



U.S. Tablet, PC, Mobile Phone Baseline and Forecast

Summary

The DRG U.S. PC, Mobile Phone Baseline and Forecast is a database containing unit sales, installed base, and other derivative data for Tablets, Personal Computers, and Mobile Phones. It is specifically built for use in the design, development, and application of market size models and forecasts for these products, as well as other related products or services.

Taxonomies and Metrics

Product (5)	Segment (2)
Desktop PC	Consumer
Mobile PC	Enterprise
Tablet	Metrics (4)
Feature Phone	Units Sold
Smart Phone	Unit Installed Base
Years (42)	Units Retired from Installed Base
1978 to 2020	Average Life of Units in Installed Base

Application

The value and worth of a market forecast is derived from the decisions that its users are facing. More precisely, its value is the expected increase in return, or decreases in risk, that can be attributed to making decisions that are influenced by the forecast and its supporting analysis. The personal computing and mobile phone markets are in the midst of the most radical transformation since the introduction of the personal computer. Suddenly, the industry supply and demand side decision makers, and those that advise them have reduced confidence in their understanding of the influences that are, and will, drive demand.

Supply side vendors, suppliers, and those that invest in these companies, are faced with new challenges in making decisions about resource investment and allocation, product/service portfolio specifications and capabilities, and marketing strategies and tactics. Many consumer and enterprise buyers have adopted a “wait and see” attitude until the market achieves more

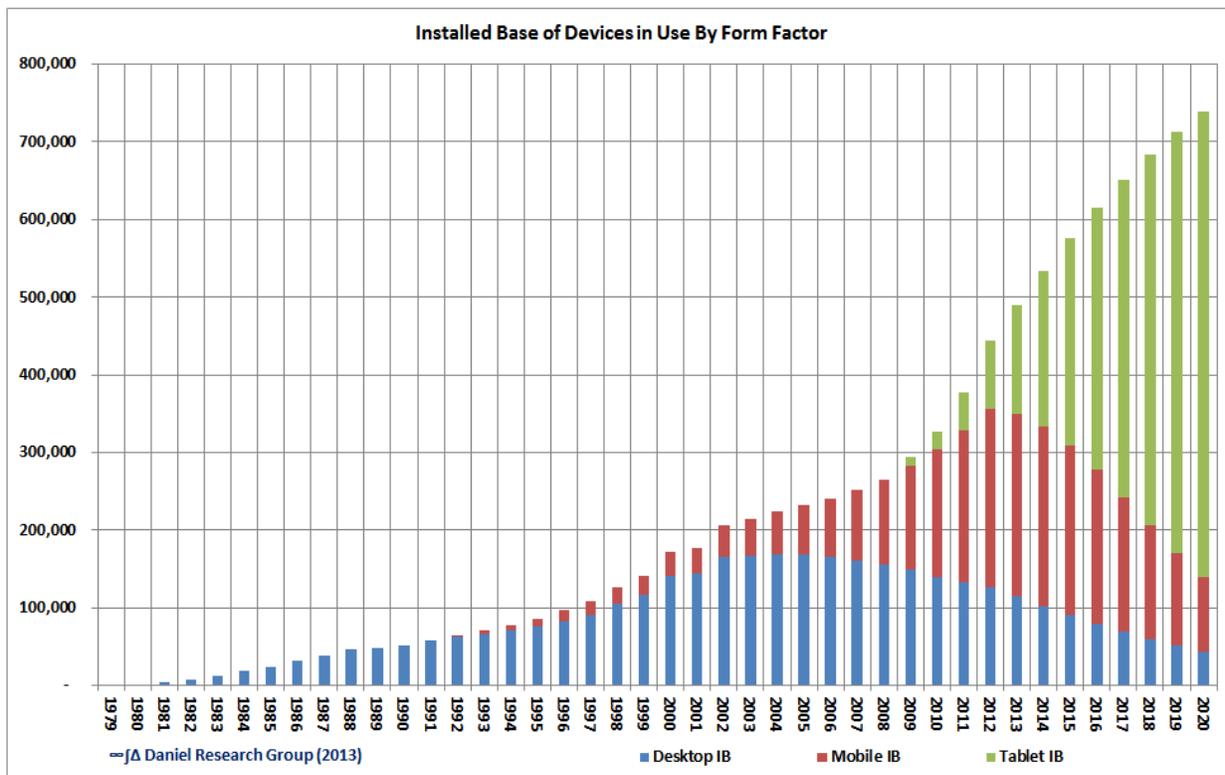
clarity. Paramount among decision maker needs is the ability to gain a better understanding about market size, growth, and segmentation, and more important, the influences acting on the market.

