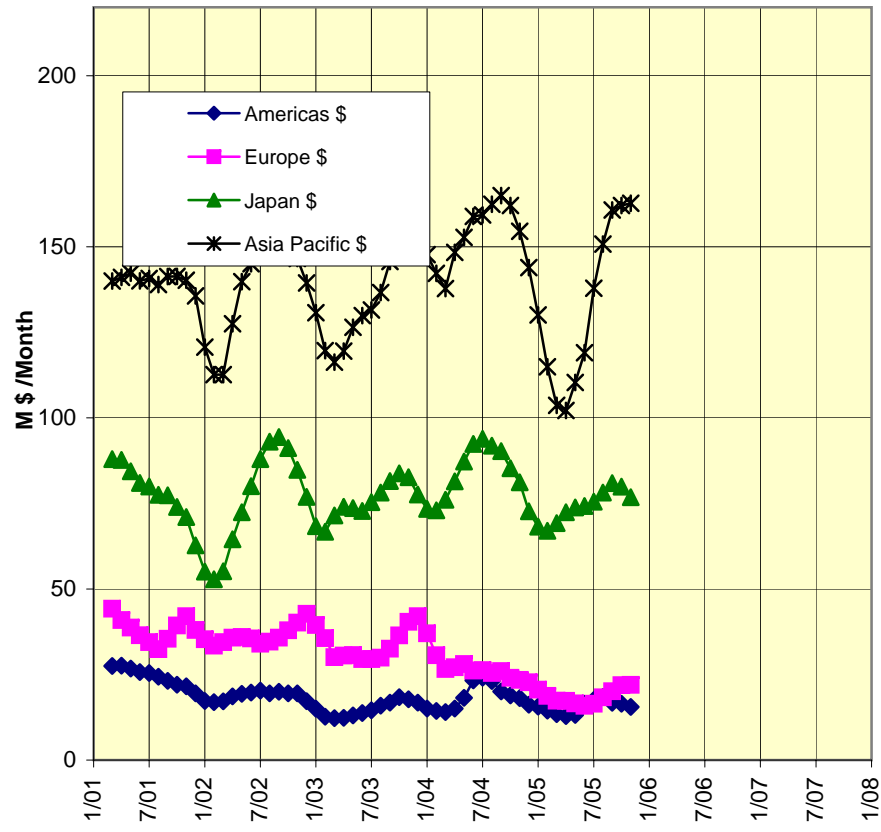


2. Analog, Consumer Total - WW Growth Rate - \$ vs Units

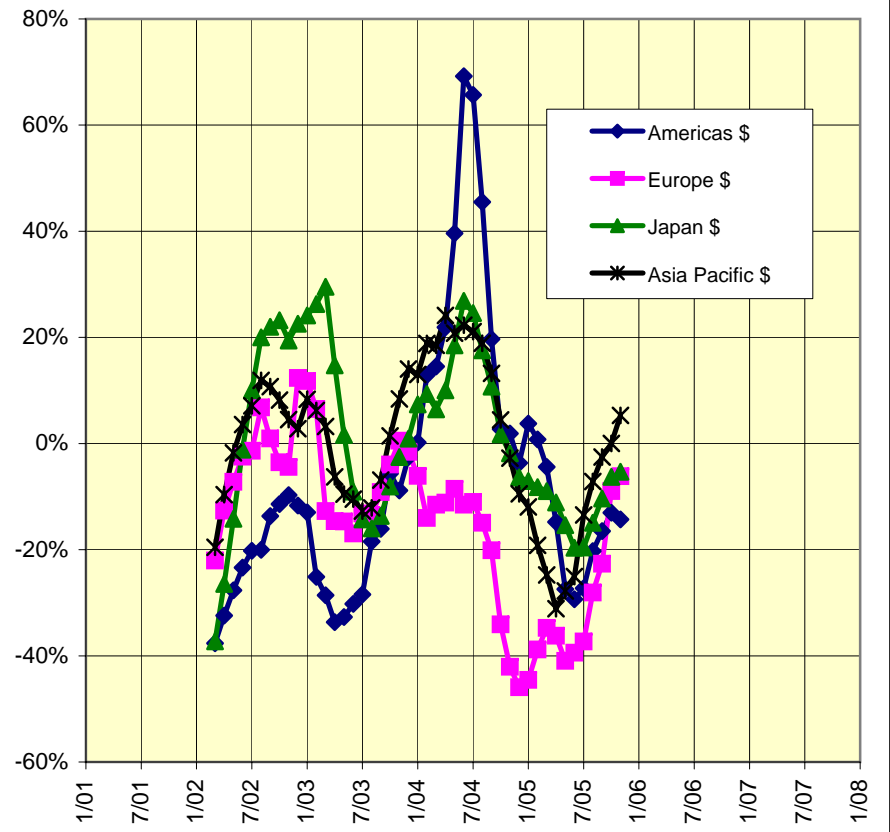


Source: Analyses by Advanced Forecasting Inc.

