

The Lively Report

AMERICA's DISTRIBUTION SEMICONDUCTOR RESALE ANALYSIS SUMMARY

(minus non-embedded MPU)

		CY'2011					CY'2011				
		% Share of	% Share of	% Share of	% Share of	% share of	11Q1/10Q4	Q2/Q1	Q3/Q2	Q4/Q3	CY'2011/CY2010
		Q1 DSTAM	Q2 DSTAM	Q3 DSTAM	Q4 DSTAM	CY'2011 DSTAM	% Growth	% Growth	% Growth	% Growth	Growth
1	MICROSEMI Corp., CoS Product Group (formerly ACTEL)	0.9%	0.9%	1.0%	0.9%	0.9%	4.1%	1.5%	3.9%	-11.7%	7.8%
2	ALLEGRO	0.3%	0.3%	0.3%	0.3%	0.3%	17.1%	-3.1%	-10.4%	-2.5%	7.5%
3	ALTERA	5.0%	4.6%	4.4%	4.9%	4.7%	19.5%	-9.4%	-13.4%	10.3%	8.6%
4	AMCC **	0.4%	0.3%	0.4%	0.5%	0.4%	-15.9%	-28.4%	8.8%	35.1%	-25.3%
5	AMD	0.3%	0.2%	0.2%	0.1%	0.2%	15.8%	-33.3%	-11.4%	-28.2%	-27.5%
6	ANALOG DEVICES	6.4%	6.4%	6.1%	5.5%	6.1%	15.7%	-1.6%	-13.5%	-11.4%	0.4%
7	ATMEL	1.9%	1.9%	1.9%	1.7%	1.8%	-8.0%	-5.6%	-6.4%	-15.6%	-8.5%
8	AVAGO Technologies	1.8%	2.0%	2.0%	1.9%	1.9%	9.8%	8.9%	-9.5%	-7.5%	6.6%
9	BROADCOM	0.6%	0.6%	0.9%	0.8%	0.7%	-34.1%	-6.7%	38.8%	-19.2%	-22.7%
10	CIRRUS LOGIC/CRYSTAL **	0.6%	0.4%	0.3%	0.3%	0.4%	22.2%	-42.7%	-17.1%	4.4%	-21.4%
11	CYPRESS	1.3%	1.3%	1.3%	1.7%	1.4%	-20.6%	-0.5%	-9.4%	22.0%	-18.7%
12	DIODES ZETEX, INC	0.8%	0.9%	0.8%	0.8%	0.8%	-0.5%	2.1%	-11.2%	-6.9%	-3.3%
13	FAIRCHILD	2.0%	1.9%	1.8%	1.8%	1.9%	0.0%	-4.1%	-15.8%	-3.2%	-18.5%
14	FINISAR **	0.3%	0.4%	0.5%	0.5%	0.4%	-12.5%	22.1%	14.9%	-10.2%	2.5%
15	FREESCALE SEMICONDUCTOR	4.2%	4.1%	3.9%	3.9%	4.0%	9.5%	-4.7%	-14.9%	-1.5%	1.8%
16	IBM **	0.5%	0.5%	0.4%	0.4%	0.5%	19.6%	7.8%	-28.0%	0.0%	-2.8%
17	IDT	0.8%	0.8%	0.8%	0.8%	0.8%	-11.8%	-5.3%	-5.1%	-4.2%	-14.7%
18	INFINEON	1.5%	1.5%	1.8%	1.5%	1.6%	10.2%	-2.1%	8.1%	-18.1%	10.2%
19	INTEL (minus MPU)	6.1%	6.3%	6.1%	7.2%	6.4%	22.2%	1.1%	-12.6%	16.7%	50.9%
20	INTERSIL	0.9%	0.8%	1.0%	0.8%	0.9%	16.3%	-16.3%	7.6%	-13.1%	-10.8%
21	IR	1.3%	1.3%	1.4%	1.4%	1.3%	2.7%	-3.2%	-5.4%	-2.8%	-3.4%
22	LATTICE **	0.7%	0.6%	0.6%	0.6%	0.6%	40.3%	-27.0%	-5.5%	-2.5%	11.6%
23	MARVELL **	0.7%	0.8%	0.8%	0.7%	0.7%	-9.4%	13.0%	-10.9%	-12.3%	-0.6%
24	MAXIM	2.5%	2.5%	2.5%	2.6%	2.5%	6.7%	0.5%	-10.7%	1.0%	7.6%
25	MICREL SEMICONDUCTOR	0.6%	0.6%	0.6%	0.5%	0.6%	-5.1%	-5.1%	-4.9%	-11.2%	-12.7%
26	MICROCHIP **	1.7%	1.7%	2.0%	1.9%	1.8%	1.5%	0.3%	2.8%	-6.8%	-1.1%
27	MICRON **	2.1%	2.3%	3.5%	5.1%	3.2%	2.3%	5.8%	37.8%	42.8%	50.3%
28	NATIONAL SEMICONDUCTOR	3.2%	3.4%	3.3%	3.4%	3.3%	-2.0%	3.3%	-12.0%	1.6%	-8.8%
29	NEC (minus FPD)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
30	NXP Semiconductors	2.1%	2.1%	2.3%	2.2%	2.2%	4.4%	-1.8%	-0.8%	-8.1%	-8.3%
31	ON SEMI	2.2%	2.1%	2.1%	1.8%	2.0%	6.4%	-6.2%	-10.1%	-15.1%	-8.6%
32	OSRAM OPTO SEMICONDUCTOR**	0.6%	1.0%	0.6%	0.6%	0.7%	15.8%	64.0%	-41.7%	-11.3%	67.5%
33	PLX TECHNOLOGY	0.2%	0.2%	0.2%	0.2%	0.2%	35.9%	-13.2%	2.2%	4.3%	14.7%

