

# BCM MEDIA SHARE OF VOICE REPORT

Semicon Europa Edition

[www.bcmpublicrelations.com](http://www.bcmpublicrelations.com)

**bcm**  
public relations



## Overview

Semicon Europa 2024, the premier platform for showcasing advancements in semiconductor technology, IoT-enabled manufacturing, and automation systems, is more than a stage for technological innovation. It has emerged as a key battleground for semiconductor diplomacy, where nations and corporations compete for influence in the global tech ecosystem. As the world faces supply chain disruptions, geopolitical tensions, and the relentless drive toward digital transformation, semiconductors have taken centre stage in international policy and business strategy.

The BCM Media Share of Voice Report: Semicon Europa Edition provides a detailed analysis of media coverage from September 1, 2023, to September 1, 2024. This report identifies the top companies dominating media narratives while offering insights into the geopolitical landscape, with special focus on how media coverage reflects power dynamics in the global semiconductor supply chain.

**The market size of semiconductors is expected to reach USD 1 trillion by 2030, due to their ubiquity in the development of emerging technologies such as artificial intelligence (AI), 5G, quantum computing, industrial automation, among others.**

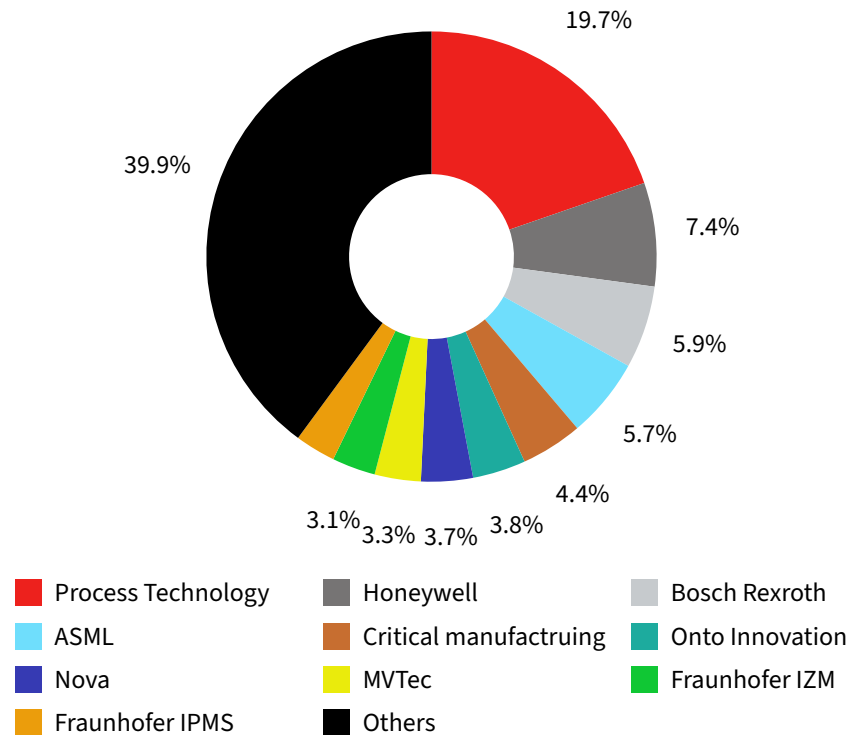
**SEMI**

### Research Methodology

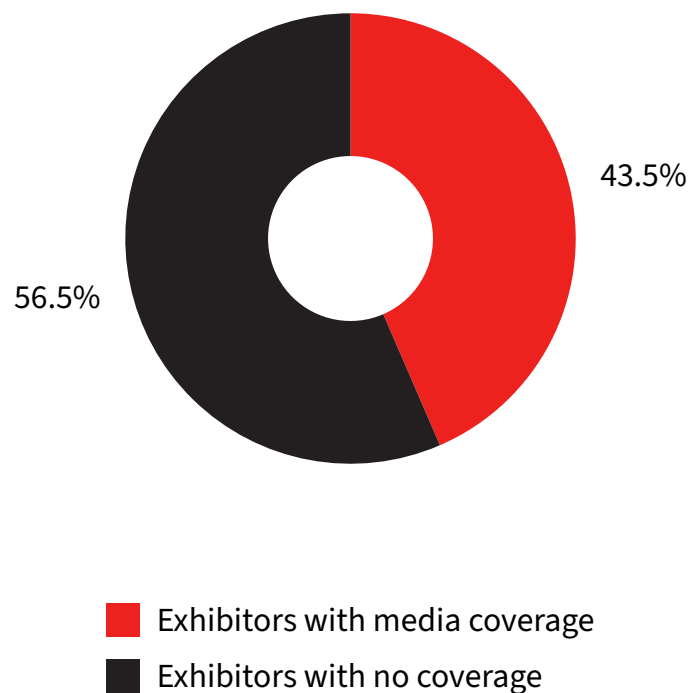
BCM tracked global media coverage for exhibitors at Semicon Europa 2024 across selected newswires and trade publications over the past 12 months. This ensures that the analysis reflects current and impactful media conversations, shaped by the intersection of technology and geopolitics.

## Key Findings

The top 10 companies receive more than half of the media attention, with **62%** of the share of voice.

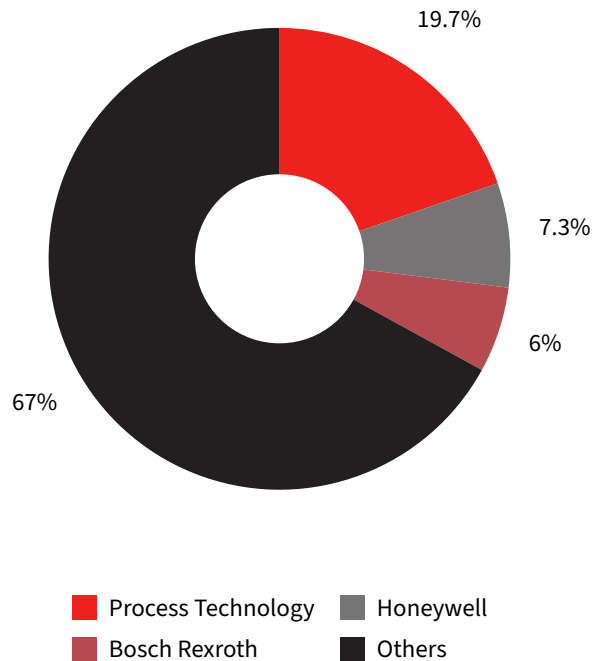


Surprisingly, **56.5%** of exhibitors completely miss out on the semiconductor diplomacy conversation.

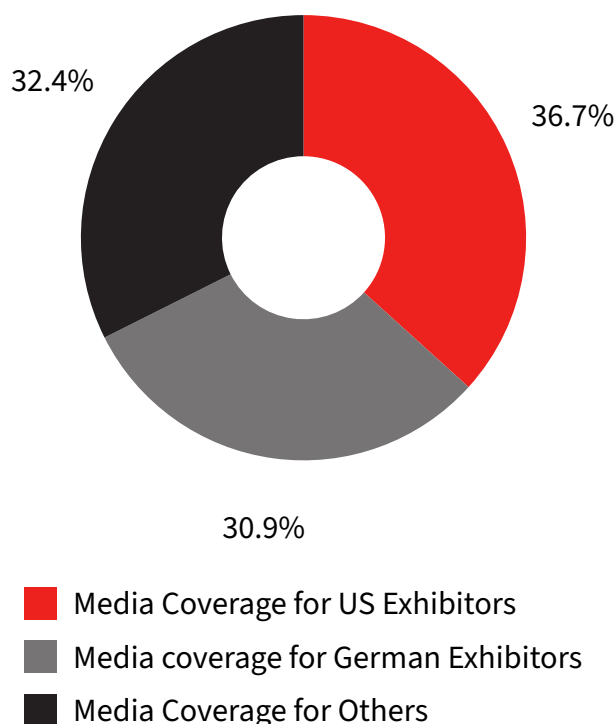


## Key Findings

The **top 3** companies account for nearly **33%** of media coverage, indicating significant influence in the industry narrative.



