

	2020		2019		2018 (1)	
	Revenue	% of Total Revenue (2)	Revenue	% of Total Revenue (2)	Revenue	% of Total Revenue (2)
Distributors	\$ 3,216,302	57 %	\$ 3,409,161	57 %	\$ 3,424,145	55 %
Direct customers	2,300,493	41 %	2,506,065	42 %	2,721,885	44 %
Other	86,261	2 %	75,839	1 %	78,659	1 %
Total Revenue	\$ 5,603,056	100 %	\$ 5,991,065	100 %	\$ 6,224,689	100 %

(1) Balances have been restated to reflect the adoption of ASU 2014-09. See Note 2a, *Principles of Consolidation*, of the Notes to Consolidated Financial Statements contained in Item 8 of this Annual Report on Form 10-K.

(2) The sum of the individual percentages may not equal the total due to rounding.

As indicated in the above table, the percentage of total revenue sold via each sales channel has remained relatively consistent in fiscal 2020, fiscal 2019 and fiscal 2018.

#### Revenue Trends by Geographic Region

Revenue by geographic region, based upon the geographic location of the distributors or OEMs who purchased the Company's products, for fiscal 2020, fiscal 2019 and fiscal 2018 was as follows:

	Fiscal Year			Change			
	2020	2019	2018 (1)	2020 over 2019		2019 over 2018	
				\$ Change	% Change (2)	\$ Change	% Change (2)
United States	\$ 1,887,443	\$ 2,020,886	\$ 2,277,084	\$ (133,443)	(7)%	\$ (256,198)	(11)%
Rest of North and South America	41,250	55,059	46,276	(13,809)	(25)%	8,783	19 %
Europe	1,245,695	1,374,673	1,405,686	(128,978)	(9)%	(31,013)	(2)%
Japan	521,720	657,632	714,846	(135,912)	(21)%	(57,214)	(8)%
China	1,348,011	1,316,275	1,215,949	31,736	2 %	100,326	8 %
Rest of Asia	558,937	566,540	564,848	(7,603)	(1)%	1,692	— %
Total Revenue	\$ 5,603,056	\$ 5,991,065	\$ 6,224,689	\$ (388,009)	(6)%	\$ (233,624)	(4)%

(1) Balances have been restated to reflect the adoption of ASU 2014-09. See Note 2a, *Principles of Consolidation*, of the Notes to Consolidated Financial Statements contained in Item 8 of this Annual Report on Form 10-K.

(2) The sum of the individual percentages may not equal the total due to rounding.

In all periods presented, the predominant countries comprising “Rest of North and South America” are Canada and Mexico; the predominant countries comprising “Europe” are Germany, Sweden, and the Netherlands; and the predominant countries comprising “Rest of Asia” are Taiwan, Malaysia, South Korea and Singapore.

Total revenue decreased in fiscal 2020 as compared to fiscal 2019. However, revenue in China increased in fiscal 2020 as compared to fiscal 2019 as a result of the region's relatively quick recovery from COVID-19 related shutdowns as compared to other regions, as well as increases in demand across our broad market customers and stable revenue in the Communications end market attributable to the 5G ramp up.

The sales decrease in the United States year-over-year in fiscal 2020 was most pronounced in the Consumer end market. The sales decrease in Europe year-over-year in fiscal 2020 was primarily driven by products sold into the Automotive and Industrial end markets, while demand for products sold into the Communications end market was relatively flat. The sales decrease in Japan year-over-year in fiscal 2020 was broad-based as all end markets decreased from fiscal 2019. The sales decrease in Rest of Asia year-over-year in fiscal 2020 was primarily related to a decrease in our Communications revenue.