



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 media tablets as well as smartphone devices. Moreover, mobile devices represent a crucial platform for Web browsing, mail, 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 deep insights.

Technology Coverage and Data Segmentation

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.

Technologies and subtechnologies:

- Smartphone by model: iPhone, Xpreia, HTC, etc.
- Media tablet by model: iPad, etc.
- Data card by model, by air interface, and by operator
- Mobile PC by vendor bundled with data card or none bundled
- Mobile router(pocket WiFi, etc.)

Segmentations:

- Channel: Through telecom or not
 - Consumer/commercial market
 - Unit shipment by operator and by vendor
 - Air interface: (HSDPA, LTE, etc.) by operator and by vendor
 - OS: Windows Mobile, iOS, BlackBerry, Android, and Symbian by operator and by vendor
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Geographic Scope

- Japan
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include one year 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:

- Unit shipment by type: Smartphone, media tablet, mobile data card, note PC, mobile router, etc.
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Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- Historical data: Week 10 after period closes
- Forecast data: Week 11 after period closes

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 planning — setting regional and country 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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