

EXAMPLE

Electronic Component Industry Evolution

100 YEARS OF THE DISTRIBUTION CHANNEL



Radio Row, Cortlandt Street, New York circa 1922

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THE BIRTH OF DISTRIBUTION

The early 1920s were a time of curiosity and hope after the conclusion of World War I. Since its inception in the 1901, the radio had become a worldwide name and people all over the United States had become interested in incorporating it into their lives. Though at its inception the radio was deemed as a rarity for most people to own, the advancement of technology allowed for the radio to become a household item that was inexpensive and easily accessible.

The Consumer Electronics report suggests that in 1922, 100,000 radios were sold at an average cost of \$50 per radio. After only two years, the radio business had grown tremendously after the annual factory dollar volume had become ten times more valuable, jumping to a net worth of \$50 million. The increase in the production of radios also allowed for the increase to over 500 radio stations that broadcasted worldwide.

The advancement of the radio allowed for the growth of the market for radio components and the inception of "Radio Row" in New York. "Radio Row" arose in the 1920s when the progression of the need for radio parts and components became apparent for those who owned a radio. "Radio Row" is a nickname for the district that was known for the specialization of radio equipment and parts. "Radio Row" first began with the creation of "City Radio" which was opened in 1921 in the heart of what is the street known as "Radio Row." As radio became more and more popular through the years,

stores responsible for distributing radio parts became more and more necessary and many would flock to "Radio Row" to buy components that would help advance their devices. The street was home to an estimated 40-50 stores and was often extremely crowded and filled with people. It was located on the Lower West Side of Manhattan. Major component distribution companies, many of which still exist today, began on "Radio Row" including Avnet, Arrow Electronics, and Schweber Electronics. Avnet was started by Charles Avnet in 1921 after he decided to start selling radio parts in New York City. He was a Russian immigrant who was interested in making a name for himself in America and thus started selling radio components on "Radio Row."

Though "Radio Row" was booming with business throughout the 1920s and 1930s, it had a falling out when World War II started and things like radio components and parts became irrelevant due to the scarcities that the war presented. Radio components were said to have been bargainless and almost worthless at the start of the war, since everyone's focus shifted from technology to war efforts during this time. Though this industry took a big hit during the era of World War II, the years of 1941-1944 when the United States became

VACUUM TUBES

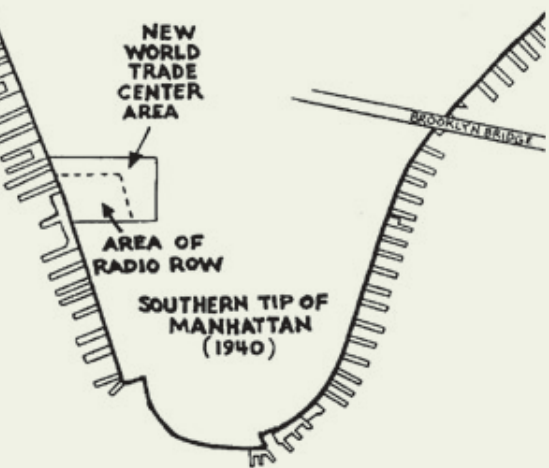
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RCA, Radio Tube c.1920



Arrow in the 40's.

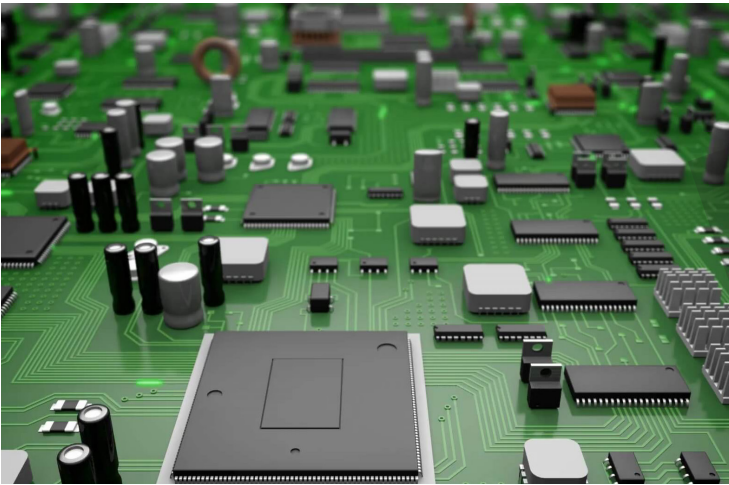


Flip Electronics Focus on EOL and Obsolescence Parts Drives Growth

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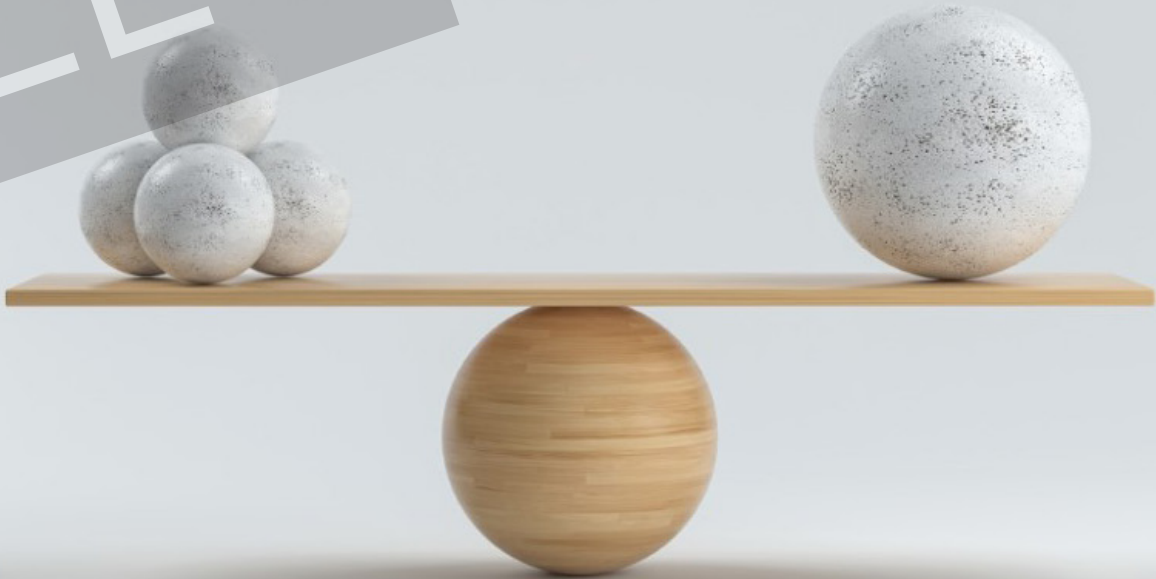
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AVOIDING THE GREY MARKET CAN BE A DIFFICULT BALANCING ACT.

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- 2010 - 2011**
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- 2012 - 2016**
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- 2017 - 2021**
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