



TECHNOLOGY

Personal IoT Research Package

Comprehensive examination of consumer IoT tailored for an individual

IHS Markit's unique breadth and depth of industry research allows for the most complete analysis of the vast IoT landscape, providing expert coverage of key vertical markets and technologies. Research Packages are an easy and cost-effective way to have an unbiased holistic view, with a detailed focus on what matters most to your business.

The **Personal IoT Research Package** is designed for service and solution providers focused on consumer IoT.

Clients of this Research Package can choose a minimum of three options:

- **Smartphone Intelligence Service** – in depth analysis, historical data and forecasts for the smartphone market.
- **Smartphone Electronics Design Intelligence Service** – complete analysis of the handset value chain including the component market and device strategies for the design of smartphones.
- **Mobile Media Intelligence Service** – end-to-end coverage of the economics of mobile content and services.
- **MEMS & Sensors for Consumer and Mobile Intelligence Service** – perspectives and insights into machine-to-machine (M2M) communications.
- **IoT Devices & Connectivity Intelligence Service** – analysis of the devices and connectivity technologies used for the IoT.
- **Low Power Wireless Intelligence Service** – assessment of low-power wireless technologies and their adoption in key application markets.
- **High Performance Wireless Intelligence Service** – insight and analysis on Wi-Fi, Bluetooth®, Ethernet, GPS and NFC technology trends and market landscape.
- **Wearable Technology Report** – examination of semiconductor opportunities in the IoT space with detailed analysis for each IoT market sector.

KEY COMPONENTS

Intelligence Services

Real-time access to continually updated market data and forecasts, analyst insights, topical research reports and analyst presentations. Interactive visual charting of data through an online portal (TRAX) enabling you to access and download data in the format most effective for your business needs.

Reports

Annual topical reports addressing key focus areas with in-depth analysis on market and technology trends.

Analyst Access

Prompt response for unique and urgent questions.

Options

Smartphone Intelligence Service

Service Elements

Smartphone Shipment Database
Smartphone Active Installed Base Databases
Smartphone Model Database
Smartphone Electronics Design Database
Mobile Phones & Electronics Market Tracker
Design Forecast Tool
Handset Specification Database
Market Reports

Benefits

- Receive country-level sizing data on the smartphone market by company, model, chipset and various features.
- Find trends information including product launches, partnerships, and OEM company results, accompanied by expert analysis.
- Understand design trends of every handset model released globally with profiles (250+ specification attributes).

Smartphone Electronics Design Intelligence Service

Service Elements

Design Forecast Tool
Mobile Handset Specification Database
Smartphone Electronics Design Intelligence Database

Benefits

- Plot opportunities through shipment volumes by handset feature of the top-25 brands
- Understand design trends of every handset model released globally with profiles (250+ specification attributes)

Mobile Media Intelligence Service

Service Elements

High Performance Wireless Market Tracker
Market Reports

Benefits

- Track and forecast shipments and market shares by technology and semiconductor market.
- Keep up-to-date with the mobile monetization business models such as advertising, paid-download, freemium and in-app.

MEMS & Sensors for Consumer and Mobile Intelligence Service

Service Elements

Sensors for Mobile Devices Database
MEMS Market Tracker – Consumer & Mobile
Market Reports

Benefits

- Track market size of 35+ types of sensors across 20+ application markets.
- Understand trends and opportunities for key and emerging MEMS & sensor technologies (i.e. fingerprint, light sensor, motion sensors).
- Gain insight on the competitive landscape of key suppliers in the space.

IoT Devices & Connectivity Intelligence Service

Service Elements

IoT Devices & Connectivity Market Tracker
Market Reports
Vertical Market Briefs
Vertical Project Profiles

Benefits

- Understand IoT opportunity across 30+ application segments.
- Receive market sizing and analysis for over 25 connectivity technologies.
- Benchmark efficiency and productivity gains based on IoT project case studies.

Options (continued)

Low Power Wireless Intelligence Service

Service Elements

Low Power Wireless Market Tracker
Market Reports

Benefits

- Follow market uptake for 15 technologies and 23 application areas.
- Use deep dives into key technologies and applications such as LPWAN, Bluetooth smart beacons and electronic tags, and consumer lighting.

High Performance Wireless Intelligence Service

Service Elements

High Performance Wireless Market Tracker
Market Reports

Benefits

- Track and forecast shipments and market shares by technology and semiconductor market.
- Receive in-depth coverage of key technologies and applications such as WLAN in the smart home, automotive and emerging applications.

Wearable Technology Report

Actuals and Forecasts

- 2 year historical and 5-year annual forecast
- Measures: Unit shipments, revenue, ASP, market shares
- Coverage of 24 products types and 160+ companies

Benefits

- Understand market trends by industry (health & medical, fitness & wellness, infotainment, industrial, military)
- Gain insight on consumer perceptions of various wearable products

This Research Package is part of the Vertical IoT Expertise series

Foundations	IoT Connectivity		
IoT Vertical Markets	Personal IoT	Connected & Smart Home IoT	Industrial IoT
	Smart Buildings IoT		Smart Cities IoT
	Connected Car <i>(Launch TBA)</i>	Digital Health <i>(Launch TBA)</i>	Smart Energy Management <i>(Launch TBA)</i>

For more information technology.ihs.com/iot-research

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About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.