



Worldwide Quarterly Tablet Tracker

IDC's *Worldwide Quarterly Tablet Tracker*® fills the growing demand for detailed, timely, and accurate information on this new market for mobile connected devices. It provides insightful analysis, quarterly market share data, and a five-year forecast. The core of the product is a comprehensive electronic database detailing changes and trends in this market.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in units, value, and end-user ASP.

Core Coverage

- Product Category: Tablet
- Product: Slate Tablet and Detachable Tablet
- Vendors: 150+
- Historical Price Bands: \$50 bands
- Processor: Vendor, Cores, and Speed Band
- CPU: ARM and x86
- Operating System: Android, BlackBerry OS, iOS, Linux, webOS, Windows, etc.
- Connectivity: 3G, 4G, WiFi, WiFi/3G, WiFi/4G, and Air Interface/Generation
- Cellular Voice Calling
- Screen Size and Resolution
- Storage (GB), RAM
- Channels: Direct-in-store, Direct-Online, Retail, Electronic Retailer (eTailer), and Telco
- Segments: Consumer, Education, Government, Small Office/Home Office, Small Business, Medium-Sized Business, Large Business, and Very Large Business

Optional Content Add-Ons

- Model Name

Geographic Scope

- Asia/Pacific (excluding Japan) (available by 15 countries)
- Canada
- Central and Eastern Europe (available by 16 countries)
- Japan
- Latin America (available by 16 countries)
- Middle East and Africa (available by 16 countries)
- United States
- Western Europe (available by 16 countries)

Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data from 1Q10, two years (five to eight rolling quarters) of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Measurements for this tracker are in units, value, and ASP (end-user pricing). Details of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Product Category: Tablet
- Product: Slate Tablet and Detachable Tablet
- Operating System: Android, BlackBerry OS, iOS, Linux, webOS, Windows, etc.
- Connectivity: 3G, 4G, WiFi, WiFi/3G, and WiFi/4G
- Screen Size Band

- Channels: Direct-in-Store, Direct-Online, Retail, eTailer, and Telco
- Segments: Consumer, Education, Government, Small Office/Home Office, Small Business, Medium-Sized Business, Large Business, and Very Large Business

Optional Forecast Add-Ons

- Price Band Forecast

Deliverables

This tracker is delivered on a quarterly basis via the Web-based query tool. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data

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 revenues, 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, 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



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International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of [IDG](#), the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#).