Worldwide Quarterly PC Monitor Tracker

IDC's *Worldwide Quarterly PC Monitor Tracker®* fills the growing demand for detailed, timely, and accurate information on the global PC monitor market. It provides insightful analysis, quarterly market share data, and a five-year forecast by country. The core of the product is a comprehensive web-based database query interface detailing changes and trends in the PC monitor market. IDC's *Worldwide Quarterly PC Monitor Tracker* is built on the combination of its top-down and bottom-up methodology and delivers an accurate view of the market from those closest to it.

**Technology Coverage**

This tracker provides total market size and vendor share for the following technology areas and segmentations, starting from 1Q08:

**Core Coverage**
- **Product category:** CRT and LCD
- **Screen size:** Up to 65in. wide
- **Screen ratio:** Standard and widescreen
- **Aspect ratio**
- **Interface:** Touchscreen and regular
- **Product:** CCFL, CRT, LED, and other
- **Product detail:** TV monitor and tuneless
- **Curved:** Yes, no
- **Panel Type:** VA, TN, IPS, PVA
- **Screen resolution**
- **Resolution name**
- **Segment group:** Consumer and commercial

**Bundled:** Unbundled and bundled
- **Channel:** Direct — inbound/outbound (internet, store); indirect (dealer/VAR/SI, retailer)
- **Measurements:** Units, ASP, and shipment value

**Geographic Scope**

- **Asia/Pacific excluding Japan (APEJ) (16):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and rest of APEJ
- **Canada**
- **Central and Eastern Europe (28):** Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan
- **Japan**
- **Latin America (11):** Argentina, Brazil, Chile, Colombia, Ecuador, Guatemala, Mexico, Peru, Venezuela, rest of Central America, and rest of Latin America
- **Middle East and Africa (35):** Algeria, Bahrain, Botswana, Egypt, Ethiopia, Ghana, Iran, Israel, Jordan, Kenya, Kuwait, Lebanon, Libya, Madagascar, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Syria, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, Yemen, Zambia, Zimbabwe, rest of Africa, and rest of Middle East
- **United States**
- **Western Europe (17):** Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

**Data Deliverables**

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

- Preliminary data
- **Historical data**
- **Forecast data**

**Forecast Coverage**

Forecast for this tracker is updated quarterly and includes historical data from 1Q08 through a five-year forecast. The five-year forecast is made up of a rolling two years of quarterly forecasts and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Examples of the forecasts included in this tracker are as follows:

**Core Forecast Coverage**
- **Region (same regions as outlined in Geographic Scope)**
- **Country (same countries as outlined in Geographic Scope)**
- **Product category:** CRT and LCD
- **Product:** CCFL, CRT, LED, and others
- **Screen size:** up to 65in. wide
- **Screen ratio:** Standard and widescreen
- **Measurements:** Units, ASP, and shipment value

**Optional Forecast Add-Ons**

**Semiannual Installed Base Forecast Coverage:** Installed base for the following technology areas by year, starting from 2012. Forecasts are updated semiannually and include three years of historical data and five years of annual forecasts. Details of the forecasts include:

- **Product category:** CRT and LCD
- **Product:** CCFL, CRT, LED, and others
- **Screen size:** 10in. standard to 32in. + wide
- **Segment groups:** Consumer and commercial
- **Measurements:** Installed base (units)
**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 revenue, 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-, state-, or city-level planning — setting regional-, country-, state-, or city-level 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, and 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**