

SYSmark[®] Media Usage Report Q1 2002

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Benchmark media usage report

Objectives

This report covers the usage of the SYSmark® product line within the online media for Q1 2002. The objective of the report is to analyze how extensively SYSmark® is used by the PC industry in order to gain insight and quantify the popularity of the software.

In Q1 2002 SYSmark® was used by 59% of all online publications that wrote reviews about new PC hardware.

Survey method

Surveyed media

We selected online media as the target group of this analysis because of the speed by which they operate and it's high availability. In order to ensure that the selection is valid, we excluded all non-English online sources. This was done because it was not possible to verify that selected online sources from a different country would represent a holistic view of that country's news sources in general.

Surveyed product launches

The report covers recent launches of new technology during Q4 2001 and Q1 2002. These launches are: AthlonXP (1700+, 1800+, 1900+ and 2000+) CPU launch by Advanced Micro Devices Inc, and Pentium 4 2GHz and 2.2 GHz CPU. It should be noted that different companies have different promotional tactics and programs. This directly affects the number of reviews that have been written about their new product introductions. This does not necessarily reflect the quality of new hardware or public interest about it.

For comparison purposes we included ZDNet's Business and Content Creation Winstone usage, which we believe is the closest competitor to SYSmark® in the business.

Key Results

AMD AthlonXP 1700+, 1800+, 1900+, 2000+ launches

Total number of reviews covered:	41	
Number of reviews that used SYSmark®:	22	Usage percentage: 54%
Number of reviews that used WinStone:	11	Usage percentage: 27%

Intel Pentium 4 2GHz and 2.2 GHz launches

Total number of reviews covered:	34	
Number of reviews that used SYSmark®:	22	Usage percentage: 65%
Number of reviews that used WinStone:	21	Usage percentage: 62%

Summary of surveyed reviews:

Total number of all reviews covered:	62
Total number of reviews using SYSmark®:	34

Total industry coverage for SYSmark®: 59%

Discussion

According to the survey, 59% of new technology reviews use SYSmark® benchmarks. In other words, over one half. The result can be considered positive when compared to Winstone's result of about 40%, depending on the measuring methods. WinStone is the closest competing software to SYSmark®. The programs essentially measure the same things with the exception that WinStone actually consists of two programs, Business WinStone (referred as business in the background data sheets) and Content creation WinStone (referred as cont.cr. in the background data sheets). SYSmark® includes these elements in one program.

Summary

SYSmark® is the most widely used professional level benchmarking program within the PC industry with 59% coverage. There was a slight difference between usage in Intel Pentium 4 CPU reviews and AMD Athlon XP CPU reviews but the same effect is also noticed in the competitor's software usage and thus the results are comparable.

Attachments:

Attachment 1: SYSmark® PR Testimonials

Attachment 2: Background data

Attachment 1: SYSmark® - Testimonials

Sharky Extreme www.sharkyextreme.com

*"BAPCO's SYSmark 2001 is truly a monster of a system benchmark, and is about as close to a "Crusher" equivalent as we'll find in the business world. As such, it's easy to give a bit more credence to these scores, since **SYSmark 2001 makes heavy use of multimedia and Internet development applications** (many the same as in Content Creation 2001) and the benchmark itself is the newest of the bunch. **It also nicely separates the Internet and Business Elements into two different scores, along with a final tally.**"*

PC Stats www.pcstats.com

"SYSmark 2001 uses real world applications concurrently as an accurate way to test the system by following patterns that reflect the way real users work. SYSmark 2001's workloads accurately represent today's updated business usage model. The benchmark runs at a realistic execution speed, with think times between application interactions, in order to emulate a desktop user's interaction with the operating system and applications."

Intel www.intel.com

*"So how do you measure true productivity performance in this environment? Through the use of the industry standard benchmark, SYSmark 2002 which **replicates today's multitasking environment with background processing**"*

Hardcoreware www.hardcoreware.net

"SYSmark tests the performance of several Content Creation and Office Productivity applications, and gives a final score, along with individual category results."

