Mobile PC Intelligence Service

Part of the Consumer Electronics & Display Applications Service Area Package
Real time access to a continuous flow of research across geographies, topics and application areas.

“The mobile PC industry is changing and evolving from year to year. In 2020 and beyond, the market for desktop PC and tablets will see new opportunities with commercialization of 5G services.”

Jeff Lin
Senior Principal Analyst
Mobile PC Intelligence Service

Part of the Consumer Electronics & Display Applications Service Area Package

HOW OMDIA HELPS YOU

• Coverage of 8 regions, 19+ brands, and worldwide gaming notebooks
• Realistic assessment of market opportunities, potential risks, and accurate growth projections
• Fastest growing categories, premium opportunities, and feature
• Analysis of high growth and high-risk markets.
• Interplay of the tablet and notebook PC markets
• Segmented & detailed global shipment information
• Balancing of WiFi + Cellular and WiFi only on Mobile PC
• Leading PC brands’ NB/Tablet specification by model and region
• Leading PC brands’ NB/Tablet selling price (monthly) by model and region

KEY QUESTIONS ADDRESSED

• What are the faster growing screen sizes & resolution of mobile PCs (notebook PC and tablet) by regions?
• What price segments of mobile PCs by size and resolution are expected to see the most growth?
• What is PC brand’s business model and product strategy for mobile PCs?
• Why is it worth paying attention to the market of gaming notebook PC?
• Why always connected PCs are important in 5G era?
• How will Artificial Intelligence change the user behavior of mobile PCs?
• What business model & applications will Augmented Reality have on mobile PCs?
• Is the flexible display important for mobile PCs development?
• What are pricing and specification strategy by different brands?
Consumer Electronics & Display Applications: Our Expert Analysts

Jeff Lin, Lead Author
Senior Principal Analyst,
Mobile PC (Notebook PC & Tablet)
Mobile PC: Deliverables

**MARKET TRACKERS**
— Quarterly —
- Mobile PC Tracker
- Emerging PC Market Tracker

**DATABASE**
— Quarterly —
- Tablet Specification Database
- Country-level Database
- Specification and Price Database

**REPORT**
— Quarterly —
Quarterly topical reports addressing emerging areas, as well as detailed product, company and industry-level analysis.

**MARKET INSIGHTS**
— Ongoing —
Frequent analyst commentary on product launches, market news and analysis.

**PRESENTATIONS**
— Quarterly —
Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.

**ANALYST ACCESS**
— Ongoing —
Direct communication with analysts for prompt responses to urgent and unique questions.
# Mobile PC: Market Trackers

## Mobile PC Market Tracker

This tracker provides the top 19 brands’ notebook PC & tablet historical and forecast shipment data by size, resolution, display technology and region. It also covers the OS/processor and form factor. Each accompanying quarterly PPT addresses the overall notebook PC and tablet market, brand dynamics, and product development trends.

### DETAILS
- **Frequency:** Quarterly

### Measures
- Unit shipments
- Revenue
- Brand
- Operating system
- Processor
- Size
- Resolution
- Form factor
- Display Technology

### Regions
- Japan
- China
- Asia Pacific
- North & Latin America
- Western & Eastern Europe
- Middle East and Africa

### COVERAGE

#### Applications
- Tablets
- Notebook PCs

#### Features
- Operation system
- Processor
- Display Tech
- Size
- Resolution
- Form factor

#### Sub Content
- Market Segment (consumer, commercial)

#### Topics
- Mobile PC market analysis
- Mobile PC in South East Asia

## Emerging PC Market Tracker

This tracker offers a quarterly excel database on gaming notebooks, with historical & forecast shipment data by size, resolution, display technology, and region. The quarterly excel file also includes connectivity & storage data.

### DETAILS
- **Frequency:** Quarterly

### Measures
- Unit shipments
- Revenue
- Brand
- Size
- Resolution
- Display Technology

### Regions
- China
- Asia Pacific and Japan
- Europe
- North America
- Rest of the World

### COVERAGE

#### Applications
- Gaming notebook

#### Features
- Size
- Resolution

#### Sub Content
- Connectivity (Wifi, Wifi + Cellular)
- Storage

#### Topics
- Gaming notebooks market analysis
- Mobile PC technical trend
- Always connected PCs
- Foldable PC
# Mobile PC: Databases

## Tablet Specification Database

This quarterly Excel database includes tablet specification info.

### Details
- **Frequency:** Quarterly

### Measures
- Brand
- Model name
- Form factor
- Display
- Processor
- Operation
- Touch
- Battery
- Connectivity

### Regions
- China
- Japan
- Rest of Asia Pacific
- North & Latin America
- EMEA

### Coverage

#### Applications
- Tablets

#### Features
- Brand
- Model name
- Operation system
- Processor

#### Content
- Display (size, resolution, pixel format)
- Processor (series, model, instruction set)

#### Topics
- Tablet spec by regions

## Country-Level Database

Annual data, updated quarterly includes coverage of shipments, sales, and installed base, segmented by key metrics such as size, resolution, OS, and form factor.

### Details
- **Frequency:** Quarterly

### Measures
- Unit shipments
- Revenue
- Installed base
- Market segment
- Display tech
- Form factor
- Storage capacity

### Regions by country levels
- Japan
- China
- Asia Pacific
- North & Latin America
- Western & Eastern Europe
- Middle East and Africa

### Coverage

#### Applications
- Tablets
- Notebook PCs

#### Features
- Operation system
- Size category
- Form factor

#### Sub content
- Market segment
- Display tech
- Form factor
- Storage capacity

#### Topics
- Mobile PC shipment by country level
- Mobile PC installed base by country level
Mobile PC: Databases

**Specification Database - Notebook & Tablet**

This quarterly Excel database includes tablet and Notebook specification info.

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<thead>
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**Price Database - Notebook & Tablet**

Monthly data, updated quarterly includes coverage of price by key display specification (size and resolution) in different region different countries.

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# Mobile PC: Worldwide Coverage

## Regional Definition

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Related Content: Consumer Electronics & Display Applications Service Area Coverage

About Omdia’s Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.
## SERVICE AREA PACKAGE

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**Intelligence Services**
- OLED & LCD Supply Demand & Equipment
- OLED & Flexible Display

**Trackers**
- OLED Display Roadmap
- Display Backlight
- Display Glass
- Display Optical Film
- Display Driver IC
- OLED Materials
- OLED Display Cost Model
- Large Area Display Cost
- Smartphone & Tablet

**Reports**
- Foldable Display Tech
- Micro LED Display Tech

**Viewpoint Service**
- Display Dynamics Viewpoint Service
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

- **Tom Coate**  
  Customer Success Manager

- **Kären Dyer**  
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.