

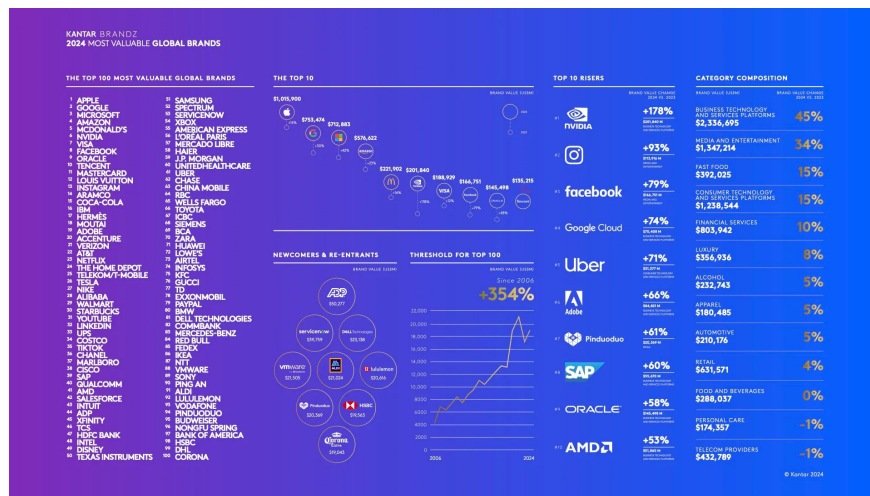
# AMD has surpassed Intel in brand value

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In the minds of many people, Intel has always been the most important, long-standing and valuable brand in the global technology field, while AMD is simply an annoying follower. However, a recently published market report shows that AMD has now become a brand with even more value and recognition than Intel - and that's big news for the giant. technology.

The world's most valuable brands ranking by market research company Kantar currently ranks AMD at number 41, while Intel is at number 48. According to Kantar's assessment and statistics, 'Red Team' has officially surpassed 'Blue Team' in terms of brand value. In addition, AMD is also rated as one of the top 10 growing companies, meaning that the company's brand value has increased a lot compared to last year.

According to Kantar, AMD has seen tremendous brand growth since 2023, up 53% year-over-year. Furthermore, the company's brand value currently reaches \$51.86 million in the 'Business Technology and Services Platform' category. It's not hard to speculate where this strong growth factor is coming from - AMD is also stepping up its focus on AI, just as rivals Intel and Nvidia have been doing in recent years.



Kantar's report takes into account the financial value of a company, and multiplies that value by the brand's contribution to find the total brand value. In simpler terms, Kantar considered how much the AMD brand contributed to its financial success.

Kantar explains its evaluation process as follows:

To estimate how much a brand contributes to a business's overall value, we examine relevant corporate financial data, while eliminating anything unrelated to the branded business. [...] Our analytics team then combined these inputs with the business's financial model to determine the brand's ability to create value. The result is a comprehensive portrait of brand equity: one that combines how the market values a company's brand equity - and how ordinary people perceive the brand.

AMD's growth is more notable than Intel's, which is up just 29% from 2023. It's not surprising that Nvidia, currently the world's most valuable company, has grown at a rate a staggering 178%. Both companies benefit greatly from their AI and data center services.

On the other hand, AMD has always played a secondary role in the consumer market, overshadowed by both Intel and Nvidia. Team Red currently holds a smaller market share than its competitors in both the CPU and GPU markets, and the company's gaming revenue has recently dropped 48%. But this weakness has been effectively compensated for by the AI sector, with a focus on high-performance computing (HPC) products, as well as Ryzen AI processors.

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