3. Analog, Consumer Total - Regions Shipments - \$

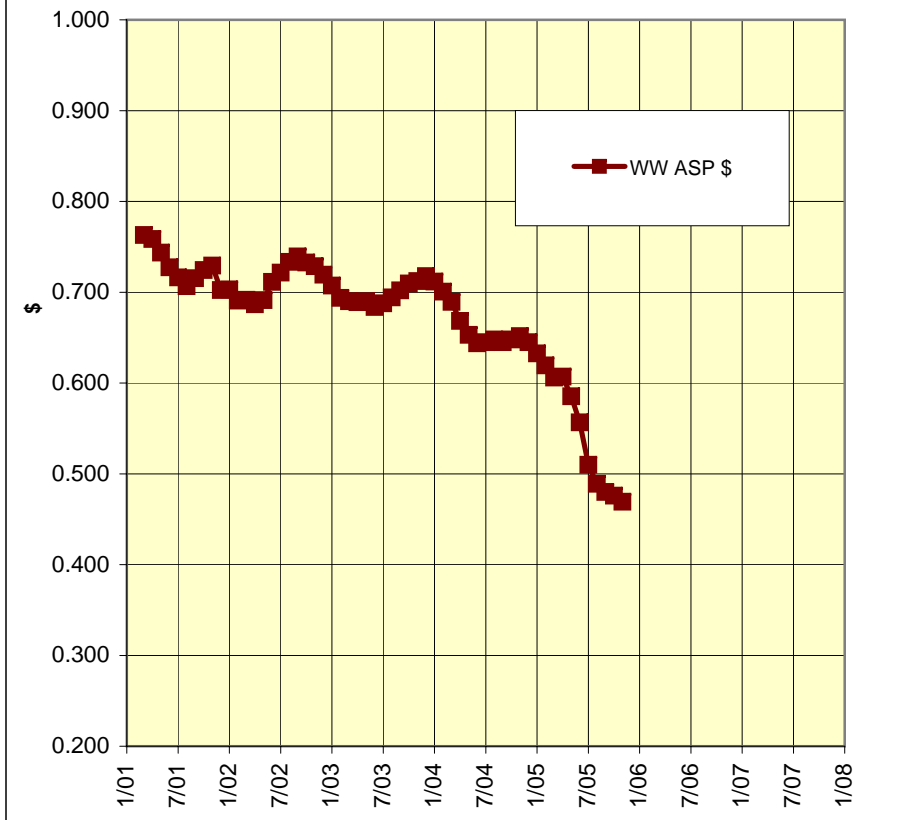


4. Analog, Consumer Total - Regions Growth Rate - %



Source: Analyses by Advanced Forecasting Inc.

5. Analog, Consumer Total - WW ASP



Source: Analyses by Advanced Forecasting Inc.

6. Analog, Consumer Total Shipments - -1/2006

			(3MMA*)	Current Period vs Same Period 1 Year Ago (3MMA*)	Sum of Last 12 Months	Percent Change Y/Y (on sum 12 Months)
Americas	Million	\$	15.507	-14.30%	184.72	-16.48%
Europe	Million	\$	21.961	-6.17%	226.67	-29.73%
Japan	Million	\$	76.834	-5.33%	887.46	-11.24%
Asia Pacific	Million	\$	162.712	5.30%	1616.38	-11.95%
WW Dollars	Million	\$	277.014	-0.06%	2915.23	-13.74%
WW	Million	Units	589.584	38.70%	5543.46	8.53%
WW ASP		\$	0.469	-27.98%		
Americas	Million	Units	N/A	N/A	N/A	N/A
Europe	Million	Units	N/A	N/A	N/A	N/A
Japan	Million	Units	N/A	N/A	N/A	N/A
Asia Pacific	Million	Units	N/A	N/A	N/A	N/A

* 3MMA = 3 Month Moving Average