

## THE STATE OF THE ELECTRONICS' MEDIA: THE GLORIOUS PAST, THE CONFUSED PRESENT AND HOPEFUL FUTURE

I had lunch with Sean Murphy this week. For those who don't know Sean, he is one of the few vision guys in EDA. He always gets me thinking, which is hard during the dog-days of summer. Sean isn't active in EDA presently; he is using his talents to help a very confused Medical market as there are not many chances to help the EDA industry right now (and get paid for it). So we spent lunch bemoaning the sorry state of the Electronics industry and trying to solve the world's problems over a great Chinese lunch at the 4-5-6 restaurant.

Actually the electronic industry isn't in that bad of a shape; it is morphing into something new. Once I decided to write an article about that I stated to think about how to publish it to the widest audience. That brought me face-to-face with the state of the present electronics media. It actually is getting better. The "New Web-based Media", which raised its ugly head at the turn of the century, has finally been proven to be bogus and a dedicated group of editors and bloggers are doing their best to revive the efficiencies of the past. And (sorry folks) it is the analyst and editors that are important, not the BRAND! And yes, it is far more efficient to go into an office every day and stand around the water cooler or coffee pot and create that critical mass that innovation requires. I have yet to get all of that talent to go to a Starbucks at the same time for a brainstorming session. The problem that persists is how this rag-tag group of heroes gets paid.

Right now these heroes, (Richard Goering, Michael Santarini, Ron Wilson, Paul Dempsey, John Cooley, Peggy Aycinena, Peter Clark, Brian Fuller, Brian Bailey, Ann Steffora Mutschler, Daniel Nenni, Clyde Maxfield, Ed Sperling, John Blyer, Dylan McGrath, Sol Gradman, Kevin Morris, Brian Moyer, Jim Turley, John Donovan, Paul McLennan, David Maliniak, Rick Merritt and many more) are doing their best to carry the flag. Technical Analysts are in the same state. I'm lucky; I went back to the old Dataquest business model, which still works, and being old I now get social security, plus I have a great wife that gives me medical benefits, still I can't afford to take nearly as many trips, nor can I do the user surveys needed to do the full work I was doing at Gartner and still get Casey through college. But then neither can a Gartner analyst. You get what you pay for.

So today we are either getting by with about 60% of what we had in the past by using Company-sponsored media, and my hat's off to the Cadence, Xilinx, Altera and Atmel's of the world that fund that approach, they are doing their best, or we are using "coin-operated" analysis and media. Or we are just cutting back on our services to keep our price points affordable.

So there you have it. Since I am neither a blogger nor an editor, I guess I'll just sit back and wait to see how this works out.