

# Worldwide Quarterly Mobile Phone Tracker

IDC's *Worldwide Quarterly Mobile Phone Tracker*® fills the demand for detailed and timely information on the total mobile phone and smartphone markets for handset vendors, software developers, service providers, component suppliers, and investors. It provides insightful analysis through quarterly market share data by region. IDC's *Worldwide Quarterly Mobile Phone Tracker*® is built on the foundation of IDC's network of country-level mobile phone tracking services, and its bottom-up methodology delivers an accurate view of the mobile phone market from those closest to it. This IDC tracker product delivers a quarterly web database that details the performance of the market's individual players and answers important product-planning and product-positioning questions.

## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement is in unit shipments, value, and ASP.

### Core Coverage

- Product category: Feature phone, smartphone
- Vendors: 150+
- Price bands: \$25 bands/smartphone class
- Screen size band: 0.5 in. bands
- Air interface/generation: 2G, 2.5G, 3G, 4G/CDMA EV-DO, GSM, GPRS, EDGE, HSPA, FD-LTE, TD-LTE
- Operating systems and versions: Android, Windows phone, Symbian, iOS, BlackBerry OS, Firefox OS, Sailfish OS, Tizen
- Operating system variant (Android): Android One, skinned Android, stock Android
- Technical attributes: Bluetooth, dual SIM, display, embedded memory band, form factor, GPS, input method, megapixels band, NFC, RAM, processor information, screen resolution
- Channel: Direct, eTailer, retail, telco, online, others
- Segments: Consumer, education, government, very large business (1,000+), large business (500–999), medium business (100–499), small business (10–99), small office (1–9)

### Optional Content Add-Ons

- Model name
- Final tier channel add-on

## Geographic Scope

- **Asia/Pacific excluding Japan (16):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, New Zealand, Philippines, PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific.
- **Canada**
- **Central and Eastern Europe (15):** Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, and rest of CEE
- **Japan**
- **Latin America (17):** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela, rest of Central America, and rest of Latin America
- **Middle East and Africa (24):** Algeria, Bahrain, Botswana, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Namibia, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, rest of Africa, and rest of Middle East.
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

## Data Deliverables

This Tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- Preliminary top 10 vendors by region and PRC, product category, and OS
- Historical database
- Forecast database
- Qualitative historical reports on each region

## Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data, up to two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Examples of the forecasts included:

### Core Forecast Coverage

- Product category
- Air interface/generation
- Operating system
- Screen size band (smartphone only)
- Segment group (smartphone only)
- Channel group/channel (smartphone only)

### Optional Forecast Add-Ons

- Price band forecast (units, \$50 bands)
- Installed base by product category and OS (units, semiannual)

---

## IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

---

## Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

### Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

### Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

## IDC's Global Tracker Process at Work

