



# Japan Quarterly Mobile Phone Tracker

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IDC's *Japan Quarterly Mobile Phone Tracker* is designed to meet clients' demand for detailed information on the domestic mobile phone market. The service provides timely and comprehensively valuable information in a variety of converge areas, from shipment condition, market trends, and technology improvements, all of which are crucial components in evaluating the market and are absolutely necessary to the decision-making process in difficult business situations. Moreover, the delivery of detailed information significantly contributes to the basic strategy and tactical planning in Japan's mobile phone market.

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## Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the technology areas and segmentations that follow. Measurement for this tracker is in shipments and factory revenue.

Technologies and subtechnologies:

- Smartphone
- Feature phone

Segmentations:

- Unit shipment by operator (NTTDoCoMo, auKDDI, SoftBank Mobile) and by vendor
  - Air interface (CDMA, EV-DO, WCDMA, HSDPA, LTE) by operator and by vendor
  - Form factor (converged or traditional) by operator and by vendor
  - OS (Linux, Symbian, iOS, Windows Mobile, Android, BlackBerry, etc.) 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 air interface (CDMA, EV-DO, WCDMA, HSDPA, LTE)
  - Unit shipment by OS (Linux, Symbian, iOS, Windows Mobile, Android, BlackBerry, 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 8–9 after period closes
- Forecast data: Week 9–10 after period closes

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## 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

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## 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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