Emerging Device Technologies (EDT)

Fast-moving shipment tracking and sales forecasting

TechInsights’ Emerging Device Technologies (EDT) subscription delivers fast-moving shipment tracking and sales forecasting of the key technologies powering modern smartphones and emerging classes of new devices.

EDT identifies the key technologies powering smartphones today and in the future, such as artificial intelligence or 5G mmWave. Technology is the lens used to track device shipments and sales for individual vendors across the globe. Served through the TechInsights Platform, you can view TechInsights’ images, data points, industry updates, and expert commentary anytime, anywhere.

Who Benefits from an EDT Subscription?

**Smartphone OEMs**

Smartphone OEMs can identify the technologies driving demand across markets and by OEMs. Data sets are segmented globally by region, up to 88 countries, and track OEM volumes, values, and price tiers. EDT tracks key smartphone technologies ranging from air-interface technologies such as 5G, LTE, Bluetooth, mmWave, NFC, WiFi 7, and Zigbee to display technologies including AMOLED, microLED, foldable displays, and rollable displays to imaging technologies found in current and future smartphones.

**Chipmakers**

Chipmakers from system-on-chips (SoCs) to connectivity to passive components can use EDT data to identify OEM partners. These data sets allow chipmakers to understand which technologies are driving growth for individual OEMs and to discover where opportunities exist within specific price tiers and geographic markets.

**Intellectual Property Rights (IPR) Holders**

EDT technology share tracking allows key IPR holders to identify which vendors are shipping handsets with specific technologies to discrete regions. By knowing which OEMs are shipping these technologies and in what quantities, IPR holders can validate billing based on deeply researched independent third-party data.

**Operators**

EDT tracks the top-30 smartphone OEMs by technology around the globe. Operators can identify the leading brands and technologies across regions, allowing them to adjust their portfolios based on customer demand.
Emerging Device Technologies

On a monthly and quarterly basis, our experts report which smartphone brands are winning or losing. This subscription is a vital tracking tool for mobile stakeholders to measure the success of competitors and partners in their local markets. Technology is the lens that EDT uses to identify the key players in the smartphone industry worldwide. The EDT tracks and forecasts 88 major countries worldwide, with the capability to track 100 markets via bespoke consulting. This subscription is a key tool for mobile players to understand the major swings in brand performance by technology at a global and regional level. Our industry experts provide insights into the technologies driving the smartphone market now and in the future.

A TechInsights EDT Subscription includes:

- Air interface (4G/5G) forecasts by smartphones across 88 countries
- Enabling technologies, including artificial intelligence, sensors, biometrics, and new display types
- Advanced camera imaging, audio, and video technologies
- Analysis and forecasts of emerging devices by form factor (e.g., foldable phones)
- Manufacturing locations of smartphones by country or factory
- Refurbished and secondhand smartphone forecasts

An EDT subscription also provides inquiry access to the Emerging Device Technologies team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Accelerating digital transformation with in-depth IoT data and insights

TechInsights’ IoT (Internet of Things) Strategies subscription gives you instant access to our in-depth IoT market analysis of the latest developments, future trends, and forecasts including historical data.

Digital Transformation (DX) is a top-of-mind topic across enterprises driven by technologies like IoT. The industry has moved from POC/Pilot IoT projects to full-scale deployments with more complex and diverse use cases and applications.

Disruptive technologies like 5G, artificial intelligence (AI), and machine learning (ML) are also changing the way enterprises are rethinking their IoT strategies and moving to another level of IoT deployment using 5G IoT and AIoT to redefine how organizations work. Enterprises of all sizes, Communications Service Providers (CSPs), IoT Mobile Virtual Network Operators (MVNOs), and other vendors across the value chain can benefit from an IoT Strategies subscription, as TechInsights provides analysis and recommendations to vendors looking to thrive in this highly competitive market.

Surveys on enterprise IoT adoption, business buying preferences, vendor selection criterion, and interests further shape TechInsights’ analysis and recommendations with primary research. IoT Strategies also identifies applications and solutions deployed by verticals and business size, detailing the economic costs and benefits of deploying those solutions. IoT Strategies sizes the total IoT revenue pie in terms of hardware, software, services, and integration across key vertical markets.