GameSpot gamespot.com

"BAPCO's SYSmark 2001 makes use of several popular office productivity and content-creation applications to measure system response time."

VIAHardware www.viahardware.com

*"SYSmark 2001 Office Productivity is a general consumer and office environment type benchmark. SYSmark Office Productivity deals with the everyday use of office applications such as Microsoft Office, Dragon Naturally Speaking, and web browsing. **These are tests that recreate what home and office users would typically use their computer for.**"*

OCPrices www.ocprices.com

"SYSmark 2001 is an application-based benchmark that reflects usage patterns for current business users in the areas of Internet Content Creation and Office Productivity. It runs through 14 applications and spits out an overall score, and a score for each workload."

Active Hardware active-hardware.com

"SYSmark 2001 rolls together a series of multimedia benchmarks of two varieties: Internet applications, and Office apps."

Attachment 2: Background data

Intel P4 2GHz and 2.2 GHz

Domain	URL	SysMark	WinStone		Review type
			Business	Cont.cr.	
Pcstats	www.pcstats.com	Used	Not used	Not used	P4 2 GHz vs. XP 2000+
Sharkyextreme	www.sharkyextreme.com	Used	Used	Used	P4 2GHz
		Used	Used	Used	P4 2GHz (willamette)
OverclockersOnline	www.overclockersonline.com/	Not used	Used	Used	P4 NW 2,0GHz & 2,2 GHz
		Not used	Not used	Not used	P4 2GHz (willamette)
Hothardware	www.hothardware.com	Used	Used	Used	P4 2GHz (willamette)
		Not used	Used	Used	P4 Northwood
HardOCP	www.hardocp.com	Used	Used	Used	P4 2GHz (northwood)
Hardware Unlimited	www-hardware-unlimited.com	Used	Not used	Used	P4 2GHz (willamette)
		Used	Not used	Used	P4 Northwood
CPU Review	www.cpureview.com	Not used	Not used	Not used	P4 2GHz (willamette)
Anandtech	www.anandtech.com/	Used	Used	Used	P4 2GHz (willamette)
Gamersdepot	www.gamersdepot.com	Used	Used	Used	P4 2,2 GHz
Tech Report	www.tech-report.com/	Not used	Used	Used	P4 2GHz (willamette)
		Not used	Used	Used	P4 NW 2.2G vs. XP 2000+
Tweak Town	www.tweaktown.com	Not used	Not used	Not used	P4 2,2 GHz
Intel	www.intel.com	Used	Not used	Not used	P4 general
HardCoreWare.net	www.hardcoreware.net	Used	Not used	Not used	P4 2.2 GHz vs.XP 2000+
LostCircuits	www.lostcircuits.com	Used	Not used	Used	P4 vs. XP
Digitlife	www.digit-life.com	Used	Used	Used	P4 2GHz
		Used	Used	Used	P4 2.2 GHz
ZDNet Uk	www.zdnet.co.uk	Not used	Not used	Used	P4 2.2 GHz vs. XP 2000+
ExtremeTech	www.extremetech.com	Not used	Not used	Not used	P4 2GHz
Hard Extreme	www.hardextreme.com	Not used	Not used	Not used	P4 Northwood
Hardware Extreme	www.hwextreme.com	Used	Used	Used	P4 2GHz
VR - Zone	www.vr-zone.com	Not used	Used	Used	P4 Northwood
X-Bit labs	www.xbitlabs.com	Used	Used	Used	P4 NW vs. XP 2000+
Ace's Hardware	www.aceshardware.com	Used	Used	Used	P4 2GHz NW vs. XP 2000+
OC Prices	www.ocprices.com	Used	Used	Used	P4 2 GHz
Active Hardware	www.active-hardware.com	Used	Not used	Not used	P4 2GHz
Game PC	www.gamepc.com	Not used	Not used	Not used	P4 2GHz NW
Tom's Hardware	www.tomshardware.com	Used	Not used	Not used	P4 2.2GHz vs. XP 2000+
		Used	Not used	Not used	P4 2GHz vs. Athlon
		Used	Not used	Not used	P4 vs. XP
Total Used		22	17	21	
Total Reviews		34	34	34	
Usage percentage		65 %	50 %	62 %	

