

To help clients maximize the value of IDC's global market intelligence and advice, and to ensure the accuracy, currency, and the use of IDC- sourced intelligence in the proper context, IDC Asia/Pacific has created a set of press guidelines for obtaining and using information based on IDC's Asia/Pacific research reports. These guidelines pertain specifically to all external usage of IDC's Asia/Pacific regional and country quarterly/semiannual trackers and subscription products in conjunction with the IDC Terms of Use policy.

## Internal Use

IDC encourages all our clients to use IDC data and market intelligence for their own internal information and communications purposes.

## External Use

Without IDC's prior written permission, clients may not:

- Reproduce or reformat IDC research
- Distribute the research to non-employees of your company (including suppliers, affiliates, partners, contractors, investors, or customers)
- Post IDC research on any external website (including your own)
- Quote IDC research on web 2.0 and social media applications, including but not limited to blogs, Facebook, LinkedIn, Twitter, Wikipedia, and YouTube
- Distribute or publish IDC information externally (e.g., to support on- or off-line advertising, press releases, sales collateral, promotional materials, event presentations)
- Permit consultants or contractors to 1) use IDC material for non-client company-related projects, or 2) take IDC material off site
- Translate or localize IDC research, custom content, or GMS content
- Use IDC Logo under an Honoraria engagement. This is strictly not allowed, not even at the speaker level. Exceptions may be made for custom events if prior approval is granted by IDC. For approval, please contact Jason Gorud (jgorud@idc.com), Vice President of IDC's Asia/Pacific Integrated Marketing Services.

## Submission Process

To secure permission, clients must submit a draft copy of the press release or collateral with the proposed quote to IDC to enable us to gauge the full context of the usage and ensure its accuracy, currency, and proper attribution. This must come from an authorized individual within the client's organization.

For Asia/Pacific regional data, clients should email the document to [ap\\_permissions@idc.com](mailto:ap_permissions@idc.com). Please indicate the source document from which the quote is derived. For country-specific data, you may contact the following individuals:

Country	Name	Email
Australia	Iggy Pintado	<a href="mailto:ipintado@idc.com">ipintado@idc.com</a>
China	IDCCN Quote	<a href="mailto:idccn_quote@idc.com">idccn_quote@idc.com</a>
Hong Kong	Cherie Mak	<a href="mailto:cmak@idc.com">cmak@idc.com</a>
India	Ashish Talwar	<a href="mailto:atalwar@idc.com">atalwar@idc.com</a>
Indonesia	Trista Efendi	<a href="mailto:tefendi@idc.com">tefendi@idc.com</a>
Japan	Yukie Yamamoto	<a href="mailto:jp-permissions@idcjapan.co.jp">jp-permissions@idcjapan.co.jp</a>
Korea	Yoon-A Jung	<a href="mailto:yjung@idc.com">yjung@idc.com</a>
Malaysia	Trista Efendi	<a href="mailto:tefendi@idc.com">tefendi@idc.com</a>
New Zealand	Peter Wise	<a href="mailto:pwise@idc.com">pwise@idc.com</a>
Philippines	Jubert Alberto	<a href="mailto:jalberto@idc.com">jalberto@idc.com</a>
Singapore	Alvin Afuang	<a href="mailto:aafuang@idc.com">aafuang@idc.com</a>
Thailand	Sasithorn Sae-iao	<a href="mailto:tefendi@idc.com">tefendi@idc.com</a>
Taiwan	Rita Tseng	<a href="mailto:rtseng@idc.com">rtseng@idc.com</a>
Vietnam	AP Permissions	<a href="mailto:ap_permissions@idc.com">ap_permissions@idc.com</a>

**Approval Turnaround Time:** In most cases, approval takes no more than **72 hours or three (3) working days**, unless stated otherwise by the approving IDC office. For data that involves translation, this may take up to **five (5) working days** and may require a separate contract for IDC Translation services.

For worldwide data that requires approval from US-based analysts, approval will take a minimum of three **(3) US working days**. Clients need to factor this into their planning timeline when using IDC to provide the necessary checks and approval, IDC reserves the right to ask that any reference to IDC data analyst quotes be removed from the marketing collateral.

Approval given to use IDC data and/or analyst quote in a client's advertisement, press release, etc., is only for its specific intended use. Any further citation or usage must be preceded by prior written approval from IDC. If clients need to translate the approved quotes into different languages, they must send the translated text to IDC for prior approval. This may require up to five (5) working days for verification by the relevant IDC local office.

