

Smartphone & Tablet Market Tracker

A new strategic offering from Futuresource Consulting

Futuresource research shows that ownership of connected mobile devices in many markets will exceed **one per person** within **five years**, fuelling a revolution in the way people communicate and consume content.

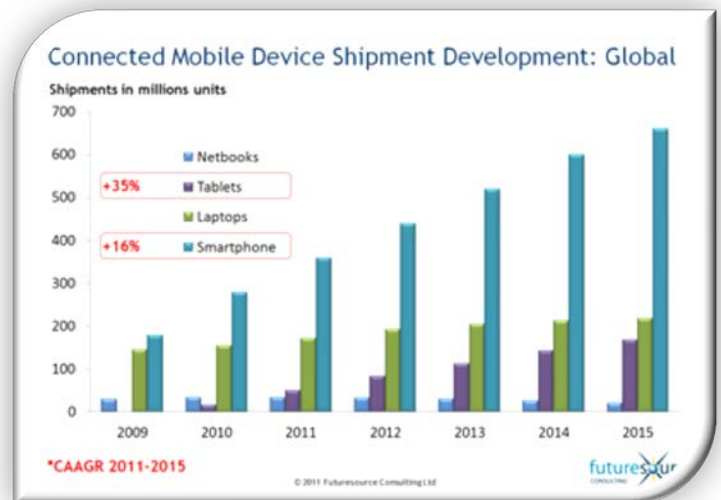
Consumer spend on connected mobile hardware and related media, services and content will approach **\$200 billion in 2011**.

The new **Mobile & Tablet Market Tracker** service analyses and tracks the scale of multiple ownership of connected mobile devices and consumption of related media.

Tracking the smartphone and tablet markets and related content, including quarterly shipment tracking, this service also provides expert forecasting, strategic assessments, insights and guidance.

Key Service Benefits

- Drill down into the detail with comprehensive analysis of the major developed and emerging territories.
- Make all the right strategic decisions with market insights and support from a dedicated team of full time industry experts.
- Carry out quick and accurate comparisons across 26 countries, made possible by consistent methodologies and 100% market coverage.
- Track smartphones and tablets side-by-side, with related content and by platform.



Geographic Coverage

26 countries tracked across two categories:

- **Majors** - Global, North America, Latin America, Europe, Asia, Rest of World, France, Germany, Italy, Spain, UK, USA, Brazil, China, India and Japan.
- **Smaller and Emerging Markets** - Austria, Belgium, Czech Republic, Denmark, Greece, Finland, Italy, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey and Australia.

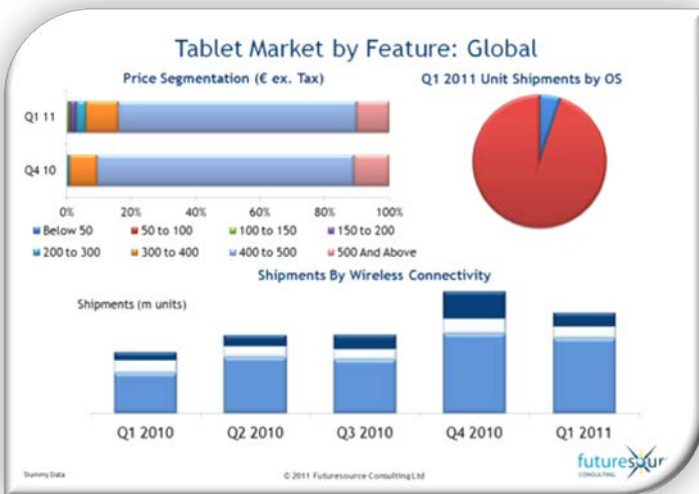


Service Summary

The Mobile & Tablet Market Tracker is delivered as a 12 month subscription comprising spreadsheets, data cubes, strategic bulletins, market summary reports and consumer research studies, accompanied by unlimited access to Futuresource analysts through our online and telephone Helpline service and debriefings.

Shipment Tracking

- Shipments and installed base of smartphones and tablets, by quarter.
- Shipments in volume, value and ASP, by:
 - ▶ country
 - ▶ brand
 - ▶ price band
 - ▶ O.S. (Apple, Android, RIM, etc)
 - ▶ Key features: screen size, wi-fi capability, 3G capability, capacity, camera.