There are three major forces now driving the transformation of the market.

1. Increased preference for mobile devices
2. Decrease in form factor size and weight
3. Migration of applications from resident devices to the cloud

All of these are **long-term processes** even though the recognition of their emergence as drivers is relatively recent. Trying to build forecasts by looking at current vendor shipment data is like trying to drive a car by looking through the rear window. The most probable outcome is a crash.

Major technology products and services such as PCs, Tablets, and Mobile Phones will always penetrate the market following the classic [Diffusion of Innovation](#) adoption process. While there will always be variance around this trend due to economic and industry events, the fundamental process will always dominate in the long run. In order to produce forecasts with superior descriptive, normative, and predictive properties it is necessary to base these models not just on near term sales/shipment data, but on the long-term penetration/adoptions process, as well as replacement rate trends and cycles.



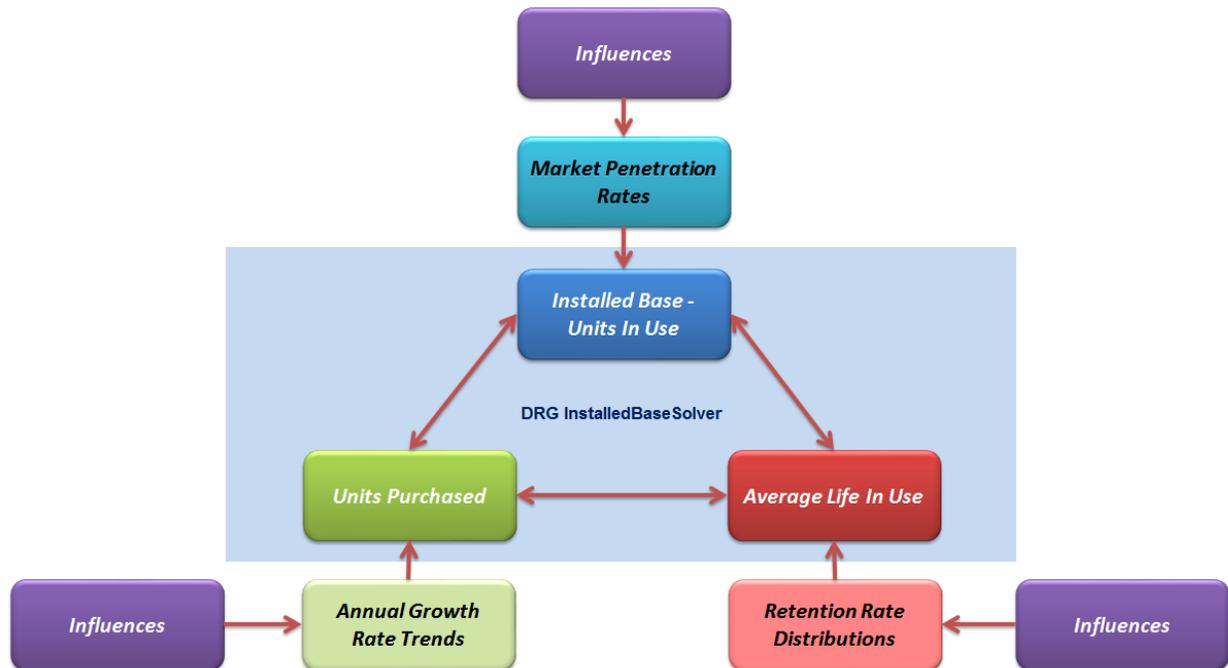
DRG has conducted extensive and exhaustive research to collect, organize, and analyze Unit Sales/Shipment and Unit Installed Base data for Desktop PCs, Mobile PC, Tablets, and Mobile Phone, by Consumer/Enterprise Segment from the start of the PC market in 1978 through 2012. This data, combined with DRG analysis of the influences driving the market, is used to create the Forecast through 2020.

DRG can provide you with the exact data needed to support your model development effort thereby considerably shortening the time spent in research and discovery, allowing your analysts to develop and deliver their forecasts sooner.

1. Buyers and users of The DRG U.S. PC, Mobile Phone Baseline and Forecast can use the historic **Baseline** portion of the database to create their own forecasts for these products
2. Buyers and users of The DRG U.S. PC, Mobile Phone Baseline and Forecast can use the **Forecast** portion of the database to create their own forecasts for products and services that are enabled, dependent, or otherwise causally related to these products.

