

China Quarterly Provincial Mobile Phone Tracker

As the competition in the mobile phone market becomes more intense, both international and domestic vendors are seeking harder to develop their products, channels, and services to maintain competitive advantages and maximize opportunities in the market. Meanwhile, the China market continues to play a significant role in the worldwide mobile phone market. However, the China market keeps rapidly changing and covers a geographically wide scope. This situation complicates the circumstances for vendors that are ambitious for the China market.

Consequently, to have a more accurate and frequently updated tracking report about the China market can be essential for the mobile phone vendors.

IDC's *China Quarterly Provincial Mobile Phone Tracker*® is professionally designed to provide tracking information of the China mobile phone market quarterly and timely. This tracker provides advantage to vendors to identify important regions and counterparts, further develop their market strategies to gain more substantial market share.

Technology Coverage and Data Segmentation

This quarterly tracker provides total market size and vendor share for the following technology areas.

Core Coverage:

- Product category (smartphone, feature phone)
 - Vendors
 - Unit shipments as the measurement
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Geographic Scope

- PRC (1)
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Data Deliverables

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

- Historical data
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include five-year historical data and five-year quarterly forecasts. Forecasts are both available at the provincial and regional levels.

Core Forecast Coverage:

- Product category (smartphone, feature phone)
- Unit shipments as the measurement