Who Benefits from an IoT Strategies Subscription?

Enterprises
Enterprises across vertical industries are at different stages of IoT project implementations with very specific needs for IoT data and insights. An IoT Strategies subscription provides your organization with in-depth analysis and insights to support your critical business decisions—product development, technology investment, vendor selection, and strategic planning.

IoT Module, Chipset, and Gateway Manufacturers
An IoT Strategies subscription provides Module manufacturers with a solid understanding of the IoT market development, trends, and vertical industry analysis. This subscription offers an IoT module/chipset/gateway manufacturer the deepest insights to the most critical business questions—vertical-specific module adoption, technology standards, and trends.

CSPs and other IoT Vendors
An IoT Strategies subscription offers expert advice to telecom operators, IoT MVNOs, and other vendors in the IoT value chain. Chief Executives, technology, product, marketing, and strategy teams benefit from TechInsights’ deep-dive reports, data, and forecasts accompanied by in-depth surveys, expert interviews, and tailored strategic advice.
IoT Strategies

Techinsights’ IoT Strategies subscription offers your organization the most relevant IoT data and insights, equipping your teams to tackle the most pressing business issues on your DX journey.

Techinsights’ experience sets us apart: our experts provide independent analysis on the IoT market based on years of knowledge and expertise across industries, technologies, devices, and use cases. The market insight and data we work with has positioned us to be able to identify better segments and industry opportunities with greater accuracy than any other market analysis company.

The IoT Strategies subscription includes deep coverage into five topics: IoT connectivity, Applications & Platforms, Verticals and Enabling Technologies, IoT Security, and Managed Services.

Enterprise IoT – Research Coverage

An IoT Strategies subscription also provides inquiry access to the IoT Strategies team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Navigate the metaverse today and plan your place in its future

TechInsights’ Metaverse, Augmented and Virtual Reality (MAV) subscription guides you through the emerging metaverse ecosystem.

As metaverse platforms mature and usage grows, new opportunities for service providers, OEMs, and content owners will emerge. MAV cuts through the hype, delivering valuable insights to help you plan your successful strategy.

TechInsights’ MAV subscription gives you instant access to critical business data. Served through the TechInsights Platform, you can view data including augmented reality (AR) and virtual reality (VR) device forecasts, vendor market share, device specifications, consumer applications and media forecasts, enterprise forecasts and case studies, and merger and acquisition activity. These data underpin quantifiable analysis and competitive positioning on key players and new entrants in this rapidly growing and complex space.

How can MAV help you?

MAV provides the answers to key business questions around the metaverse such as:

- How does the metaverse look today, and how will it evolve?
- How are the major players positioned across the market landscape?
- What is the installed base of AR and VR headsets?
- What key consumer use cases are generating revenue?
- How are enterprises using the metaverse, AR, and VR to improve business outcomes?
Metaverse, Augmented and Virtual Reality

A MAV subscription includes access to the following quantitative data sets:

