

Moore's Law is a forecast for the pace of silicon technology development that states that roughly every two years transistor density will double, while increasing functionality and performance and decreasing costs. It has become the basic business model for the semiconductor industry for more than 40 years.

\* Applied Materials, which supplies Intel with manufacturing equipment, has announced a \$4.9bn acquisition to keep up with the new technology. The US equipment maker is to buy Varian Semiconductor Equipment for \$4.9bn to give it the capability to handle chips of greater complexity.



DESIGN / 04 MAY 2011

### Global Confidence Update

Stylus rounds up the latest global consumer confidence indicators and the macroeconomic picture in key markets worldwide.

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## Type Cast: Forbes' Top Models

09 MAY 2011

Gisele Bündchen, Heidi Klum and Kate Moss have proved that the "older" generation of super models are still able to retain their top-earning credentials in the lucrative world of brands, worth some \$80 million between them.

Forbes annual list of the top earning models shows that the 10 top-earning female models made a combined \$112 million in the 12 months to May, up 30% over the previous year.

Bündchen, Klum and Moss made most of this gain, Forbes reported, as they transformed their careers from models to designers, entrepreneurs and pop icons.

The Forbes top 10 valued models are: Gisele Bündchen at \$45 million; Heidi Klum at \$20 million; Kate Moss at \$13.5 million; Adriana Lima at \$8 million; Alessandra Ambrosio at \$5 million; Daria Werbowy at \$4.5 million; Lara Stone at \$4.5 million; Carolyn Murphy at \$4.3 million; Natalia Vodianova at \$4 million and Candice Swanpoel at \$2 million.

## Viacom Targets Women

09 MAY 2011

Viacom International Media Networks (VIMN) – which owns MTV and Nickelodeon – and international programme maker Endemol have joined forces to launch a new entertainment brand for 16 to 49 year old women called Viacom Blink!

Viacom Blink! will debut in Poland this summer with access to 4,000 hours of content for television and digital media platforms from a mix of Endemol's portfolio of formats as well as its distribution library spanning drama, comedy, lifestyle, reality TV, documentaries and game shows.

Programmes include Hot in Cleveland, Make Me A Supermodel, Forensic Investigators, Rescue Special Ops, Home and Away, The Secret Life of Us, Spirited, Gok's Fashion Fix, The Little Couple and Fear Factor US, among many others.

VIMN is also in discussions with studios to broadcast feature films on the channel.

The new station is set to debut with more than one million households via two pay TV platforms, Multimedia Polska and N Platform, plus other local distributors.

VIMN and Endemol are looking at distribution in other regions including Central Europe, the Middle East and Latin America.

## Apple: Most Valuable Brand

09 MAY 2011

Apple has become the most valuable brand in the world, according to the latest annual BrandZ listing.

The brand went up in value by 84% over the past year, ending the four-year reign of Google at the top of the table in the sixth annual BrandZ Top 100 Most Valuable Global Brands study.

The Apple brand as calculated by Millward Brown Optimor, a WPP company, has increased in value by 859% since 2006 and now stands at \$153.3 billion.

Other key findings in the study are that during the economic recovery of the last year, the combined value of all the brands in the top 100 has risen by 17% and is now worth \$2.4 trillion.

In terms of geography, according to the 2011 BrandZ study, 19 of the top 100 brands now originate in BRICs markets, versus only two in 2006.

Google is ranked second most valuable brand in the world, followed by IBM, McDonald's, Microsoft, Coca-Cola, AT&T, Marlboro, China Mobile and GE

The BrandZ Top 100 Most Valuable Global Brands study, commissioned by WPP and conducted by Millward Brown Optimor, identifies and ranks the world's most valuable 100 brands by their dollar value, based on financial data