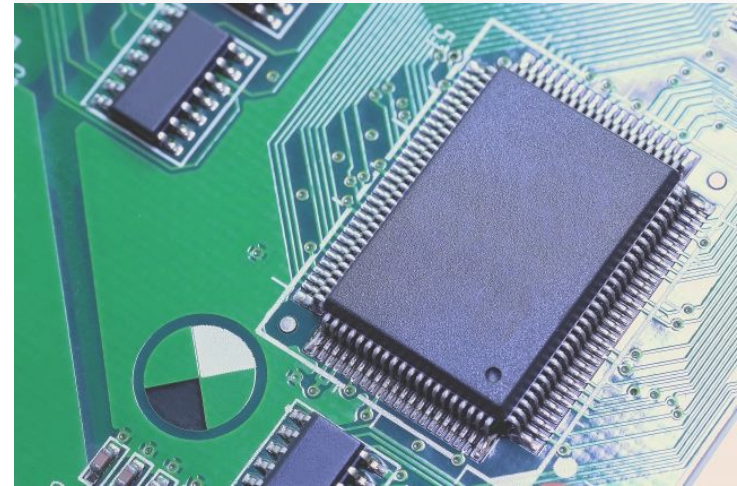




Semiconductor Vendor Survey 2020-2021

● Order Deadline : Feb. 26 (Fri.), 2021

Released on Nov. 5, 2020



Contact ITmedia Inc. Sales Division
Mail : sales@ml.itmedia.co.jp

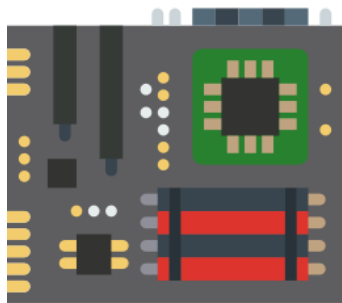
Every year, EE Times Japan, EDN Japan and MONOist jointly conduct a survey called "Semiconductor Vendor Survey" for our readers.

In this survey, we select engineers who are involved in the purchase of analog and digital semiconductors among our readers and ask them about their product recognition and corporate evaluation of semiconductor vendors.

This year's vendor survey is scheduled to be conducted in early April.

We will provide this survey report to vendors who have newly ordered advertisements during the period of January to March 2021.

We appreciate that you will consider to place ads and take this opportunity.



www.flaticon.com

※What is the Semiconductor Vendor Survey?

This is an annual survey conducted by EE Times Japan, EDN Japan and MONOist for its readers. It is related to vendor recognition and company evaluation. It is a survey of readers' opinions that can be used as a reference for your sales and marketing activities.

- Target audience:
Survey invitation mail will be sent to approximately 20,000 people who are involved in the introduction of semiconductors among readers who receive emails from EDN Japan, EE Times Japan, MONOist and Smart Japan.
- Survey start date: Will be launched in early April 2021
- Report (in Japanese) delivery date: Scheduled for one month after the survey is completed.

Examples of Questionnaire

■ Please choose appropriate status of use of semiconductor products in each product segment. (Multiple Answer)

MCUs with flash memory, MCU with Mask ROM, MPU, DSP, DRAM/SRAM, Non-volatile ICs (FRAM etc.), ROM (EPROM / EEPROM / Mask ROM) , Flash memories, Logic ICs / Interface ICs / Driver ICs, AD-DA converters / Op Amp Comparator ICs, Audio Video ICs, Other analog ICs / Mixed signal ICs, ICs for power supply (DC-DC converters etc.), Power semiconductors (Including ICs), RF semiconductors (Including IC and module), Other discrete semiconductors (Transistors & Diodes), Other application specific standard ICs / LSIs, Communication & Network ICs, Other application specific standard ICs / LSIs, PLD / FPGA, Gate Array / Structured ASIC, Full custom system LSI, Optical semiconductors, Image sensors.

■ What kind of equipment do you use for semiconductor products? (Multiple Answer)

Audio video equipment (including mobiles) , Digital still cameras / VCR, Game machines (for home and business) , Mobile phone headsets / PDAs, Computers / PCs, Computer peripherals, Communication and Network Systems, Home electric appliance, Office machines, Robots, Factory machines (such as machine tools) , Power supply, Embedded board computers, Automobile / transportation machines, Medical Instruments, Cosmetic machines, Industrial Machinery, Measuring Instruments, Vending machines, Avionics / Space / Railway / Marine, Energy (Power Station and Substation), Other, Do not use.

■ What do you value most in a deal with semiconductor vendors?

