



TECHNOLOGY INTELLIGENCE SERVICE

Smartphone and Tablet Active Installed Base Database

Quarterly database and visualization tool providing detailed information on the mix of smartphones and tablets in use in 70 countries globally

Generated from over 4 billion data points per month, the data sets quantify smartphones and tablets in use by model and their features.

This database and story views in the accompanying visualization tool help clients address questions including:

- Which countries have the largest addressable markets for consumer apps and services?
- How big is the addressable market for apps and services requiring specific technical features, such as screen size, OS version or apps processor?
- Which models should you test against when entering a new market?
- What technical specifications need to be accommodated to optimize end-user experiences?
- How quickly are 5G devices being deployed and what are the implications to user activity?
- When can you stop supporting older OS and browser versions in each market?
- How does your penetration in a given market compare against the addressable total device number?

Research Coverage

Regions and Countries

Africa

- Algeria
- Egypt
- South Africa
- Kenya
- Uganda

Asia Pacific

- Australia
- Bangladesh
- China
- Hong Kong
- Indonesia
- India
- Japan
- Malaysia
- New Zealand
- Philippines
- Pakistan
- Singapore
- South Korea
- Thailand
- Taiwan
- Vietnam

Central and Eastern Europe

- Bulgaria
- Belarus
- Czech Republic
- Croatia
- Estonia
- Hungary
- Latvia
- Lithuania
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Turkey
- Ukraine

North America

- Canada
- United States

Middle East

- Iran
- Israel
- Kuwait
- Morocco
- Saudi Arabia
- United Arab Emirates

South and Central America

- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Mexico
- Peru
- Puerto Rico
- Uruguay
- Venezuela

Western Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom

EU28

- The 28 countries that comprise the European Union

World

Segmentations

Top models by country and top models by OEM by country

Battery & storage

- Battery capacity
- RAM
- Storage
- SD card slot

Communication standards

- Air interface
- LTE
- NFC
- Sat nav

Display

- Display size
- PPI
- Resolution
- Video codecs

Features & camera

- Barometer
- Fingerprint sensor
- Gyroscope
- Rear & front camera megapixels
- OIS

Software & semiconductors

- Android version
- Browser
- CPU cores
- CPU designer
- GPU
- OS

Device info

- IP rating
- Number of SIM slots
- SIM slot type

Related Research

Smartphone Intelligence Service – Premium

Connected Devices Intelligence Service

Mobile PC Intelligence Service

Consumer Research - Devices, Media & Usage Intelligence Service – Premium

For more information [ihsmarkit.com/technology](https://www.ihsmarkit.com/technology)

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