

# China Monthly Mobile Phone Tracker

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IDC's *China Monthly Mobile Phone Tracker*® is designed to provide more frequent and timely tracking of the mobile phone market in China and enables vendors to adjust their product strategies based on the most up-to-date movements of their competitors. Used in conjunction with the quarterly mobile phone tracker, *China Monthly Mobile Phone Tracker*® provides a more detailed-level view of the biggest mobile phone market in the world.

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## 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.

### Technologies and Sub-Technologies:

- Vendor
- Model name
- OS

### Segmentations:

- Product category: Feature phone and smartphone
  - Vendor competitive landscape
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## GEOGRAPHIC SCOPE

- China
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## DATA DELIVERABLES

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

- Preliminary top 10
- Final data (historical)