

## Quarterly Mobile PC Shipment and Forecast Report

Segmented tracking by tablet PC, notebook PC and mini-notes.

What's driving mobile PC growth? Which tablet PCs will challenge the iPad? And how is the popularity of tablet PC and mini-notes impacting notebook PC sales? Find out and keep up with tablet PCs, mini-notes and notebook PCs in one comprehensive report. The *Quarterly Mobile PC Shipment and Forecast Report* delivers insight and data into worldwide and regional mobile PC shipments for both global and regional brands. Use this report to:

- Forecast market size for the entire range of mobile PCs, including tablet PCs
- Formulate successful product and pricing strategies
- Gain insight into current market risks, opportunities and key considerations
- Accurately assess the potential of emerging technologies such as OLED, e-paper and more

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### Analysts



[Hidetoshi Himuro](#)

Japan  
Director, IT & FPD Market Research

Focused on large-area applications, panel pricing and technology roadmaps.



[Richard Shim](#)

United States  
Senior Analyst

Market research analyst with expertise in the PC markets, including notebooks and tablet PCs.

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### Detailed Information

#### Data Covered

- Set shipments, revenues and ASPs for mobile PCs segmented by
  - Application: mini-note/tablet PCs, ultra-portables (~10.4"-12.5"), portables (13.1"-16.4") and desktop replacements (~17"+)
  - Geography: worldwide or by regions: North America, EMEA, China, Japan, Asia Pacific and Latin America
  - 60+ sizes/resolutions by brand, by region by category with newly enhanced B2C (Consumer) vs. B2B (Commercial) historical tracking by region
- Complete separation of notebook PCs and mini-notes/netbooks for tracking and forecasts
- Comparative analysis for tablet PCs against netbooks to help determine if tablet PCs are an evolution of the personal computer or an add-on luxury device
- Tablet PCs will be broken out into a separate category as the market dictates and moves beyond a one-product category
- Tracking for 30+ brands including global brands as well as regional-specific brands by size, by format (for example, 16:10 vs. 16:9)
- Results for the prior 8+ quarters and 16+ rolling quarterly forecast

#### Key Questions Answered

- What role will tablet PCs play in the evolving PC market?
  - What are the significant product trends in the mobile PC markets?
  - What companies are gaining or losing share, in what regions and why?
  - How big is the mobile PC market both worldwide and regionally?
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# Subscription Package

Frequency: *Quarterly*

Format:  

## Quarterly Delivery Schedule

Week 6: QuickShip <- NEW (Preliminary by Brand by Region)

Week 10: Historical Data (Pivot Tables, Flex Files)

Week 11: Historical Analysis (PowerPoint)

Week 12: Shipment History + Forecast (Excel Pivot Tables)

Week 13: Shipment History + Forecast Analysis (Excel Flex Files)

Week 14: Shipment History + Forecast Analysis (PowerPoint)

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## Outline

- Shipment & Revenue Results and Analysis
- Analysis and Implications
- Forecast Outlook
- Forecast Analysis and Implications

## Contact

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