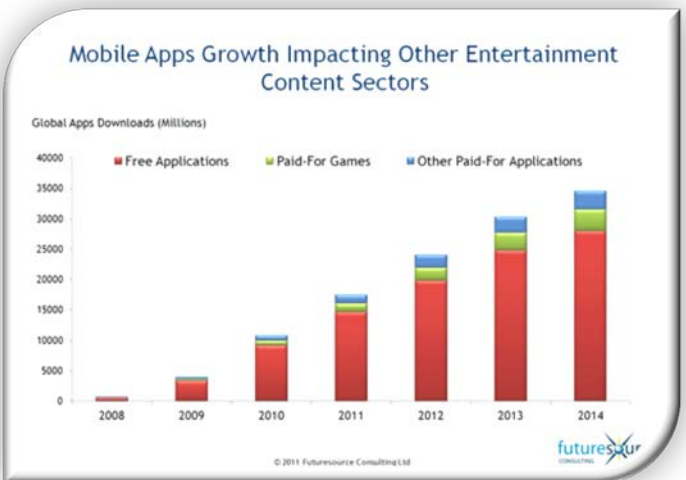
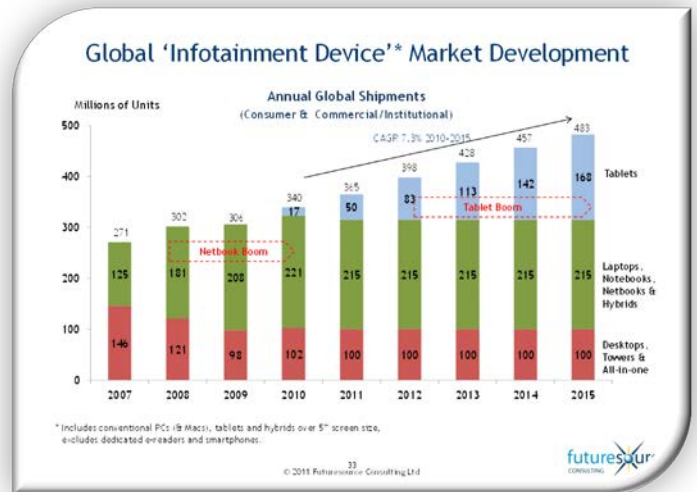


Strategic Bulletins & Market Summary Reports

- Industry reports addressing mobile device market developments, trends and forecast assumptions underpinning market forecast, taking in relevant aspects of technology, consumer, competitive and channel developments.

