

**MCU End Use Markets:
Where is the Growth in a Changing World?**

February 2011

ML101-11

© Copyright Semico Research Corp., 2011. All rights reserved.

Reproduction in whole or part is prohibited without the express written permission of Semico.

The contents of this report represent the interpretation and analysis of statistics and information that is generally available to the public or released by responsible agencies or individuals, but is not guaranteed as to its accuracy or completeness.

Table of Contents

Table of Contents	i
List of Tables	ii
List of Figures	iii
Executive Summary	1
Methodology	4
Overview	5
End Use Markets	7
Automotive	8
Multipurpose.....	9
IC Cards	10
Consumer.....	11
Microcontrollers Sub-Categories	12
4-bit MCU	12
8-bit MCU	12
16-bit MCU	14
32-bit MCU	15
Appendix	A-1

List of Tables

<u>Table 1: Total MCU Market</u>	<u>A-2</u>
<u>Table 2: Total MCU Market by Geographic Region</u>	<u>A-5</u>
<u>Table 3: Total MCU Market, Sales by End Use Markets</u>	<u>A-9</u>
<u>Table 4: Total MCU Market, Shipments by End Use Markets</u>	<u>A-15</u>
<u>Table 5: Total MCU Market, End Use Market ASPs</u>	<u>A-21</u>
<u>Table 6: Total MCU Sales by End Use Markets by Region</u>	<u>A-26</u>
<u>Table 7: 4-Bit MCU Sales by End Use Markets by Region</u>	<u>A-30</u>
<u>Table 8: 8-Bit MCU Sales by End Use Markets by Region</u>	<u>A-34</u>
<u>Table 9: 16-Bit MCU Sales by End Use Markets by Region</u>	<u>A-38</u>
<u>Table 10: 32-Bit MCU Sales by End Use Markets by Region</u>	<u>A-42</u>
<u>Table 11: MCU Sales and Shipments by Quarter</u>	<u>A-50</u>
<u>Table 12: MCU Geographic Sales by Quarter</u>	<u>A-60</u>

List of Figures

Figure 1: Total MCU Sales	A-3
Figure 2: Total MCU Shipments.....	A-4
Figure 3: Total MCU Sales by Geographic Region	A-8
Figure 4: Total MCU Sales By End Use Markets.....	A-14
Figure 5: Total MCU Shipments by End Use Markets.....	A-20
Figure 6: Total MCU End Use Market Shipments, 2009.....	A-46
Figure 7: Total MCU End Use Market Shipments, 2010.....	A-47
Figure 8: Total MCU End Use Market Sales, 2009	A-48
Figure 9: Total MCU End Use Market Sales, 2010	A-49
Figure 10: Total MCU Quarterly Sales and Shipments.....	A-59
Figure 11: Total MCU Geographic Sales by Quarter	A-63
Figure 12: Total MCU Monthly Shipments	A-64