The DRG Model

∞∫Δ Daniel Research Group U.S. PC, Tablet & Mobile Phone Market Model



The DRG U.S. PC, Mobile Phone Baseline and Forecast is the output of a proprietary model driven by three primary variables

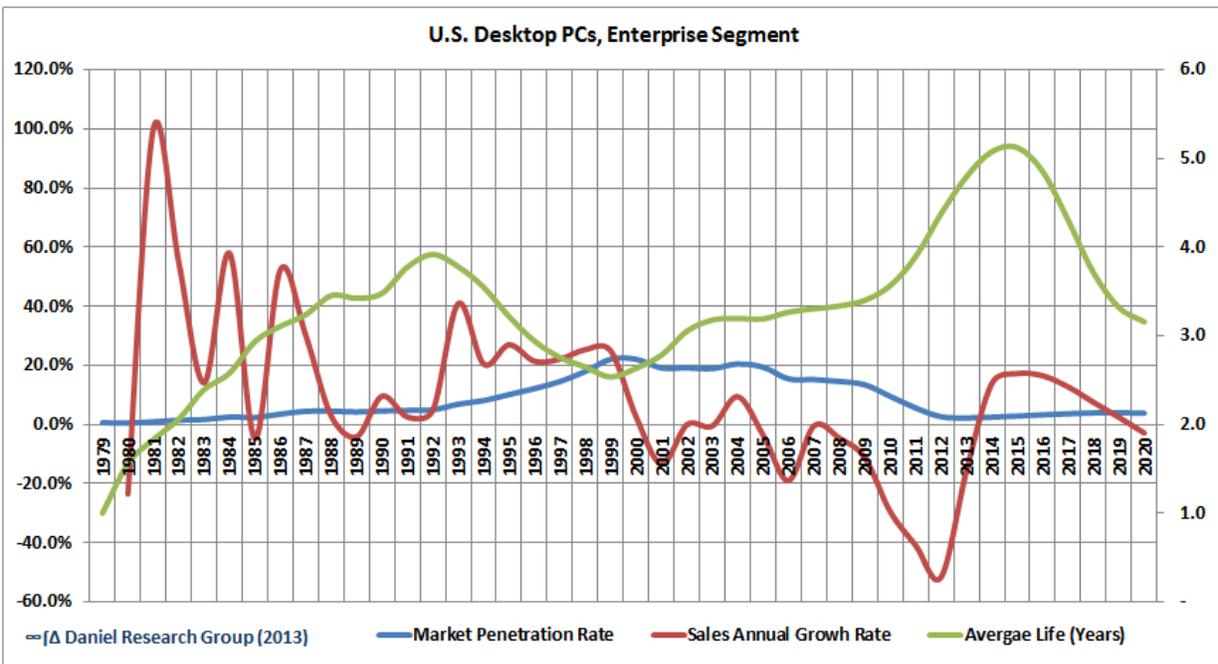
1. Units in Use – Installed Base
2. Units Purchased
3. Average Life of Units in Use

Each of these is derived from its causal process

1. Market Penetration Rates
2. Unit Purchased Annual Growth Rates
3. Installed Base Retention Rates

At the periphery of the model, each of the three branches is driven by a number of external economic, industry, or user behavioral influences.

The core of the model use DRGs proprietary InstalledBaseSolver algorithm that allows each of the three variables, (units purchased, installed base units, units retired) to be computed given the other two.



A summary report of the most current DRG forecast is available for [download](#).

Availability

The DRG U.S. Table, PC, and Mobile Phone Baseline and Forecast database is available for client use under a number of licensing and deliverable arrangements. Clients may license the entire database, or request custom subsets. The database or subsets may also be incorporated into custom market sizing and forecasting models designed and developed for clients. The Forecast is **updated periodically** when new data from vendors, industry analysts, and published surveys becomes available, as well as new DRG analysis.

For more information about The DRG U.S. Table, PC, and Mobile Phone Baseline and Forecast, availability, prices, or development methodology please contact Daniel Research Group.

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About Daniel Research Group

Daniel Research Group offers consulting and market research services to clients whose products and services are technology based or enabled. The primary focus is on providing results, solutions, consulting and training to clients that have strategic and tactical decisions that require Forecast, Segmentation, Market Share, and other market modeling requirements.

The full range of traditional market research data gathering and analysis services support these engagements, including quantitative and qualitative surveys, focus groups, demographic and firmographic data acquisition and analysis, as well as input from technology and industry experts. While the emphasis is on delivering data and actionable recommendations, DRG often designs and develops custom models and modeling tools for client use, as well as providing training in these areas.