Exhibitors from **the United States** secure most media coverage (**36.7%**), followed by **Germany** (**30.9%**), highlighting regional dominance in the sector.





**Focus on Automation & IoT Integration: Fraunhofer IZM and Fraunhofer IPMS, with 3.1% and 2.9% SOV respectively, emphasize IoT-enabled microsystem technologies and semiconductor processes. These companies align closely with Europe's strategic initiative to become more self-reliant in the semiconductor sector under the European Chips Act.**

**Emerging Players and Innovation in AI: Axelera AI (0.8% SOV) is small in media share but highlights the growing interest in AI hardware and IoT applications, particularly as the industry shifts toward AI-driven smart manufacturing. KEYENCE (0.7%) and KUKA Roboter (0.6%) are focusing on automation and robotics integrated with IoT.**

### **Industry Trends Reflected in Media Coverage:**

- **IoT Integration:** Nearly all companies, regardless of their size, emphasize IoT-enabled solutions, underscoring the widespread adoption of IoT across manufacturing processes, automation, and control systems.
- **Semiconductor Equipment and Process Control:** Many companies are focused on semiconductor equipment, reflecting the critical role of process control in modern manufacturing.
- **AI and Smart Manufacturing:** Firms such as Axelera AI are leading the charge in AI integration, a trend expected to gain even more media attention as smart manufacturing evolves.

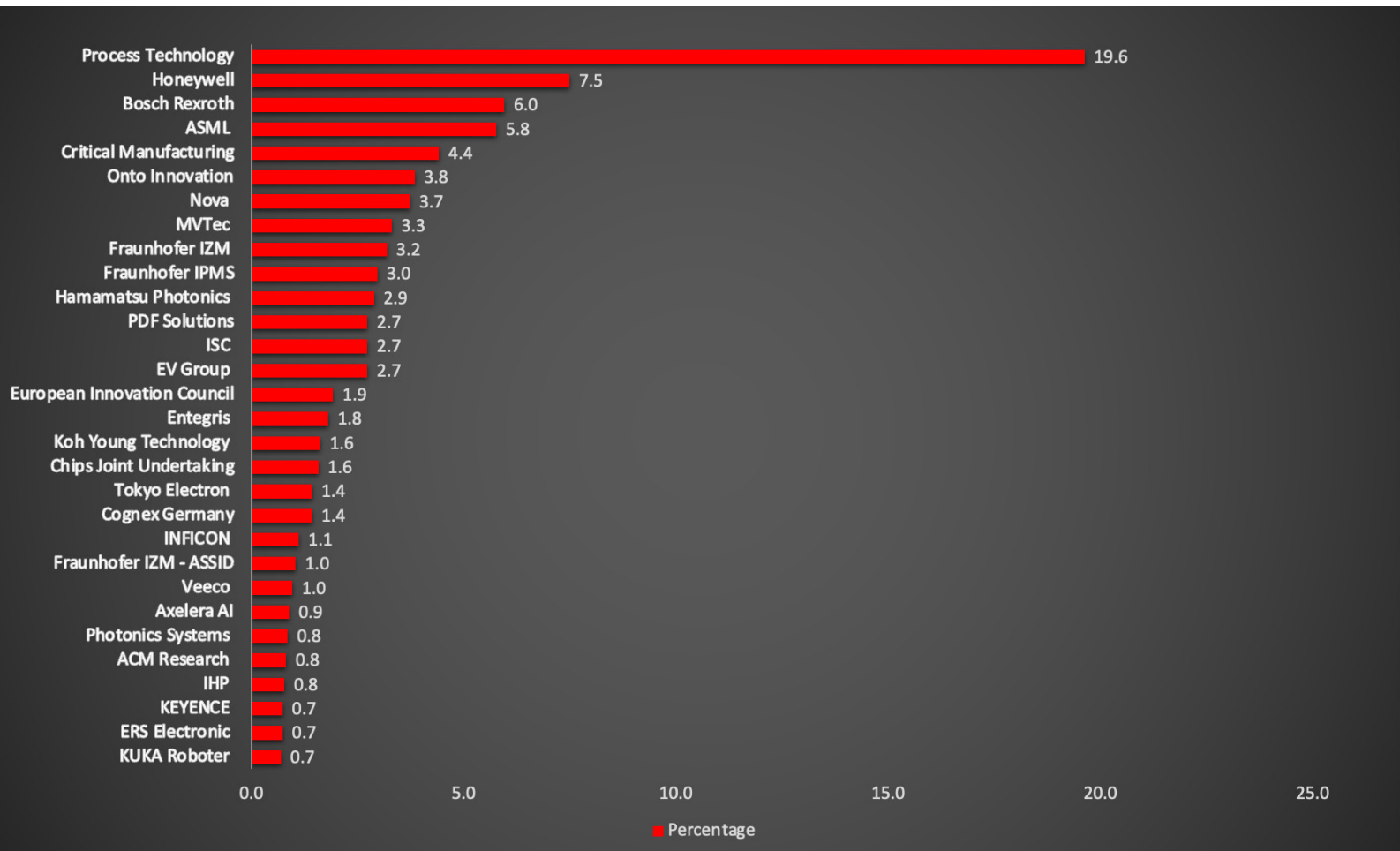
**Taiwan has surprisingly low media representation among the top companies at Semicon Europa 2024. Taiwan is home to major players such as TSMC, which dominates global chip production, yet companies based in Taiwan were largely absent from the top 10 and had minimal visibility in the media.**