AthlonXP Series

Domain	URL	SysMark	Bus. Winston	Cont.cr. winsto	Review type
3dvelocity	www.3dvelocity.com/	Not used	Not used	Not used	AthlonXP 2000+
Active Hardware	www.active-hardware.com	Used	Not used	Not used	AthlonXP 1900+
		Used	Not used	Not used	AthlonXP 1800+
AMDZone	www.amdzone.com	Not used	Not used	Not used	AthlonXP 1900+
		Not used	Not used	Not used	AthlonXP 1800+
Anadtech	www.anandtech.com/	Used	Not used	Not used	AthlonXP 1700-1900+
AMDPower	www.amdpower.com	Not used	Not used	Not used	AthlonXP 1600+
AMD MB	www.amdmb.com	Used	Used	Used	AthlonXP 1800+
		Used	Used	Used	AthlonXP 1900+
AMDWorld	www.amdworld.co.uk	Not used	Not used	Not used	AthlonXP 1700+
CPUReview	www.cpureview.com	Not used	Not used	Not used	AthlonXP 1800+
Digitlife	www.digit-life.com	Used	Used	Used	AthlonXP 1800+
Eurogamer	www.eurogamer.com	Not used	Not used	Not used	AthlonXP 1800+
ExtremeTech	www.extremetech.com	Not used	Used	Used	AthlonXP 1900+
Firingsquad	www.firingsquad.com	Not used	Not used	Not used	AthlonXP 1800+
		Used	Not used	Not used	AthlonXP 2000+
GamePC	www.gamepc.com	Not used	Used	Used	AthlonXP 1800+
GameSpot	www.gamespot.com	Used	Used	Used	AthlonXP 1900+
		Used	Not used	Not used	AthlonXP 1800+
Gotapex	www.gotapex.com	Not used	Used	Used	AthlonXP 1800+
Hardware Unlimited	www.hardware-unlimited.com	Used	Not used	Not used	AthlonXP 1800+
Hexus.net	www.hexus.net	Used	Not used	Not used	AthlonXP 1800+
		Not used	Not used	Not used	AthlonXP 1900+
		Not used	Not used	Not used	AthlonXP 2000+
LostCircuits	www.lostcircuits.com	Not used	Not used	Not used	AthlonXP 1900+
		Not used	Not used	Not used	AthlonXP 1800+
Motherboards.org	www.motherboards.org	Used	Not used	Not used	AthlonXP 1700+ & 1800+
Overclockersonline	www.overclockersonline.com	Not used	Not used	Not used	AthlonXP 1700+
OCPrices	www.ocprices.com	Used	Not used	Not used	AthlonXP 1800+
PCStats	www.pcstats.com	Used	Not used	Not used	AthlonXP 1800+
		Used	Not used	Not used	AthlonXP 2000+
SharkyExtreme	www.sharkyextreme.com	Used	Not used	Not used	AthlonXP 1800+
SimHQ	www.simhq.com	Used	Not used	Not used	AthlonXP 1900+
Sourcemagazine	www.sourcemagazine.com	Not used	Used	Used	AthlonXP 1800+
Tomshardware	www.tomshardware.com	Used	Not used	Not used	AthlonXP 2000+ OC
		Used	Not used	Not used	AthlonXP 1900+
		Used	Not used	Not used	AthlonXP 1800+
TechReport	www.tech-report.com	Not used	Used	Used	AthlonXP 1900+
		Not used	Used	Used	AthlonXP 1800+
VIAHardware	www.viahardware.com	Used	Not used	Not used	AthlonXP 1900+
ZDNet Uk	www.zdnet.co.uk	Used	Used	Used	AthlonXP 1800+
Total Used		22	11	11	
Total Reviews		41	41	41	
Usage percentage		54 %	27 %	27 %	