

# Worldwide Quarterly Gaming Tracker

IDC's *Worldwide Quarterly Gaming Tracker*® fills the growing demand for detailed, timely, and accurate information around PC gaming. This includes data and insight into global trends around desktop (DT) and notebook (NB) gaming systems as well as gaming monitors. The program provides insightful analysis, quarterly market share data, and a five-year forecast that can be broken down by key geographies. The core of the product is a comprehensive electronic database detailing changes and trends in the quickly growing gaming device market. IDC's *Worldwide Quarterly Gaming Tracker*® is built on the foundation of IDC's network of country-level research operations, and its bottom-up methodology delivers an accurate view of the gaming device market from those closest to it.

## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in new unit shipments and end-user value.

### Core Coverage

- Product category: Desktop, notebook, and monitor
- Product: Traditional DT, all-in-one DT, traditional NB, ultralim NB, convertible NB, CCFL, and LED
- Screen size band: By inch for notebook and monitor
- Touch capability
- GPU classification: Integrated, premium, performance, professional and value
- Monitor classification: Performance, premium, and value
- Branded gaming
- Price band

### Desktop and Notebook Attributes

- OS
- Processor classification
- GPU classification

### Monitor Attributes

- Panel type
- Screen resolution, resolution name, and resolution name band
- Refresh rate and refresh rate band
- Screen ratio and screen size
- Aspect ratio
- Curved

## Geographic Scope

- Asia/Pacific excluding Japan and China (15): Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
- Canada
- Central and Eastern Europe (6): Czech Republic, Hungary, Poland, Russia, Slovakia\*, and rest of CEE
- Japan
- Latin America (7): Argentina\*, Brazil, Chile, Colombia\*, Mexico, Peru, and rest of Latin America
- Middle East and Africa (7): Israel\*, Saudi Arabia, South Africa\*, Turkey, the United Arab Emirates, rest of Middle East, and rest of Africa
- People's Republic of China
- United States
- Western Europe (16): Austria\*, Belgium\*, Denmark\*, Finland\*, Germany, Greece\*, France, Ireland\*, Italy, the Netherlands\*, Norway\*, Portugal\*, Spain, Sweden\*, Switzerland\* and the United Kingdom

(\* PC gaming only)

## 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.

- Historical data
- Forecast data

## Forecast Coverage

Forecasts for this tracker are updated quarterly and include up to two years of quarterly forecasts and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Forecast coverage for this tracker includes:

- Product category (desktop and notebook)
- Gaming
- GPU classification
- Monitor classification

## 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