<table>
<thead>
<tr>
<th>Devices</th>
<th>Frequency</th>
<th>Global</th>
<th>Region</th>
<th>Country</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Metaverse Device Forecast</td>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
<td>Shipments, Installed Base, Revenues, ASP (average selling price)</td>
</tr>
<tr>
<td>VR Device Forecast by Price Tier</td>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
<td>Shipments, Installed Base, Revenues, ASP, split by 5 price tiers</td>
</tr>
<tr>
<td>AR Device Forecast by Price Tier</td>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
<td>Shipments, Installed Base, Revenues, ASP, split by 4 price tiers</td>
</tr>
<tr>
<td>VR Device Forecast by Device Type</td>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
<td>Shipments, Installed Base, Revenues, ASP, split by 4 device types</td>
</tr>
<tr>
<td>AR Device Forecast by Device Type</td>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
<td>Shipments, Installed Base, Revenues, ASP, split by 4 device types</td>
</tr>
<tr>
<td>Vendor Market Share</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td>Shipments, Installed Base, Revenues, ASP by vendor</td>
</tr>
<tr>
<td>VR Device Database</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td>Over 20 different technical specifications including Display, CPU, Camera, and Connectivity</td>
</tr>
<tr>
<td>AR Device Database</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td>Over 20 different technical specifications including Display, CPU, Camera, and Connectivity</td>
</tr>
<tr>
<td>Metaverse Consumer Content Forecast</td>
<td>Biannual</td>
<td></td>
<td></td>
<td></td>
<td>Users, usage, spend, ad revenues for games, social, video, and other apps</td>
</tr>
<tr>
<td>VR Consumer Content Forecast</td>
<td>Biannual</td>
<td></td>
<td></td>
<td></td>
<td>Users, usage, spend, ad revenues for games, social, video, and other apps</td>
</tr>
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<td>AR Consumer Content Forecast</td>
<td>Biannual</td>
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<td></td>
<td>Users, usage, spend, ad revenues for games, social, video, and other apps</td>
</tr>
<tr>
<td>Enterprise Metaverse, VR, and AR Spend</td>
<td>Biannual</td>
<td></td>
<td></td>
<td></td>
<td>Users, usage, spend, ad revenues for games, social, video, and other apps</td>
</tr>
<tr>
<td>M&amp;A Tracker</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td>Tracking acquisitions by company, date, value</td>
</tr>
<tr>
<td>IoT Buyer Survey</td>
<td>Annual</td>
<td></td>
<td></td>
<td></td>
<td>Survey data on deployments, intent, use cases</td>
</tr>
</tbody>
</table>

A MAV subscription also includes access to multiple qualitative reports and insights, including reports on the latest product launches, news from major conferences, and strategic assessments of the major players, platforms, and technologies.

A MAV subscription also provides inquiry access to the Metaverse, Augmented and Virtual Reality team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Mobile Workforce Strategies

Strategy considerations for global vendors designing workforce mobility

TechInsights’ Mobile Workforce Strategies (MWS) subscription gives you instant access to our analysis of the latest advanced technology devices and our historical content.

Served through the TechInsights Platform, our images, data points, expert commentary, and industry updates are available for viewing anytime, anywhere.

Whether driving innovation via the implementation of artificial intelligence (AI) and automation, changing user behavior, or improving data management, enterprise mobility is at the heart of many business strategies. Enterprise Mobility has moved beyond the classic drivers of increasing productivity and efficiency. Mobile technology has evolved, resulting in better-defined and more diverse use cases. This allows mobile to provide ample opportunities and impact business processes across the value chain making it a force of digital transformation. The game-changing power of 5G, in particular, lies in the fact that many mission-critical applications are now live with mobility, and this has allowed for a complete rethink in the way businesses operate.

Who Benefits from a Mobile Workforce Strategies Subscription?

Mobile Operators, OEMs, Cloud, and Mobile Security Vendors

MWS provides strategic and tactical support to mobile operators, device manufacturers, EMM platform providers and service resellers, enterprise security and app developers, systems integrators, the financial community, and corporate IT across job functions including competitive intelligence, product marketing, engineering, procurement, strategic planning, IT, and sales. MWS provides you with accurate market trends and analyses to assist you in your solution and service strategies, product planning, and designs.

MWS offers insights to address critical questions, such as, how can mobile device and module vendors and mobile operators move up the value chain to ensure survival or achieve growth in a rapidly changing enterprise market? How do enterprise mobility adoption rates vary in verticals such as education/public sector, energy utilities, transportation, manufacturing, retail, healthcare/pharmaceutical, and professional services? What are the adoption rates for mobile devices, software, and services among small, medium-sized, and large companies?
Our analysis can help you make the right decisions when it comes to your product development and roadmaps. Let us show you how.

Techinsights’ MWS subscription is an advisory subscription that focuses on mobile workers and field force and how they select and use mobile hardware, software, and services by industry, company size, and liability. The uplift on work from home, cloud computing, and emergence of device-as-a-service are significant trends in the workforce.

MWS provides a global picture of mobile enterprise adoption including regional-level and major country-level forecasts for enterprise mobile devices (quarterly tracking of 5G devices, corporate liable and bring your own device (BYOD) smartphones, and tablets), mobile enterprise applications, mobile security, enterprise mobility management (EMM), unified endpoint management (UEM), software-as-a-service (SaaS), quantum computing and virtual reality (VR), and augmented reality (AR) enterprise adoption. In addition, MWS offers comprehensive analysis related to future of work, device-as-a-service, advanced technologies enabling digital transformation as well as competitive analysis of OEMs and mobile operators addressing the enterprise space.