**ASML (5.7%) plays a crucial role in semiconductor manufacturing and is a key player in the U.S.-China tech standoff due to its lithography systems, which are restricted from sale to Chinese companies, placing ASML at the heart of semiconductor diplomacy.**

**"Semiconductor diplomacy and geopolitical dynamics are playing a significant role in shaping media narratives around the industry. Media visibility is not just about being part of the conversation; it is about shaping the future of the industry. Companies that fail to capture media attention are missing opportunities to influence key industry narratives, attract partners, and shape policies. For these exhibitors, rethinking their media and PR strategies should be a top priority."**

**Stephen Ballard, Managing Director, BCM Public Relations**

# Top 30 Exhibitors



# Remaining Exhibitors

Company	Media SOV (%)	Company	Media SOV (%)
IBS - Ion Beam Services	0.5	AP&S International	0.2
Namics	0.5	Axus Technology	0.2
Oxford Instruments	0.5	Chip Right	0.2
Pfeiffer Vacuum	0.5	PEER Group	0.2
Plasma-Therm	0.5	scia Systems	0.2
IMG	0.4	Siconnex	0.2
Kontron AIS	0.4	Vistec Electron Beam	0.2
Ulvac	0.4	cyberTECHNOLOGIES	0.2
camLine	0.3	Ferrotec	0.1
Camtek	0.3	GEMÜ	0.1
PEMTRON	0.3	MICRONICS JAPAN	0.1
SÜSS MicroTec	0.3	Gauss Labs	0.1
Aehr Test Systems	0.3	SEMILAB	0.1
SPEA	0.3	VON ARDENNE	0.1
Trymax Semiconductor Equipment	0.3	BMT	0.1
TSE	0.3	EINNOSYS	0.0
Yield Engineering Systems	0.3	Fabmatics	0.0
DAIFUKU	0.3	Fujikin	0.0
Fraunhofer ENAS	0.2	GenISys	0.0
GST	0.2	Primarius Technologies	0.0
Junkosha	0.2	Samco	0.0
Brooks Automation	0.2	SCREEN SPE	0.0
ClassOne Technology	0.2	SICC	0.0
FUJIFILM Electronic Materials	0.2	Singulus Technologies	0.0
		UCT	0.0
		XTPL	0.0



