

Japan Personal Computing Quarterly Model Analysis

IDC's *Japan Personal Computing Quarterly Model Analysis* is designed to meet the demand for detailed information on the PC market, excluding the x86 server, in Japan. This service delivers timely and comprehensive information on various topics, ranging from market performance of new product categories to market dimensions by users, all of which are critical to decision makers. This research provides relevant, in-depth, and critical market intelligence that is essential for strategic and tactical planning in the PC market segment in Japan.

Technology Coverage

This tracker provides total market size and vendor share for the technology areas listed. Measurement for this tracker is in shipments, installed base, and factory revenue. (The installed base is provided by OS as an add-on.)

Core Coverage

- PC product category (desktop PC and notebook PC)
- PC product (traditional desktop, all-in-one desktop, traditional notebook PC, ultralim notebook PC, and convertible notebook PC)
- PC specifications (CPU, HDD, optical drive, etc.)

- PC shipment and value forecast by company size by sales channel

Optional Content Add-Ons

- PC shipment by user segment by channel shipment unit
- PC historical installed base by OS

Geographic Scope

- Japan

Data Deliverables

This tracker is delivered on a quarterly basis with web query tools. For a complete delivery schedule, contact an IDC sales representative. Deliverables for this tracker include:

- Preliminary top 10
- Historical data
- Forecast data
- PC shipment by user segment by channel shipment unit (The add-on is provided with an Excel pivot table file.)
- PC historical install base by OS (The add-on is provided with an Excel pivot table file.)

Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years 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 forecasts included in this tracker are as follows:

Core Forecast Coverage

- PC shipment and value forecast by product
- PC shipment and value forecast by company size
- PC shipment and value forecast by sales channel

Optional Forecast Add-Ons

- PC shipment by user segment by channel shipment unit
- PC historical installed base by OS