Performance / Function, Cost Performance, Technology Development Capability, Broad product lines, Production Capability, Good support structure (Document, Online Support, Seminar, etc) , Good business quality / Credibility, On-time delivery, Website, Customer

Correspondence, Attention to environment, Well Adopted by Customers, Long-term stable supply.

■ Please choose appropriate visibility about each semiconductor vendor.

I know company name only. / I know vendor name and product well. / I don't neither vendor name nor product.

■ Please choose appropriate status of use of products from each semiconductor vendor.

Currently using / Currently using but not in the future / No plan to use / Plan to use

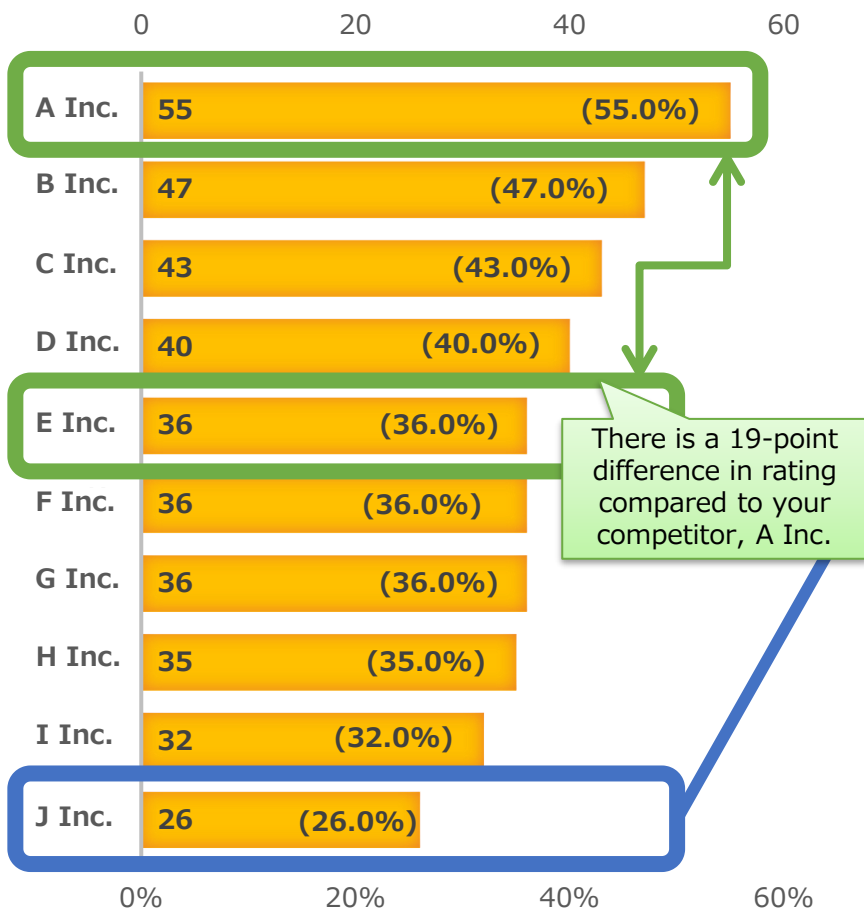
■ Select all that apply about evaluation of the following semiconductor vendors.

Performance / Function, Cost Performance, Technology Development Capability, Broad product lines, Production Capability, Good support structure (Document, Online Support, Seminar, etc) , Good business quality / Credibility, On-time delivery, Website, Customer Correspondence, Attention to environment, Well Adopted by Customers, Long-term stable supply.

