

**IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE**

# Smartphone

Real-time access to a continuous flow of research across geographies, topics and application area.

## COVERAGE HIGHLIGHTS

*IHS Markit offers both a standard and a premium version of this intelligence service*

### Premium coverage

- Smartphone shipments forecast and historical data by model, display, chipset, CPU, GPU, RAM, OS, camera, OEM and retail price
- Active smartphone installed base by model, feature and country
- The addressable market for apps, media or smartphone-compatible hardware

### Standard coverage

- Smartphone shipments forecast and historical data by model, display, chipset, CPU, GPU, RAM, OS, camera, OEM and retail price.

### Reports

Topical reports addressing key focus areas, detailing country, company and industry-level analysis.

### Market Insights

Frequent analyst commentary on product launches, market news and analysis.

### Market Trackers

Historic and forecasted, delivered in Excel and in IHS TRAX®, an online analysis tool.

### Analyst Access

For prompt responses to urgent and unique questions.

## Clients of the Premium service will receive:

**Smartphone Model Market Tracker** – Includes detailed worldwide shipment forecasts and historical data by OEM, model, key components and pricing tier. A short-term shipment forecast by OEM is also included.

**Smartphone Active Installed Base Databases** – Published quarterly, these databases provide historic monthly data by model, OEM, feature and country. Delivered in Excel with interactive visual pivot charts.

**Handset Database - Country** – Shipments are tracked by OEM and country. 70 individual countries in 7 regions are covered. A Long-term shipment forecast by country and region is included. Also handset subscription, installed base and smartphone penetration data by country.

**Handset Specification Database** – Provides details on over 15,000 handset specifications, updated quarterly.

**Design Forecast Tool** - Enables forecasting of components by OEM.

**Reports** – Analytical reports on trends in the global smartphone market, product launches, market news and periodic analysis of business strategy applicable to the smartphone industry. Approximately 10 reports are issued per year.

## Clients of the standard service will receive:

Smartphone Model Market Tracker      See description above

Handset Database – Country      See description above

Handset Specification Database      See description above

## Research Coverage

| Deliverable & Cadence   | Measures   |
|---|--|
| <b>Smartphone Active Installed Base Databases</b><br><b>Premium version only</b><br>Monthly & quarterly | <b>Smartphone model:</b> top 20 models by OEM, by country<br><b>OEM:</b> by brand<br><b>Display:</b> screen size; PPI; resolution<br><b>Sensors:</b> fingerprint sensor, barometer, NFC, gyroscope<br><b>Audio and video:</b> audio and video codecs<br><b>Software:</b> OS; browser; Android version<br><b>Camera:</b> Rear camera MP; OIS; front camera MP<br><b>Chipset:</b> Application processor; SoC designer; SoC model; GPU<br><b>Other:</b> Dual/single/triple SIM, SIM type IP rating, battery capacity, price band, RAM, storage, SD card slot, air interface<br><b>Location:</b> Beidou; Glonass; GPS; Galileo |
| <b>Design Forecast Tool</b><br><b>Premium version only</b><br>Bi-annual                                 | Forecast of future components by OEM including, but not limited to, air interface; RAM; storage; GPS; camera; display  |
| <b>Mobile Handset Database – Country</b><br>Quarterly   | <b>Forecast:</b> Smartphone and feature phone, subscription installed base, net additions, and shipments by country<br><b>Historical:</b> OEM shipment by country  |
| <b>Smartphone Model Market Tracker</b><br>Quarterly   | <b>Forecast:</b> Smartphone shipments by OEM, model, key component & pricing tier<br><b>Historical:</b> Smartphone model global, select OEMs, feature: display interface, application processor, OS, camera, battery, price tier   |
| <b>Handset Specification Database</b><br>Quarterly  | Details on over 15,000 handset specifications  |

### Sample of Companies Covered

|       |               |         |        |        |       |        |         |        |            |
|-------|---------------|---------|--------|--------|-------|--------|---------|--------|------------|
| Apple | Micromax      | Coolpad | Huawei | Lenovo | Meizu | TCL    | Samsung | Gionee | Acer       |
| LeEco | Cherry Mobile | HTC     | Oppo   | Sony   | Vivo  | Xiaomi | ZTE     | LG     | Blackberry |

### Country-level Coverage

\* **Note:** The Active Installed Base uses a different classification: China is included in APAC, and Mexico is included in North America.

| Asia Pacific | Western Europe | Central & Eastern Europe | Middle East & Africa | South & Central America | North America | China |
|--------------|----------------|--------------------------|----------------------|-------------------------|---------------|-------|
| Australia    | Austria        | Bulgaria                 | Algeria              | Argentina               | Canada        | China |
| Hong Kong    | Belgium        | Croatia                  | Egypt                | Brazil                  | USA           |       |
| India        | Denmark        | Czech Republic           | Iran                 | Chile                   |               |       |
| Indonesia    | Finland        | Estonia                  | Israel               | Colombia                |               |       |
| Japan        | France         | Hungary                  | Kenya                | Mexico                  |               |       |
| Malaysia     | Germany        | Latvia                   | Morocco              | Peru                    |               |       |
| New Zealand  | Greece         | Lithuania                | Saudi Arabia         | Uruguay                 |               |       |
| Pakistan     | Ireland        | Poland                   | South Africa         | Venezuela               |               |       |
| Singapore    | Italy          | Romania                  | Tunisia              |                         |               |       |
| South Korea  | Netherlands    | Russia                   |                      |                         |               |       |
| Taiwan       | Norway         | Slovakia                 |                      |                         |               |       |
| Thailand     | Portugal       |                          |                      |                         |               |       |
| Vietnam      | Spain          |                          |                      |                         |               |       |
|              | Sweden         |                          |                      |                         |               |       |
|              | Switzerland    |                          |                      |                         |               |       |
|              | UK             |                          |                      |                         |               |       |

### Related Research

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