

JULY 10, 2009

IC Insights: 2Q09/1Q09 Worldwide IC Market Jumps 16%

2Q09 IC market registers the 4th highest quarterly growth rate in the past 25 years!

IC Insights' soon-to-be-released *Mid-Year Update to The McClean Report* describes how, after the worst two quarters in the history of the IC industry (4Q08 and 1Q09), 2Q09 rebounded (+16%) and signaled that the "healing" process is underway. In the past 25 years, only the 18% quarterly IC market increases in 2Q84 and 2Q06 and the 17% surge in 4Q99 were better than the 2Q09 results. In order to fully appreciate the magnitude of the IC market rebound, consider the following 2Q09/1Q09 results:

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- ***The DRAM market grew over 30%;***
- ***The DRAM average selling price (ASP) was up 12%;***
- ***Analog IC unit volume shipments increased over 30%;***
- ***Microcontroller unit volume shipments increased over 25%;***
- ***DSP unit volume shipments increased over 40%;***
- ***The display driver market was up 25%;***
- ***Total worldwide IC unit shipments were up over 20%; and***
- ***The total worldwide IC market was up 16%!***

IC Insights is the first industry forecaster to recognize and publicize this important quarterly data. Don't be misled by the "doom and gloom" annual forecasts. Since 4Q08, IC Insights has encouraged its clients to think quarterly about 2009. As the statistics above show, this has proven to be the most relevant and useful approach to understanding the current market dynamics.

Although the IC inventory replenishment surge in 2Q09 is expected to take away some of the momentum of 3Q09, the second half of the year still looks strong. IC Insights is advising its clients to not be caught looking backwards! Now that the worst is over, this is the time to prepare for the growth that lies ahead.

Report Details, Including the New "*Half-Year*" *McClean Report* Subscription

The *2009 Mid-Year Update* to *The McClean Report* is a part of IC Insights' new *2009 "Half-Year" McClean Report* service. The new *2009 Half-Year McClean Report* subscription includes the 200+ page *Mid-Year Update* (to be released at the end of July), the August, September, October, and November *Monthly Updates*, as well as access to *The McClean Report* subscriber-only Webcasts in August and November. The new *2009 Half-Year McClean Report* subscription is **priced at only \$1,890**.

Note: Current *2009 McClean Report* subscribers will receive the products/services described above as part of their full-year subscription.

To review additional information about IC Insights' new and existing market research products and services please visit our web site: www.icinsights.com

About IC Insights

IC Insights, Inc., based in Scottsdale, Arizona USA, is dedicated to providing high-quality, cost-effective market research for the semiconductor industry. Founded in 1997, IC Insights offers coverage of global economic trends, the semiconductor market forecast, capital spending and fab capacity trends, product market details, and technology trends, as well as complete IC company profiles and evaluations of end-use applications driving demand for ICs.

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