

## Market Analysis - Circuits

### *Key Data Points*

Current Market Size	55,600
Change from Previous Year	+1%
Leading Publisher	John Wiley & Sons
Market Leading Text	Nilsson 8/e, 2008 (Pearson)

### *Market Background*

While EE has taken on the chin over the past few years, due to at least the perception of job opportunities being lost to India and Asia, this introductory market is up 1% over last year signaling that the discipline may have hit bottom. Our current market size estimate is 55,600. But as a two semester course at many schools, this number does not equate to annual textbook sales, as second semester students obviously use the same book from semester one.

Wiley is the leading publisher in the market, benefiting from the divestiture of Irwin, Thomas/Rosa and Johnson from Prentice Hall following its acquisition by Pearson (Pearson had the market leading Nilsson, published under Addison-Wesley).

Pearson is about even with McGraw-Hill, for the past 3-years but has pulled ahead with a new edition of the market leader, Nilsson. The brief version of Nilsson never took hold (rarely have we seen brief or fundamentals versions succeed) and the most recent launch of Mersereau did not dent the market either.

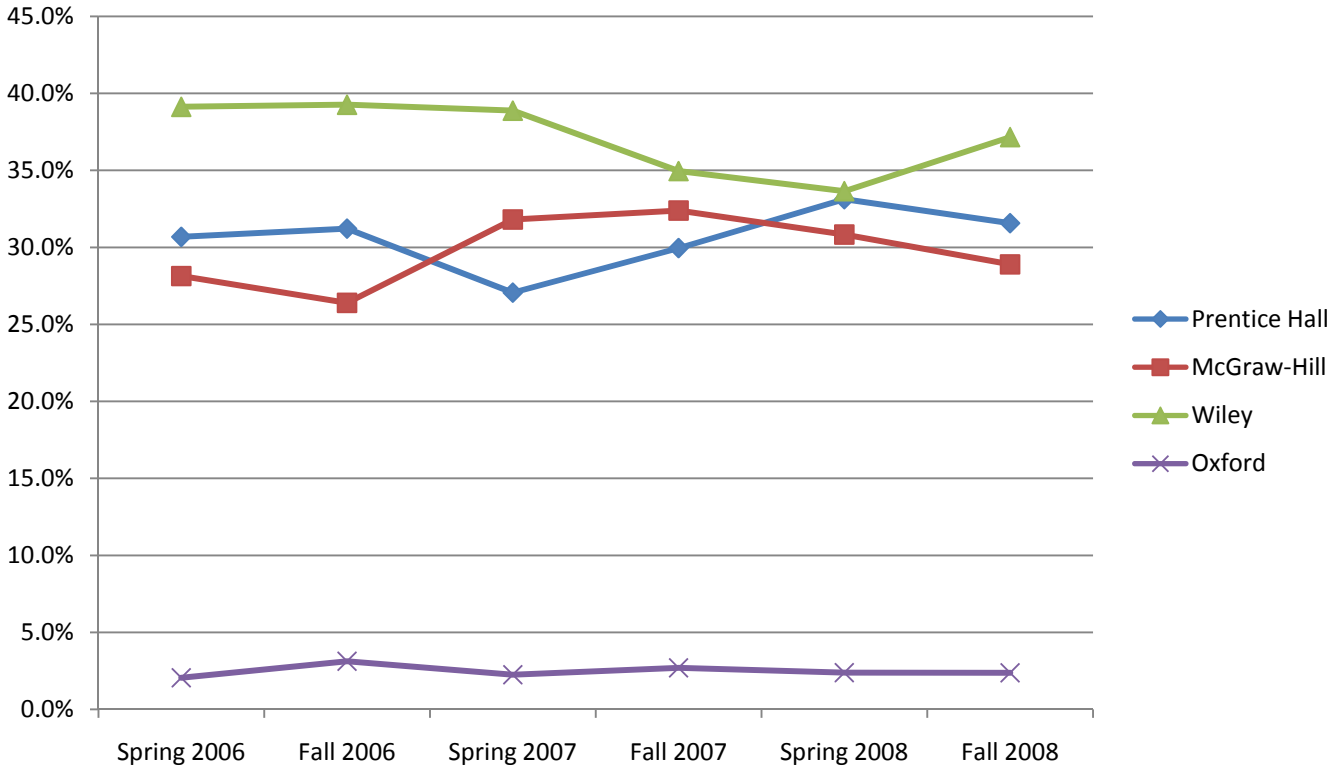
McGraw has benefited from Alexander/Sadiku, the most successful new entry in recent times with a launch in 2000. The #2 text combines with the classic Hayt for McGraw-Hill's share of the market, even with Pearson over the past 3 years but off as of late.