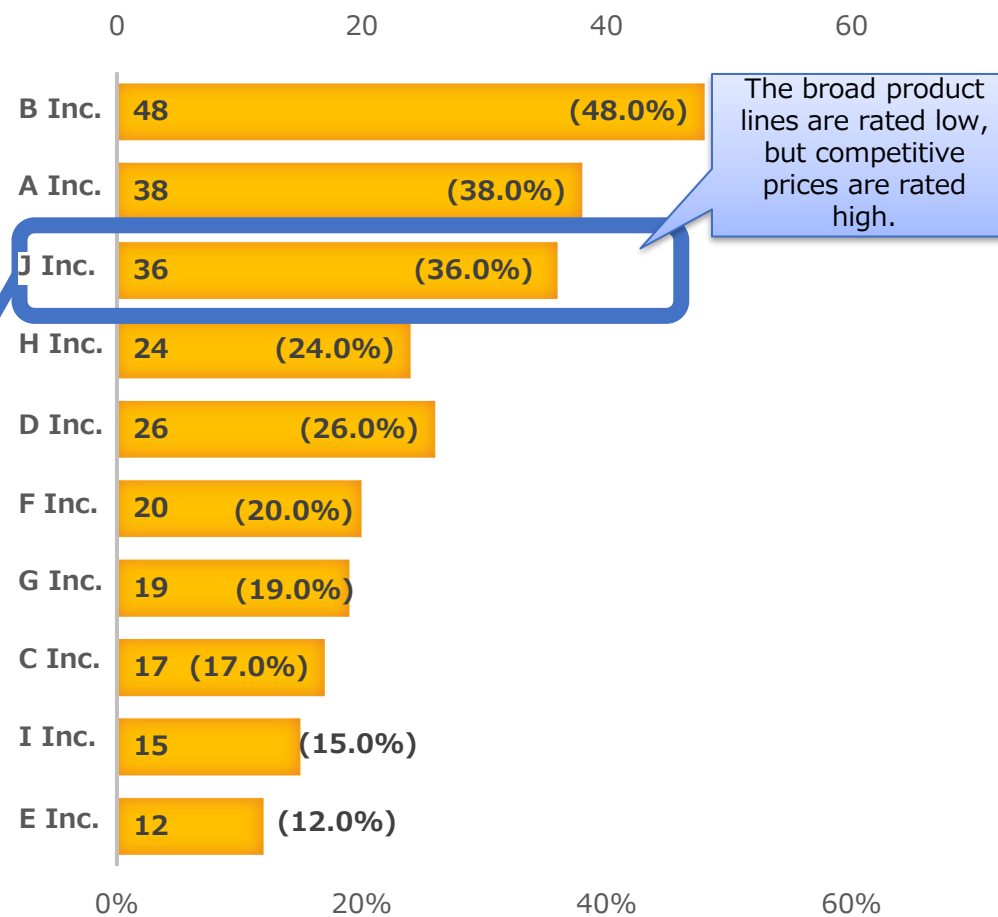
※ Please note that the questionnaire is subject to change without notice.

■ Please check all that apply to your evaluation of each semiconductor vendors. (Multiple Answer)

• Broad product lines



• Competitive pricing



By knowing your company's awareness level objectively, you can increase the effectiveness of your annual promotions such as exhibitions and advertisements.

We will provide you the report if you sponsor one of the following menus or if you complete the ad programs between January and March 2021.

※Orders of more than USD 9,600 as a total is required.

- Banners
- E-Newsletter ads
- Advertorial
- Lead Generation
- Virtual EXPO 2021 Spring

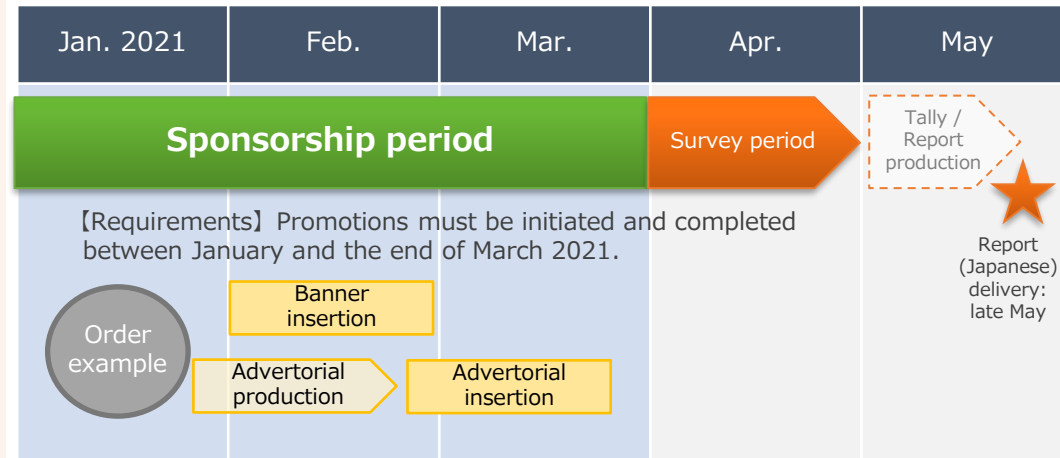
★Proposal for new advertisers* only★

Reports will be provided for orders of USD 3,600 or more.

*New advertisers mean customers who have not placed any ads between January 2019 and December 2020.

※ Please note that the survey may not be held depending on sponsorship status.

▼Schedule



Banners

E-Newsletter ads

Advertorial

Lead Generation