In situations where the review and approval process involve substantial investigation work and numerous rounds of reviews/edits by IDC analysts, IDC reserves the right to charge inquiry hours for the final approval of the quote request. The appropriate number of inquiry hours charged must be mutually agreed by both IDC and clients.

## **IDC Content Usage Guidelines**

IDC encourages the use of its data and market intelligence for both internal planning and external communications purposes. However, because IDC information is copyright protected, all external uses of IDC content must have IDC's prior and express written permission. External usage covers sublicensing, leasing, selling, or offering for sale IDC content, as well as any public display of IDC information, including but not limited to:

- Advertisements, including Web-based ads
- External presentations, proposals, and reports
- Press releases and media alerts
- Promotional materials and marketing collateral
- Web pages, blog and social media postings, and other online services

IDC information may not be reproduced, excerpted, reformatted, translated, otherwise repurposed, or distributed to any non-employees of your company (including suppliers, affiliates, partners, contractors, investors, customers, or reporters) without written permission from IDC. These actions constitute a violation of IDC's copyright and can result in legal action.

To help clients maximize the value of IDC's global market intelligence and advice, and to ensure that any IDC information used is accurate, current, properly sourced, and placed in a suitable context, IDC has created the following guidelines for obtaining permission to use IDC content and analyst quotes. Please note that additional guidelines are available for specific IDC products, including **Trackers, Multi-Client Studies, IDC MarketScape reports, IDC Innovators, and Logo Award Programs**.

If you have any questions regarding these guidelines, please email [ap\\_permissions@id.com](mailto:ap_permissions@id.com) or contact your local IDC country manager. You may also contact your IDC Go-to-Market Services engagement manager if your request pertains to a custom engagement sponsored by your company.

## General IDC Content Usage Standards:

- **As a rule of thumb less than 20% of the press release content should refer to IDC, analyst statements, or white paper content. The rest of the content should focus on the company's technology and/ or content.**
- The content to be used must have been published by IDC in a research document available on IDC.com, in an **IDC White Paper** or **Multi-Client Study**, or in a quarterly IDC data product (**Trackers**, **QViews**, etc.).
- The content to be used must have been published by IDC within the last 18 months. Forecast and market-share data must come from the most recently published updates. (Some exceptions are made to this standard. For more details, please contact [ap\\_permissions@idc.com](mailto:ap_permissions@idc.com).)
- All IDC information used must be properly sourced in the client's content asset. The standard format for IDC source information is: IDC, Title of Document, Doc #xxxxxx, month year. For **IDC White Papers, InfoBriefs, Infographics** and **eBooks**, the source must include the name of the sponsor, as follows: IDC White Paper (or IDC InfoBrief, IDC Infographic or IDC eBook) sponsored by Vendor X, Title of White Paper, Doc #xxxxxx, month year.
- Excerpts of IDC content must be taken verbatim from an IDC source and must be used in a context that does not alter or distort the excerpt's original meaning. Excerpts longer than a few sentences may require separate licensing fees.
- Client content assets, including press releases, marketing documents, blogs and other Web postings, and advertisements containing direct comparative information about competitors will be scrutinized for accuracy and context, and may be refused. Comparative information derived from custom projects, inquiry, or other activities outside the standard program published deliverables on behalf of all program clients will not be approved for external use or distribution.
- Combining IDC data from separate forecasts will receive close examination and will likely be refused.
- Calculations based on IDC data will receive particularly close examination and will likely be refused.
- Market data must be represented within IDC's market segmentation. Markets and sub-markets that are not recognized in IDC's market taxonomy will not be approved. No special or custom market segmentations are permitted.
- The use of "IDC" in the subject line of a client or third-party email is not permitted.

## Press Releases

- IDC *does not* approve press releases whose sole focus is to announce that a vendor or product has been mentioned or profiled in an IDC report or white paper. In these situations, references to the IDC "mention" or profile should be used in a press release whose primary focus is some other announcement (i.e., a product launch, an event, a client win, etc.). Accordingly, the IDC information should be used to support the vendor's primary messaging in that press release.
- IDC *does* approve press releases whose primary focus is to announce a vendor's market results or position in the following types of IDC reports: **IDC Trackers; Market Share** reports; **IDC MarketScape** reports; **Thought Leadership (vendor neutral) white papers**; and **IDC Award programs, such as IDC Innovators**. Separate content usage guidelines exist for each of these report types and are available from IDC on request. **Note: For IDC MarketScape and IDC Innovators, client requires web rights to issue a press release.**

- To avoid the appearance of a joint press release, the use of IDC's corporate boilerplate content in client press releases is not permitted without the prior approval of IDC's corporate communications team.
- The use of "IDC" in the headline and sub-headline(s) of press releases is not permitted. The only exception to this rule is a MarketScape press release. Acceptable alternatives include "Leading Analyst Firm," "Market Research Firm," etc.
- The preferred descriptions of IDC in the body of a press release are as follows:

IDC, a leading provider of global IT research and advice,...