An MWS subscription also provides inquiry access to the Mobile Workforce Strategies team and an annual planning webinar.

Mobile Workforce Strategies

MWS provides best-in-class analysis of all processes related to mobile working and a competitive analysis of providers addressing the mobile enterprise space, all underpinned by regular end-user surveys and assessments. MWS offers broad, deep qualitative analysis and insights into the mobile workforce landscape based on our primary research.

Mobile Workforce Strategies includes:

- Enterprise mobility business usage trends and developments
- Assessment and evaluation of device vendors and service providers
- 5G business device adoption and use cases
- Transformation of enterprise end-user computing (cloud and device-as-a-service)
- BYOD and corporate liable
- Enterprise mobility management
- Enterprise mobility survey
- Tablet and smartphone mobile operating systems
- Vertical mobile workforce
- VR and AR enterprise adoption
- Intersection of enterprise mobility and Internet of Things
- Circular economy and environmental, social, and corporate governance (ESG)
Wireless Media Strategies (WMS)

Instant access to the latest qualitative analysis and forecasts

TechInsights’ Wireless Media Strategies subscription provides you with instant access to our latest qualitative analysis and forecasts on mobile content, adjacent market opportunities, and TechInsights’ historical content. Served through the TechInsights Platform, you can view our reports, insights, expert commentary, and forecast updates anytime, anywhere.

With mobile revenue growth from core services (e.g., voice, text, and data) continuing to plateau and mobile phone penetration reaching saturation, mobile communication providers, device makers, and infrastructure vendors remain under pressure to enhance customer loyalty, innovate, and grow revenue in adjacent market areas, including content and media, privacy, security, corporate social responsibility/environmental, social, and governance and business-to-business (B2B) services.

Wireless Media Strategies assesses the addressable market and opportunity across emerging areas of growth and provides insights by tracking/benchmarking competitor and peer activities, identifying and reporting best practice, and exploring the potential of new services.

Who Benefits from a Wireless Media Strategies Subscription?

**Communication Service Providers (CSPs)**

TechInsights’ WMS subscription provides you with insights into various opportunities to enhance customer loyalty and grow revenue. Which of your competitors and peers are successful at growing revenue beyond core services, in which domains, and how? What roles are industry leaders playing across value and supply chains, and how well positioned are they to succeed? Which of your competitors and peers are leading in privacy and security and demonstrate best practice in CSR/ESG and innovation?

**Digital Players**

WMS provides you with visibility into the growth strategies of telecommunication players beyond their core services. To what extent are they competing, versus being ready to co-operate and partner, with you or your competitors? Which of these companies demonstrate leadership in targeting new growth domains? What barriers and pain points are they facing, and can you help address and monetise their needs with your products or solutions?
Wireless Media Strategies

TechInsights has been working with leaders in the telecommunications and digital markets for over 30 years and has a deep understanding of the industry and the drivers, enablers, and challenges it faces in addressing emerging growth opportunities and adjacent markets. This experience, combined with a comprehensive approach to supply- and demand-side market research, sets us apart.

Wireless Media Strategies includes:

- Global coverage of telco activities in the following domains:
  - Mobile media
  - Privacy and cybersecurity
  - ESG and CSR
  - Innovation
  - B2B opportunities

- Forecasts and addressable market evaluation
- Business model analysis for emerging and new propositions
- Value and supply chain analysis for emerging products and services
- Quarterly tracking of Android smartphone app usage via AppOptix

A WMS subscription also provides inquiry access to the Wireless Media Strategies team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Networks & Service Platforms (NSP)

Analysis to help operators and their vendors leverage next-generation network opportunities

TechInsights’ Networks & Service Platforms (NSP) subscription delivers analysis to help operators and their vendors leverage next-generation network opportunities for efficient service delivery and profitability.

We provide clients with an ecosystem-wide perspective on the platforms, tools, and service enablers that operators can leverage to optimize capacity and costs per gigabyte and enhance revenues or reduce churn through better Quality of Service.

