

# Worldwide Quarterly Smartphone ODM Tracker

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IDC's *Worldwide Quarterly Smartphone ODM Tracker*® examines the upstream supply chain for smartphones, which is increasingly shifting toward a different ODM ecosystem in Asia/Pacific. This service provides quarterly insight into which ODMs manufacture for which branded vendors, along with splits by product technologies, supplier relation, and other splits.

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## TECHNOLOGY COVERAGE

This tracker provides total industry size and assembly vendor share for the following technology areas.

### Core Coverage

- Air interface
- Platform
- Operating system
- Screen size band, resolution, and display technology
- Top 20 assembly vendors' ranking and shipment volume

- Top 20 design vendors' ranking and shipment volume
- OEM/ODM Matrix — brands versus assembly vendors
- OEM/ODM Matrix — brands versus design vendors

### Optional Content Add-Ons

- Quarterly manufacture map update
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## GEOGRAPHIC SCOPE

- ODM manufacturing locations covered: China, Taiwan, Vietnam, India, Brazil and so forth.
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## DATA DELIVERABLES

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

- Worldwide Smartphone ODM Tracker: Two-year historical and forecast data on a sliding five- to eight-quarter Excel report
- Worldwide Smartphone ODM Industry Update Report: Qualitative industry dynamic update PDF report