Leading IT market research and advisory firm IDC...

## **Client's Press Release Format**

This section provides guidelines on the basic format for client's release.

- IDC may **NOT** appear in the header or subhead.
- IDC template may **NOT** be used in the release. This is a client release, not a joint release.
- Our preferred descriptions of IDC are:
  - IDC, a leading provider of global ICT research and advice
  - Leading ICT market research and advisory firm IDC
- The correct Tracker/QView and product name and the date of the release must be referenced such as the following:
  - IDC Asia/Pacific Quarterly PC/Enterprise Server/Disk Storage/Printer/MFP Tracker/, quarter, date (e.g., "IDC Asia/Pacific Quarterly Enterprise Server Tracker, 2Q 2012, August 2012")
- For full year comparisons, IDC may allow its product to be referenced by year rather than quarter during the course of the current year (e.g., "IDC Asia/Pacific Quarterly Enterprise Server Tracker, 2011" and/or when citing specific Figures/Tables, "Source: IDC Asia/Pacific Quarterly Enterprise Server Tracker, 2011"), provided there is no restatement of data during the year that could change the market share ranking. However, once the full current year data is published along with market ranking, the client will have to resubmit their quote request for another annual comparison.
- IDC analysts may be quoted in other types of press releases, but not in releases regarding quarterly or semiannual Tracker data.
- IDC Asia/Pacific will not approve marketing collateral that contains direct vendor comparisons and references. If clients insist on comparisons and naming of competitors, IDC reserves the right to ask that any reference to IDC data and analysts quotes be removed from the marketing collateral.
- IDC reserves right to ask clients to remove any data referencing IDC's competitors in the same marketing collaterals.

## Client's Press Interview Format

If clients are planning to quote IDC data at a press interview, prior written confirmation must be obtained. Clients are to submit a copy of the data to be quoted prior to the interview to ensure that the data is accurate. IDC reserves the right to define the context in which such data is used during the interview, as well as the format in which the data can be distributed to the media.

Under no circumstances should clients be allowed to issue any IDC data on behalf of IDC. Should the media be asking for more IDC data from the client beyond what IDC has approved, the client should refer the journalist(s) to IDC's AP Permissions team [ap\\_permissions@idc.com](mailto:ap_permissions@idc.com), Theresa Rago [trago@idc.com](mailto:trago@idc.com), or Alvin Afuang [aafuang@idc.com](mailto:aafuang@idc.com) so that IDC can take up the discussion directly.

## Data References and Guidelines

This section provides guidelines on appropriate data use for client's release.

- **Measurement:** Any data reference should clearly state what the measurement is (e.g., unit shipments, factory revenue, terabytes). If both factory revenue and customer spending are reported by IDC, only factory revenue can be used for statements about regional market share. Customer revenue may be used only in Tracker products that do not provide factory revenue metric. If multiple data claims are made in the release, it is critical that each claim is specific about the measurement being cited. For example, the reference "Vendor A is #1 in the Unix server market" should be correctly stated as "Vendor A is #1 in unit shipments in the Unix server market."
- **Technology Market:** Any data reference should clearly state what part of the market is being referenced (e.g. Unix servers, SAN, desktop PCs). The reference needs to be to the specific term that IDC uses in the research. Markets and sub-markets that are not recognized in IDC's market taxonomy will not be approved. No special or custom market segmentations are permitted. Vendor specific terms (even if they are considered to be synonymous) cannot be used. Data from multiple categories in the Tracker or QView database may not be combined into new categories defined by the vendor.
  - *Examples of combinations that would not be allowed:* SAN plus internal storage; Shipments to Government and Small Business; server and storage market; Unix plus Linux shipments.

Any new categories must be clearly defined and the release needs to state that this is a combination of IDC categories. However, IDC will carefully scrutinize any such combinations to ensure that they accurately reflect a true market dynamic. IDC holds the right to deny approval.