Our research evaluates the economics of new cloud native and cloud hosted software solutions for rapid deployment and service automation and identifies new service opportunities based on a variety of radio access network (RAN) and Core platforms and technologies. Many reports and presentations include profiles and case studies of successful deployments and operator solutions for network slicing, enhanced cloud performance, edge compute services, and fixed/wireless/optical connectivity.

Who Benefits from a Networks & Service Platforms Subscription?

TechInsights’ NSP subscription provides network infrastructure and supplier clients with a deep understanding of the technology and business choices facing network operators, delivering an operator perspective on the network functionalities and capabilities that will grow revenues, reduce operational expenditure (OPEX) and capital expenditure (CAPEX), and protect margins.

NSP provides service provider and network operator clients with detailed analysis of how new technologies and new architectures can unlock value in their operations, an assessment of the impact of alternative technology choices, and an understanding of the value propositions, strengths, and weaknesses of leading suppliers and platforms.
Networks & Service Platforms

The Networks & Service Platforms subscription provides comprehensive coverage of:

- LTE & 5G Technology Evolution on the path to 6G: understanding the advantages and challenges related to technology evolution and the impact of technology choices on network operator performance
- Fixed broadband technology evolution: evaluating the market landscape and potential for higher-speed passive optical network (PON), 5G fixed wireless access, Wi-Fi interoperability, and the relevance of fixed-mobile convergence from a network perspective
- Network Virtualization, software defined networking (SDN), operations support systems (OSS), and Telco Cloud Virtualization: assessing service opportunities and requirements for SDN, network slicing and Telco Cloud services including how operators should engage with hyperscaler cloud providers (HCPs), i.e., AWS, MS Azure, Google Cloud Services etc.
- Open RAN and virtualized RAN (vRAN) Evolution: monitoring the evolution of mobile base station architectures including small cells, HetNets, Cloud RAN, vRAN, Open RAN, carrier-class Wi-Fi, and trends in backhaul/fronthaul
- Multi-Access Edge Computing (MEC): tracking edge services and metro-area fabric/mesh technologies for dynamic traffic and processor load distribution as metaverse emerges
- Traffic Optimization for Video, Signaling, etc. and Role of Policy Control: optimizing video delivery, signaling traffic on control plane, on-demand content delivery based on real-time network analytics, machine learning/artificial intelligence, and autonomous networking (AN)

An NSP subscription also provides inquiry access to the Network & Service Platforms team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
OECD Mobile Voice & Data Price Benchmarking

The official OECD price benchmarking database for mobile voice and data services

TechInsights’ benchmarking subscription includes voice, messages, and data usage from handsets; and it covers all 38 Organization for Economic Co-operation and Development (OECD) countries for the top two operators in each country.

TechInsights’ OECD Mobile Voice & Data Price Benchmarking subscription is the only subscription that delivers the official OECD results for mobile voice and data price comparison, based on the internationally recognized OECD price benchmarking methodology.

The subscription enables clients to compare the cost of different services and operators in OECD countries, regardless of differences in their underlying tariff structures.

Tariffs are updated quarterly and are available for download from the TechInsights’ Platform. The systems are delivered in MS Excel and include the full calculation of OECD price benchmarking methodology.

Each system is fully transparent, allowing users to examine the details of all available tariffs in each country and how each one is calculated against chosen baskets (usage profiles), with outputs presented both at a country and an operator level.

Who Benefits from an OECD Mobile Voice & Data Price Benchmarking Subscription?

**Regulators**
Regulators and governments track the pricing and performance of national operators to compare with neighboring and global markets, monitor if pricing regulations have taken effect as expected, and ensure the most competitive markets have delivered the lowest costs.

**Operators**
Operators can compare pricing plans and promotions and assess how new tariff proposals compare against competing tariffs in their own market and across other geographical areas, including their own footprint.

**New entrants**
New entrants can test how their tariff proposal compares against competing tariffs in the market and against best-in-class services within the OECD.
As well as selecting predefined results, users can also customize the output to present results in different formats and for different outputs. Users can:

- Present results in different currencies and include or exclude value-added tax (VAT)
- Select results for prepaid pricing, postpaid (contract) pricing, or both
- Present results for a customized subset of countries
- Input customized baskets (usage profiles) and view results

In addition to the quarterly MS Excel systems, the subscription includes access to the Mobile Voice & Data Pricing Dashboards, which show the official OECD results. The dashboards also allow users to view multiple baskets in a single view, along with time series data.