The Lively Report

AMERICA'S DISTRIBUTION SEMICONDUCTOR RESALE ANALYSIS SUMMARY (minus non-embedded MPU)

		CY'2011					CY'2011				
		% Share of Q1 DSTAM	% Share of Q2 DSTAM	% Share of Q3 DSTAM	% Share of Q4 DSTAM	% share of CY'2011 DSTAM	11Q1/10Q4 % Growth	Q2/Q1 % Growth	Q3/Q2 % Growth	Q4/Q3 % Growth	CY'2011/CY2010 Growth
34	PMC SIERRA	0.4%	0.3%	0.3%	0.4%	0.3%	-22.6%	-32.6%	10.0%	27.3%	-24.3%
35	RENESAS	0.8%	1.0%	0.8%	0.8%	0.8%	-7.8%	26.6%	-26.3%	4.2%	7.1%
36	ROHM	0.2%	0.2%	0.2%	0.3%	0.2%	-0.1%	4.9%	5.0%	41.4%	2.4%
37	SAMSUNG	1.6%	1.5%	1.3%	1.7%	1.5%	16.0%	-4.7%	-21.7%	31.5%	6.4%
38	SEMTECH	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
39	SILICON LABS	0.5%	0.6%	0.6%	0.7%	0.6%	-8.0%	0.0%	-1.6%	8.9%	-2.1%
40	SPANSION	0.6%	0.5%	0.5%	0.6%	0.6%	-10.0%	-16.7%	-5.8%	-0.9%	-17.8%
41	ST MICRO (excludes memory after 4/1/2008)	3.0%	2.9%	2.9%	2.8%	2.9%	1.3%	-5.3%	-11.2%	-5.2%	-9.0%
42	TI	9.1%	9.1%	9.1%	9.1%	9.1%	7.2%	-1.2%	-9.5%	-2.1%	-2.2%
43	TOSHIBA (minus FPDs)	1.1%	1.3%	1.1%	0.9%	1.1%	30.4%	18.5%	-25.5%	-13.9%	34.6%
44	VISHAY	1.9%	1.8%	2.0%	1.7%	1.8%	4.2%	-6.0%	-1.0%	-14.4%	-4.8%
45	XILINX	6.4%	7.0%	6.9%	7.1%	6.8%	-8.5%	6.6%	-10.3%	1.6%	-14.0%
46	ZARLINK	0.1%	0.1%	0.1%	0.1%	0.1%	113.3%	-6.3%	-26.7%	-4.5%	-3.7%
PARTICIPANT TOTAL		80.52%	80.87%	81.73%	83.36%	81.56%	5.07%	-1.21%	-8.62%	0.45%	0.64%
DSTAM \$ (minus N-MPU) Growth		3.8%	-1.6%	-9.6%	-1.5%	-2.5%					
DSTAM \$ (minus N-MPU) Year over Year/QTR over QTR Growth		10.3%	0.0%	-10.2%	-9.1%	-2.5%					

** Numbers were provided by sources other than the Manufacturer

DSTAM=Total Distributor Semiconductor Available Market

STAM=Total Semiconductor Available Market

to subscribe contact; chuck@thelivelycompany.com