

Japan Quarterly Mobile Device Tracker

IDC's *Japan Quarterly Mobile Device Tracker* covers the portable internet access device market including products like portable PCs and tablets as well as smartphone devices. Moreover, mobile devices represent a crucial platform for web browsing, email, and new media in general; this tracker helps give reasoning to this trend by monitoring the market quarterly. It provides broad and deep coverage in the mobile device market, enabling companies to understand emerging factors and business models and providing deep insights.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments and factory revenue. Segmentations are:

Core Coverage:

- Smartphone by model: iPhone, Xperia, HTC, and so forth
- Tablet by model: iPad, Surface, and so forth
- Notebook/desktop PC by vendor and product
- Unit/value shipment by user segment group
- Unit/value shipment by sales channel group: Tablet and PC

Optional Content Add-Ons:

- Unit/value shipment by user segment detail: Tablet and PC
 - Unit/value shipment by channel detail: Tablet and PC
 - Unit/value OS forecast by user segment: Smartphone and tablet
 - Screen size forecast: Smartphone and tablet
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Geographic Scope

- Japan
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Data Deliverables

This tracker is delivered on a quarterly basis with web query tools. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are listed as follows:

- Historical data
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data, two years of quarterly forecasts, and an additional five years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

Core Forecast Coverage:

- Unit/value shipment by type: Smartphone, tablet, and PC
- Unit/value shipment by user segment group: Smartphone, tablet, and PC
- Unit/value shipment by sales channel group: Tablet and PC
- Unit/value air interface forecast by user segment: Tablet

Optional Forecast Add-Ons:

- Unit/value shipment by user segment detail: Tablet and PC
 - Unit/value shipment by channel detail: Tablet and PC
 - Unit/value OS forecast by user segment: Smartphone and tablet
 - Screen size forecast: Smartphone and tablet
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