Single-user mobile handset tariffs for 76 operators across the 38 OECD countries, covering:

- Fixed charges (connection and rental)
- Allowances and discounts
- Voice charges
- Message charges, including add-on packages
- Peak/off-peak and on-net/off-net
- SMS add-on packages
- Data charges—including data allowance, overage charges, and data add-on packages
- Promotional discounts where relevant

The latest OECD baskets for mobile voice and data, allowing users to calculate results for each basket. Customization options, including adding own profiles and presenting sub-sets of data with access to results in both MS Excel and online dashboards.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Smartphone Country Share Tracker (SCST)

Timely, in-depth tracking of smartphone shipments and market share

TechInsights’ Smartphone Country Share Tracker (SCST) subscription gives you timely, in-depth tracking of smartphone shipments and market share by country, operator, and best-selling global models. The SCST subscription is served through the TechInsights Platform.

Why TechInsights for Smartphone Country Share Tracker Research?

Each quarter, TechInsights’ experts analyze which smartphone brands are winning or losing. The service is a vital tracking tool for mobile stakeholders to measure the success of competitors and partners in their local markets.

The service monitors 60 major countries worldwide, with the capability to track 100 markets via bespoke consulting. Unrivalled relationships with leading device brands, distributors, retailers, and operators as well as deep and long-established partnerships with the entire value chain and select consumer primary research are the key factors driving confidence in TechInsights’ accuracy over the last 26 years.

Who Benefits from a Smartphone Country Share Tracker Subscription?

**Smartphone OEMs**
The diverse set of country-level data in the SCST subscription provides OEMs with the historical and current-quarter cellular market dynamics for 60 major countries. The SCST subscription is a critical tool for OEM country managers, sales, and headquarters to track performance and assess success or failure of the current market and strategies. OEMs can understand who is leading or lagging in key countries in their footprint.

**Chipmakers & Enabling Technology Suppliers**
Chipmakers from system-on-chips (SoCs) to connectivity to passive components can identify the right OEM partners from diverse data provided by the SCST subscription, which is also useful in negotiating with OEMs by country. Chipmakers will better understand key volume markets including the US, China, and India in terms of smartphone market dynamics. SCST is a good sanity check for chipmakers on potential demand for the end products to balance against OEM brand inputs.

**Operators**
SCST is a vital tool for mobile service providers providing detailed volume shipments for each country, extending visibility beyond just their own channels and sales. In addition to country-level smartphone data by OEM, SCST also provides OEM share by major carriers for six major countries including the US, Germany, UK, and Japan. Operators can compare their product portfolio and OEM brand dependency with other carriers in different countries.
An Smartphone Country Share Tracker (SCST) Subscription includes:

- Quarterly smartphone market share by OEM by country for 60 countries
- Quarterly handset market share by OEM by country for 60 countries
- Quarterly India smartphone market share by channel by OEM
- Apple iPhone shipments by model by quarter
- Handset vendor share by operator by country for 6 countries

- Global smartphone shipments by family by model by quarter
- Model-level shipments quarterly for key countries
- Handset/smartphone vendor average selling price and revenue share by region
- Inquiry service that provides access to our experts with best-in-class response time

India Smartphone Market Share (%) by Vendor by Quarter

A sample of an SCST data chart.

An SCST subscription also provides inquiry access to the Smartphone Country Share Tracker team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Service Provider Strategies (SPS)

How CSPs are developing winning strategies to stimulate service adoption, revenue, profitability, and customer loyalty

TechInsights’ Service Provider Strategies (SPS) subscription provides you with detailed analysis of how communications service providers (CSPs) are developing winning strategies to stimulate service adoption, revenue, profitability, and customer loyalty.

It combines a deep understanding of customer behavior and communications market evolution to supercharge competitive intelligence activities of CSPs and inform their suppliers about CSP evolution.