- **Vendor Comparisons and References:** In Asia/Pacific and in countries in Asia/Pacific, direct comparisons and references to other vendor (competitor) information, including naming the vendor, are not allowed. For worldwide data, these may be allowed but such references will be scrutinized carefully for appropriateness and statistical significance by IDC's worldwide team. Such comparative information derived from custom projects, inquiry, or other activities outside of the standard program published deliverables on behalf of all program clients will not be approved for external release or distribution. IDC holds the right to deny approval for such usage and especially if the release's language is too aggressive.
- **Vendor Comparisons in Anonymous Fashion:** In cases that clients put their competitors in an anonymous fashion, IDC would allow clients to quote **up to only 2 years** (the present year and the previous year, for YoY comparison purpose) and **up to 3 quarters** (the present quarter, last quarter, and same quarter last year for comparison purpose) in their external communications. As for the no. of vendors clients can quote, it would depend on the market size and the total no. of players in the market. If the market is big and have a lot of players, IDC can allow clients to quote up to the **top 5 vendors**.

- **Use of IDC Data in Clients' Bidding or Tender Documents:** Clients can only quote their own market shares and ranking. Direct vendor comparison, even in an anonymous fashion, is strictly prohibited. In situation that clients request for approval letters in IDC's letterhead, IDC has a standard template to follow.
- **Time Period:** The reference needs to clearly state the time period, such as 2Q 2012. Vendors whose fiscal calendars do not correspond to calendar quarters must specify that the reference is to calendar quarter or year. Any growth data must clearly state the time period, such as sequential or year over year. The data cited must be the most currently available from IDC for public use.
- **Market Position:** Please carefully distinguish between growth, market share and market share gains. Growth and market share are in percentages. Market share leads or gains are in points. Examples include: Vendor A grew 5% sequentially in factor revenue; Vendor A grew 5% year over year in unit shipment; Vendor A gained 5 points of market share, sequentially; Vendor A lead the market with 25% market share in units, 4 points ahead of Vendor B.
- **Regional and Country References:** Regional and country level data can be included. However, in some instances, this will require checking with the appropriate region or country, which may delay the release.
- **Margin of Error:** If the difference in data for two vendors is within the estimated error limits of the data, IDC may declare the data to be tied. These error limits vary depending on the specific data. If there is any question about ties, please check with the appropriate VP for the responsible research group.
- **Tie:** In cases where the leadership position is tied, neither vendor will be allowed to claim sole leadership position in any of their collateral. IDC will insist that the joint leadership position be clearly displayed in all external communication. Example: Vendor A was ranked jointly as No. 1 in APEJ server market for 2Q 2012 in unit shipments.
- **Footnotes:** Footnotes in advertisements should be avoided wherever possible. Any qualifications to the data quote should be included in the body of the text. Where footnotes are absolutely necessary, IDC reserves the right to define the placement and font size of the footnotes in the advertisement.

## Client's Press Release – Preliminary Data

- In some cases, IDC will release preliminary data to its clients. This data may **NOT** be used by clients in external press releases or other forms of external communications.
- In some cases, IDC will put selected, limited preliminary data in the press. Any preliminary data that IDC releases to the press may be used by clients in their press release.
- IDC requires prior written approval from the appropriate IDC research vice president or country manager for a client's public use of this data.
- Once final data is published, all usage of preliminary data must cease.
- Preliminary data is not allowed for use in other external communications like advertisements, brochures, etc.

## Client's Press Release – Embargo Policy

In order to allow clients access to data prior to public release of the data, IDC may put in place a press embargo. At the time of release of the data, IDC will clearly specify the time period for that embargo.



## User guideline regarding IDC's press policy during the embargo period

The following outlines what is appropriate use of IDC Tracker and QView data and IDC's official announcement during an embargo period:

- IDC's official press announcement **CANNOT** be distributed to an external parties/press houses/journalists until the embargo period has been lifted.
- No external public statement, whether vendor or media driven, can be made during this time.
- Clients may conduct press outreach and briefings during this time as long as the client insures that the press honors IDC's embargo period.
- Internal communications within the organization are acceptable as long as IDC's embargo is honored and IDC is sourced.
- For client announcements after the embargo period, IDC requires prior written approval from the appropriate IDC research vice president or country manager. This includes any information to be used in advertising, press releases, sales collateral, or promotional materials.