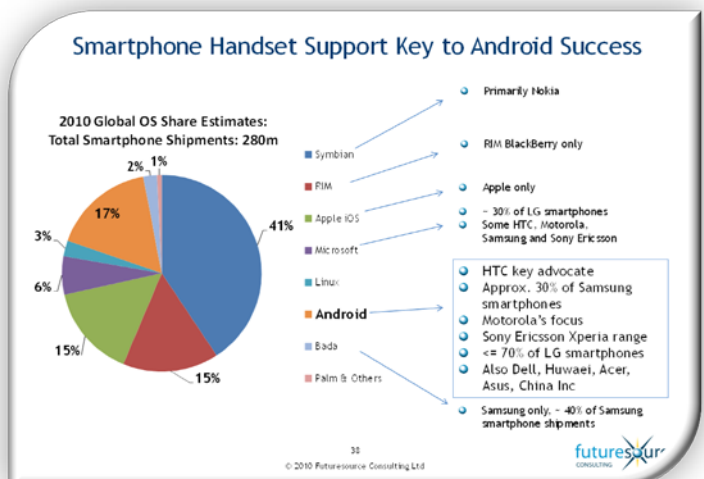
Helpline support

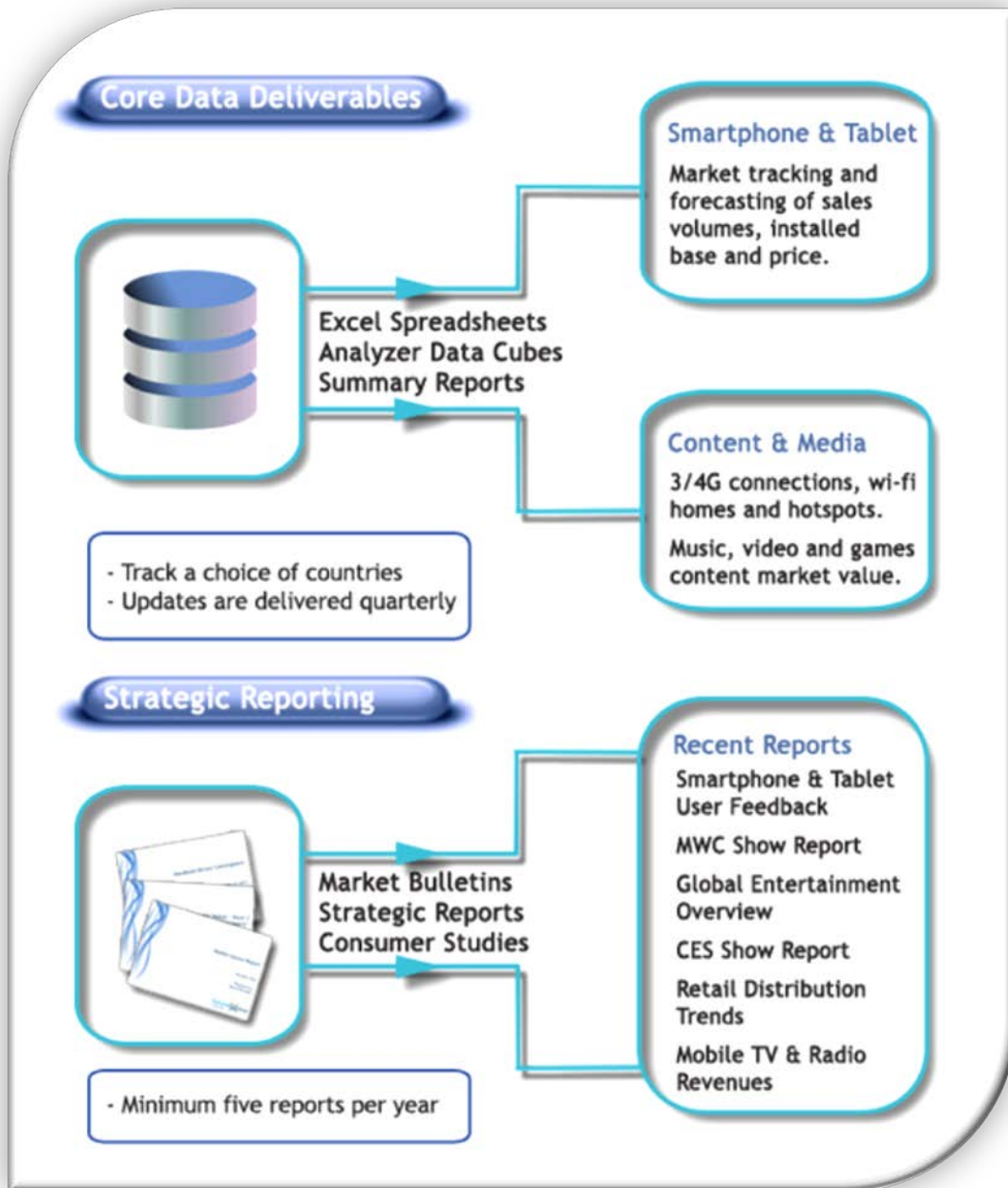
- Unlimited free access to Futuresource industry experts and analysts via the telephone and email Helpline service.



Shipment & Installed Base Forecasting

- Forecasts segmented by quarter, for five quarters ahead
- Annual forecasts for five years ahead.
- Shipments given in volume, value and ASP, segmented by:
 - ▶ country
 - ▶ key feature: screen size, wi-fi capability, 3G capability, capacity, camera.





The Smartphone & Tablet Market Tracker service is available as a 12, 24 or 36 month subscription. Total annual cost is dependent on the number of countries supported and the contract commitment, and ranges from GBP5,000 to GBP75,000 per year.

In addition to shipment tracking, forecasting and expert insight, Futuresource Consulting can provide web-based price tracking, delivered weekly or daily, and available for most markets across the globe.

We would like to demonstrate this service to you, please contact us for more information

About Futuresource Consulting

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

Futuresource provides global expertise in:

- Consumer Electronics
- Digital Imaging
- Entertainment Media
- Broadcast
- Optical Manufacturing
- Storage Media
- IT & Professional

Combining strong methodologies and unsurpassed data refinement with in-depth market knowledge and experienced forecasting, Futuresource ensures your business has access to the information and insights that will help deliver the best possible results.



The experts in research and knowledge-based consulting



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