TechInsights’ SPS subscription provides both a deep and broad perspective of CSP challenges and opportunities and a clear view of the strategic options and directions required of CSPs in an increasingly demanding ecosystem. TechInsights’ experts provide clients with unrivalled insights into the competitive environment and challenges facing operators in delivering wireless, fixed broadband, and multiplay services.

Who Benefits from a Service Provider Strategies Subscription?

Communications service provider clients receive a comprehensive picture of the forces impacting their market, what customers want from connectivity services and their service provider, the impact of and appropriate responses to strategies adopted by competitors, how new network technologies can be used to meet strategic goals, and what use cases for new technologies will unlock the greatest value.

Network infrastructure and supplier clients receive detailed analysis of the health of the CSP industry through CSP performance monitoring, what CSP pain points new solutions can address, and a detailed quantification of the end–user market size for new products and services across wireless and fixed broadband networks.
TechInsights’ Service Provider Strategies subscription provides comprehensive coverage of:

- Market sizing of connections, revenue and traffic, and perspectives on user behavior across wireless, fixed broadband, and multiplay services
- CSP positioning and telco of the future evolution, identifying what types of CSPs will win in the market
- Multiplay market opportunities and growth trajectories
- 5G use cases and market positioning as the market evolves to 5G Standalone and 5G-Advanced services in the medium term
- Developing the business models that will help CSPs unlock service opportunities enabled by new network technologies
- How CSPs can boost customer engagement on the path to becoming truly customer-centric digital service providers

An SPS subscription also provides inquiry access to the Service Provider Strategies team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Wireless Smartphone Strategies (WSS)

Comprehensive coverage of the smartphone industry

TechInsights’ Wireless Smartphone Strategies (WSS) subscription provides comprehensive coverage of the smartphone industry. WSS is a global handset and smartphone tracker by volume, value with price-tier, and value share/profitability as key differentiators.

WSS also provides granular OEM forecasts for the next four quarters and country-level smartphone forecast data for the next five years.

TechInsights’ analysts publish more than 100 reports and forecasts annually within WSS, consisting of three major categories:

- Quarterly and Monthly Tracking Reports in MS Excel providing historical and current-quarter data along with qualitative analysis
- Forecast Reports in MS Excel forecasting data globally, regionally, and across 88 countries with qualitative analysis updated quarterly and semi-annually
- Insight Reports in MS Word or PDF cover the latest performance and outlook of major OEMs as well as industry hot topics/mega trends, updated quarterly and in response to major industry factors impacting device and semiconductor demand

Why TechInsights for Wireless Smartphone Strategies Research?

TechInsights has been tracking the handset and smartphone industry since 1985 and has seen the evolution from analog to digital and across 2G to 5G iterations. TechInsights’ experts have seen top vendors change dramatically from the Japanese heyday (Oki, Panasonic, Hitachi) to the Korean surge to the most recent Chinese surge. We have observed shipments, inventory, and replacement cycles volatility because of macroeconomic boom and bust cycles and have accurately predicted the trajectory or recoveries over the last almost 40 years.

TechInsights is proud to support leading device brands, chipmakers, enabling technology vendors, operators, and leading ecosystem players as clients to our subscription offerings as noted below.
Who Benefits from a Wireless Smartphone Strategies Subscription?

Smartphone OEMs

TechInsights’ Wireless Smartphone Strategies subscription is the premier source for competitive intelligence for smartphone vendors providing the most accurate total market picture including online and offline channels as well as operator-driven and open-market dynamics. WSS provides smartphone brands with deep insight into replacement rates and cycles as well as the changing mix of products by price tier for each OS.

Chipmakers & Enabling Technology suppliers.

Chipmakers from SoCs to connectivity to passive components should be able to identify the right OEM partners from diverse data provided by this subscription. WSS is the go-to independent source for quarterly tracking and forecasting shipments and sales of smartphones. This subscription provides monthly insights into OEM inventory and trends as well as tracking political, economic, social, and technology trends in global markets that inhibit or accelerate demand. Enabling technology suppliers can keep a finger on the pulse of emerging brands through our micro vendor tracking deliverable.

