

Europe, Middle East and Africa Quarterly Mobile Phone Tracker

IDC's *Europe, Middle East and Africa Quarterly Mobile Phone Tracker*® provides essential and unique insights into the forces shaping the handset and smartphone markets in Western Europe, Central Eastern Europe, and Middle East and Africa. Built on the foundation of IDC's network of country-level mobile phone research, this service provides timely and detailed data on the dynamics and competitive landscape driving the mobile phone market across the region. The program provides on a quarterly basis detailed vendor shares by country, technology trends and a host of technical breakouts that will help handset vendors, component suppliers, telecom operators, content and service providers and any industry related players in their product or marketing planning and define their mobile device, application or services strategies.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in units, average selling price, and market value.

Core Coverage

- Product category: Feature phone, smartphone
- Vendors: 150+
- Price bands: \$25 bands/smartphone class
- Screen size band: 0.5 inch bands
- Air interface/generation: 2G, 2.5G, 3G, 4G/CDMA EV-DO, GSM, GPRS, EDGE, HSPA, FD-LTE, TD-LTE
- Operating systems and versions: Android, Windows phone, Symbian, iOS, BlackBerry OS, Firefox OS, Sailfish OS, Tizen
- Technical attributes: Bluetooth, dual SIM, display, embedded memory band, form factor, GPS, input method, megapixels band, NFC, RAM, processor information, screen resolution

- Segments: Consumer, Education, Government, Very Large Business (1000+), Large Business (500-999), Medium Business (100-499), Small Business (10-99), Small Office (1-9)
- Channel: Direct — inbound/outbound, direct — internet, direct — store, indirect — dealer/VAR/SI, indirect — eTailer, indirect — retail online, retail in-store and indirect — telco online, telco in-store

Add-ons:

- Model Name
- Final Tier Channel Add-On
- Installed base by country

Geographic Scope

- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the U.K.
- **Central and Eastern Europe (12):** Bulgaria, Croatia, Czech Republic, Hungary, Kazakhstan, Poland, Romania, Russia, Serbia, Slovakia, Ukraine, and Rest of Central and Eastern Europe
- **Middle East and Africa (21):** Algeria, Bahrain, Egypt, Ghana, Israel, Kenya, Kuwait, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, Rest of Middle East and Rest of Africa

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 Top 10
- Historical Database
- Forecast database
- Qualitative analysis

Forecast Coverage

Forecasts for this tracker are updated quarterly and include nine years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Product category
- Air interface/generation
- Operating system
- Screen size band (smartphone only)
- Segment group (smartphone only)
- Channel group/channel (smartphone only)
- Installed base

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