Cengage Engineering has no presence in this market, with the top 3 publishers leaving only 3-4% for would-be competitors.

**TABLE 1**  
**CIRCUITS MARKET**  
**MARKET SHARE BY PUBLISHER FOR LEADING TEXTBOOKS**  
**2006-2008**

<b>Publisher</b>	<b>Spring 2006</b>	<b>Fall 2006</b>	<b>Spring 2007</b>	<b>Fall 2007</b>	<b>Spring 2008</b>	<b>Fall 2008</b>
<b>Prentice Hall</b>	30.7%	31.2%	27.1%	30.0%	33.1%	31.6%
<b>McGraw-Hill</b>	28.1%	26.4%	31.8%	32.4%	30.8%	28.9%
<b>Wiley</b>	39.1%	39.3%	38.9%	35.0%	33.6%	37.2%
<b>Oxford</b>	2.1%	3.1%	2.2%	2.7%	2.4%	2.4%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Circuits Market**  
**Market Share by Publisher of Leading Textbooks**  
**2006 - 2008**



**TABLE 2**  
**CIRCUITS MARKET**  
**ANNUAL ENROLLMENT AND MARKET SHARE BY TITLE**  
**2006-2008**

	TOTALS		SPRING 2006		FALL 2006		SPRING 2007		FALL 2007		SPRING 2008		FALL 2008	
Title	Enroll	%	Enroll	%	Enroll	%	Enroll	%	Enroll	%	Enroll	%	Enroll	%
Nilsson (PH)	40,190	28%	6782	28%	6199	27%	5584	24%	6587	27%	8070	31%	6968	30%
Alexander/Sadiku (MH)	29,738	21%	4547	19%	3841	17%	4890	21%	5555	23%	6094	23%	4811	20%
Irwin (Wiley)	25,065	17%	5195	22%	4106	18%	4165	18%	3494	14%	3857	15%	4248	18%
Hayt (MH)	12,649	9%	2055	9%	1993	9%	2534	11%	2255	9%	1904	7%	1908	8%
Dorf (Wiley)	10,853	7%	1688	7%	2021	9%	2255	9%	1628	7%	1623	6%	1638	7%
Thomas/Rosa (Wiley)	9,064	6%	1375	6%	1367	6%	1383	6%	1829	8%	1624	6%	1486	6%
DeCarlo/Lin (Oxford)	3,520	2%	482	2%	690	3%	525	2%	651	3%	620	2%	552	2%
Irwin -Brief (Wiley)	3,511	2%	125	1%	505	2%	539	2%	771	3%	938	4%	633	3%
Nilsson-1(PH)	1,859	1%	297	1%	275	1%	398	2%	301	1%	215	1%	373	2%
Mersereau (PH)	1,521	1%	120	1%	426	2%	333	1%	334	1%	308	1%	0	0%
Paul Wiley)	1,498	1%	222	1%	160	1%	273	1%	265	1%	325	1%	253	1%
Johnson (Wiley)	1,365	1%	260	1%	178	1%	281	1%	159	1%	256	1%	231	1%
Cunningham (Wiley)	849	1%	154	1%	159	1%	0	0%	281	1%	104	0%	151	1%
Johnson (Wiley) (Basic)	518	0%	161	1%	181	1%	176	1%	0	0%	0	0%	0	0%
Other	2,614	2%	524	2%	533	2%	425	2%	266	1%	512	2%	354	1%
Totals	144,814	100%	23,987	100%	22,634	100%	23,761	100%	24,376	100%	26,450	100%	23,606	100%

# Circuits Market Market Share of Leading Textbooks 2006 - 2008