Operators

TechInsights’ Wireless Smartphone Strategies subscription is a vital tool for mobile service providers providing detailed volume and value shipments and sales for their entire footprint with visibility beyond just their own channels and sales. Operators can compare sales/shipments, average selling price, price tier uptake, online vs. offline share as well as replacement cycles for 88 countries grouped into 7 regions.

TechInsights’ WSS subscription helps you:

- Regularly track and monitor smartphone industry updates and major trends, and minimize the risks of your business and product decisions by knowing where the industry is going
- Understand the smartphone industry and the market and financial performance of key competitors
- Understand the smartphone industry outlook and forecast in the short and long term to prepare for the decision-making process
- Understand market opportunities, gaining insight into new trends, to navigate the fast-changing industry and the competitive landscape

A WSS subscription also provides inquiry access to the Wireless Smartphone Strategies team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.
Wearable Device Ecosystems (WDE)

Timely, detailed tracking of wearable device shipments and market share

TechInsights’ Wearable Device Ecosystems (WDE) subscription gives you timely, detailed tracking of wearable device shipments and market share on a global, regional, and country basis for top-selling vendors such as Apple Watch or Xiaomi Mi Buds.

The WDE subscription delivers a deep dive into the high-growth wearables market and tracks and forecasts the wearables markets by size, market share, and price.

Served through the TechInsights Platform, you can view our images, data points, industry updates, and expert commentary anytime, anywhere.

What is WDE?
- Tracking quarterly wearables market share
- Forecasting wearables by device type
- Analyzing 88 countries and 100 brands

Who Benefits from a Wearable Device Ecosystems Subscription?

Wearable Device OEMs

Smartwatch OEMs can track competitors’ shipments, sales, and technology features. Data sets are segmented globally, by region, and by up to 88 countries, and track OEM volumes and values as well as price tiers. WDE tracks key wearable technologies, such as Bluetooth, heart rate monitoring, spatial audio, water resistance, and wireless charging, among many others.

Operators and Big-Box Retailers

TechInsights’ WDE subscription allows mobile operators and retailers to identify key leading wearable devices, brands, and technologies that are core to their accessory sales alongside mobile devices. WDE tracks the leading smartwatch, fitness band, and smart glass OEMs around the globe, allowing operators and retailers to use the information to adjust their portfolios based on customer demand.

Component and Enabling Technology Vendors

WDE allows wireless component vendors, display makers, battery companies, connectivity vendors, and many more to track the evolution of smartwatches, Bluetooth headsets, and AR/VR devices over time by OEM, region, OS, and enabling technology.

Who is Buying WDE?
- Device vendors
- Operators and retailers
- Component makers and IPR holders

How WDE Solves Your Problems
- Stay on top of global, regional, and country trends
- Monitor market share, price, and growth
- Be the first to know threats and opportunities

Pricing for WDE Access
- Subscription-based, one-year service
- Expert analyst access, plus reports and data
- Custom packages available
Wearable Device Ecosystems

On a monthly or quarterly basis, TechInsights’ experts report which wearable device brands are winning or losing. Content within the WDE subscription is vital for mobile stakeholders to measure the success of competitors and partners in their local markets. The WDE subscription tracks and forecasts 88 major countries worldwide, with the capability to track 100 markets via bespoke consulting.

A WDE subscription is key for industry players to understand the major swings in wearable brand performance at a global and regional level. TechInsights’ industry experts provide insights into which technologies are driving the wearable device market now and in the future.

A WDE subscription includes:

- Smartwatches
- Feature watches
- Smartglasses
- Fitness bands
- True wireless stereo (TWS) headsets
- Bluetooth headsets
- Hearables
- Smart clothing
- Others (jewelry, shoes, etc.)

Companies monitored include:

- Apple AirPods
- Apple Watch
- Huawei Watch
- BoAt India
- Levi’s Jacquard
- Samsung Galaxy Watch
- Xiaomi Mi Buds
- Many others

A WDE industry experts track and forecast:

- Quarterly shipments
- Sales
- OEM market share
- OEM shipment forecasts
- Market forecasts
- Global
- Regions
- Countries
- Pricing
- Price-tiers
- Revenue
- Installed base
- Device types
- In-ear vs. on-ear
- TWS vs. tethered
- Enabling technologies
- Bluetooth standards
- Others

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