



Tablets

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Tablets* CIS program analyzes the exceptionally dynamic market of Internet-enabled mobile devices, including tablets and ereaders, and the ecosystems that support them. It considers adoption trends by worldwide region and by consumer and commercial segments, and deployment of operating systems and connectivity technologies, in particular 3G and 4G mobile broadband and WiFi. It also looks at how content companies and service providers are creating new content and service business models to address the growing installed base of these devices. This IDC program identifies market trends, highlights opportunities, and evaluates key players in the ecosystem.

Markets and Subjects Analyzed

- Tablets and ereaders, plus the software and services that drive adoption of these devices
- Trends in operating system and connectivity technology deployment, in particular 3G and 4G mobile broadband and WiFi
- Business models for content delivery to tablets and ereaders
- Consumer and commercial demand and preferences for tablets and ereaders

Core Research

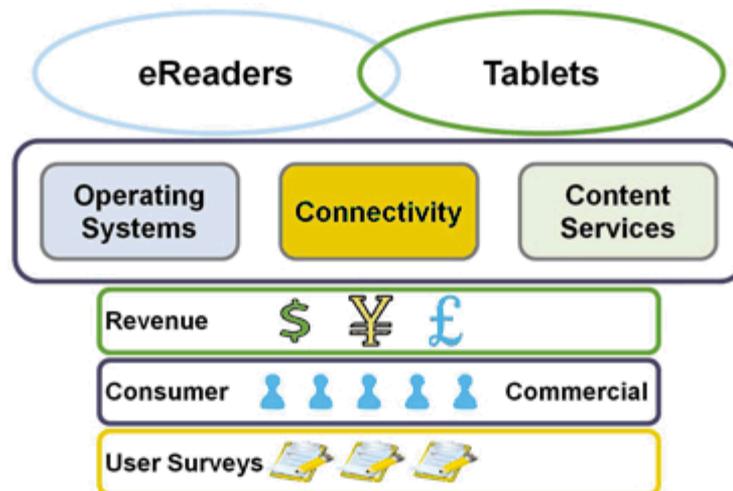
- Worldwide Tablet Forecast
- Worldwide eReader Forecast
- Tablet Buyer Survey Results
- Frequent IDC Links with up-to-the minute market analysis
- IDC Insights that analyze the software and services that power today's tablets and ereaders

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Tablets](#).

Key Questions Answered

1. What are the key drivers and inhibitors in markets for tablets and ereaders, and which form factors are likely to gain the greatest acceptance?
2. What is the outlook for tablets and ereaders in relation to smartphones and portable PCs?
3. How are operating systems and connectivity technologies being integrated into tablets and ereaders, and what are the implications for content and service providers?
4. Which business models for delivering content to tablets and ereaders are likely to be most successful?

Tablets and eReaders Market Analysis



Source: IDC

Companies Analyzed

IDC's *Tablets* research examines the rapidly evolving market of Internet-enabled mobile devices, including media tablets, ereaders, portable media players, and portable navigation devices. This service reviews the strategies, market positioning, and future direction of several key players in this market, including:

Acer, Amazon.com, AMD, Apple, Archos, Asus, AT&T, Barnes & Noble, Dell, E Ink, Fujitsu, Google, HP, HTC, Huawei, Intel, LG, Microsoft, Motorola, Nokia, Nvidia, Panasonic, Pandigital,

Qualcomm, Research In Motion, Samsung, Sony Electronics, Sprint, Synaptics, Texas Instruments, T-Mobile, Toshiba, Twitter, Verizon Wireless, Walt Disney Co., and Yahoo!.

Custom Research and Go-to-Market Solutions

For IT suppliers or IT buyers doing business planning and budgeting, sales and marketing, or performance measurement, we have the custom offerings to optimize your success at every stage of your business. Our data- and content-driven approach helps you make better decisions, drive more effective marketing programs, and effectively measure your success - resulting in a greater return on your investment.

- Custom Analytics
- Buyer Behavior
- Content Marketing
- Lead Generation
- Social Media Marketing
- Business Value
- Partnering
- Thought Leadership



Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



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. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 48 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

IDC Global Headquarters, 5 Speen Street, Framingham, MA 01701, P.508.872.8200

For a complete list of IDC's worldwide offices, visit www.idc.com/offices

IDC_P8649_0912