# Remaining Exhibitors

Company	Media SoV (%)	Company	Media SoV (%)
Adelis Associates	0.0	Hangzhou Cobetter Filtration Equipment	0.0
Advanced Dicing Technologies	0.0	Heidelberg Instruments	0.0
Advanced Materials Technology & Engineering	0.0	HERMOS RFID	0.0
Advanced Thermal Sciences	0.0	HIPURITY	0.0
Asahi Diamond Industrial	0.0	Holland High Tech	0.0
ATECOM TECHNOLOGY	0.0	IDloop	0.0
AVAQ SEMICONDUCTOR	0.0	Impedans	0.0
Azbil	0.0	E & R Engineering Corporation	0.0
Ball Wave	0.0	Ebara Precision Machinery Europe	0.0
CanTops	0.0	EFAB International Technology	0.0
Chengdu Precision Rong Creation Technology	0.0	EKK Eagle Semicon Components	0.0
Chroma Ate	0.0	Elemental Scientific	0.0
Chungbuk Innovation Institute of Science & Technology	0.0	EO Technics	0.0
CiS Forschungsinstitut für Mikrosensorik und Photovolataik	0.0	Fastmicro	0.0
CKD Europe	0.0	FITOK	0.0
Dalian High Purity Chemical	0.0	Focus GmbH	0.0
DONGGUAN XY NEW MATERIAL	0.0	GEMU, Gebr. Muller Apparatebau	0.0
		Guangzhou Summit Crystal Semiconductor	0.0

# Remaining Exhibitors

Company	Media SoV (%)	Company	Media SoV (%)
Innovation DIC Chemitronics	0	Sanwa Engineering	0
Intego	0	SBT Ultrasonic Technology	0
intelligent fluids	0	SEIWA OPTICAL	0
Jiangsu Jinggong Semicon	0	SEKISUI CHEMICAL	0
Jiangyin Huilong Electronic Heating	0	Semishare	0
Johnstech International	0	SEMPA Systems	0
JSR Micro	0	Sendai Smart Machines	0
Jung Sung Tech	0	Sentech Instruments	0
Kanematsu Corporation	0	Shanghai Haogu Industrial	0
Kashiyama Europe	0	Shibaura Mechatronics	0
KITZ SCT CORPORATION	0	SHINKO Europe AG	0
Kokusai Semiconductor	0	SIEGERT WAFER	0
Kurt J Lesker Company	0	SKL Tech	0
LayTec	0	SmarAct	0
LEUVEN AIR BEARINGS	0	Solutions on Silicon	0
Levitronix	0	Sumitomo (SHI) Cryogenics	0
LINTEC	0	SurplusGLOBAL	0
Miraial	0	Suzhou Eoulu System Integration	0
Nanotronics Imaging	0	Syft Technologies	0
NexGen Wafer System	0	Thyracont Vacuum Instruments	0
NEXTIN	0	TRUMPF Hüttinger	0
Nextool Technology	0	UNILOK	0
Niching Industrial	0	VAT Deutschland	0
Nikon Precision	0	Vital Materials	0
Park Systems Europe	0	Xi'an Eswin Material Technology	0
Particle Measuring Systems	0	Yaskawa Europe Technology	0
Photonics Precision Engineering	0	Ye Siang Enterprise	0
Pivotal Systems	0	Zhejiang Changxin Electronic	0
Raith	0	Zhejiang Hangke Instrument	0
Rorze Engineering	0	Zhejiang Jingsheng	0
Salland Engineering	0	Zhejiang OPAL Quartz Tech	0
		znt Zentren für Neue Technologien	0