## Analyst Quotes

- Analyst quotes must be accurate, objective, complete, and relevant to IDC's most recent data, analysis, and opinion.
- In situations when the quote is derived from an IDC research document, the quote attributed to an IDC analyst should be used in full context so that the meaning is not misconstrued.
- The quote should address market needs, customer requirements, or technology developments in the analyst's area of expertise.
- The quote will not promote a company or a product, as this is the role of the client spokesperson. Similarly, negative or cautionary comments regarding a particular vendor cannot be leveraged by a competitor in any form.
- An IDC analyst's official title must accompany his or her name.
- All analyst quotes must be reviewed and approved by the analyst being quoted. In many cases, the quote must also be reviewed and approved by an IDC vice president. If the quoted analyst is unavailable for review within the client's timeframe, the quote itself will not be approved.

## Social Media

- The use of IDC information in Web 2.0 and social media applications, including but not limited to blogs, Facebook, LinkedIn, Twitter, Wikipedia, and YouTube, are subject to the same guidelines outlined in this document. For example, "IDC" may not be used in the names of Facebook pages, LinkedIn Groups, or Twitter handles or hashtags without prior approval by IDC. These uses are always reserved for IDC-led initiatives.
- IDC recognizes that "conversations" between and among individuals and organizations continue to evolve and leverage a growing number of social media platforms. IDC distinguishes between "commenting" on, or "tweeting" about, an IDC deliverable versus "commenting" on, or "tweeting" about, the contents of the deliverable. The latter always requires prior permission from IDC, as with any form of external content use unless the information has been directly released to the public by IDC in the form of a press release or a tweet from the IDC corporate handle @idc or other authorized IDC analyst or representative.
  - For instance, tweeting that IDC's latest server tracker numbers just came out and perhaps linking to an IDC document or press release does not require permission. However, tweeting about the latest server tracker results (e.g., "XYZ vendor is #1!") requires prior permission

from IDC unless this information has been directly released to the public as described above. Any use or reference to IDC when establishing a social media presence (e.g., setting up a Facebook page, Blog, Twitter profile, etc.) requires prior approval from IDC.

## Figures, Graphics and Logo Slides

- The use of IDC figures and graphics, such as the **IDC MarketScape** graphic, may involve separate licensing fees. For more information, please contact your IDC sales representative or [ap\\_permissions@idc.com](mailto:ap_permissions@idc.com).
- Clients using an IDC figure must use it exactly as it appears in the published document. Clients may not display a subset of the vendors or markets shown.
- A figure showing IDC's ranking of market-share position (e.g., #1, #2, etc.) may be allowed by the vice president from the research group that published it. This is the decision of the research group vice president.
- When displaying IDC figures or graphics, the market name may not be changed or modified in any way.
- When displaying IDC figures or graphics, the title describing a figure may not be changed or modified.
- When displaying IDC figures or graphics, the units, columns, rows, axes, labels, legends, etc., may not be changed or modified in any way.
- The following graphics can be used in client presentations WITHOUT any additional fees – **DecisionScape** graphics and the **Market Share Executive Graphic**.
- The complete **Market Forecast Executive Graphic** CAN'T be used externally. A modified version may be used in a client's presentation that includes the first and last year with totals (no segments) and includes the header (title of graphic) and IDC source.
- The use of the **IDC Market Glance** logo slide is free (with permission from IDC Permissions) to both IDC clients and non-clients. The logo slide may NOT be altered in any way. Requests for additional **IDC Market Glance** content will become a custom request and require further fees.

## IDC Press Release Guidelines involving IDC White Paper

IDC understands that the White Paper might be used in conjunction with a campaign or product introduction and provides an array of products and services designed to help you use the white paper and derivative tools effectively.

However, since IDC does not believe that a sponsored white paper is a newsworthy "event", IDC has strict policies on the use of White Paper content in Press Releases and Press events.

- Press releases should focus on the Client's product or service, not what IDC wrote or says about it. As such we would expect that the reference to our white paper research in a press release will be brief and secondary to the Client's own message. As a rule of thumb less than 20% of the press release content should refer to IDC, analyst statements, or white paper content.
- When cited, the white paper should be referred to as "a white paper sponsored by Client". It should not be positioned as a "report".
- Any press release mentioning an IDC white paper should clearly state in the headline and lead paragraph the client company name so it does not look like an IDC-issued press release.



- “IDC” nor the White Paper should appear or be referenced in the heading or subtitle of the press release.
- The full IDC boilerplate should not be used in these releases. However, clients may use this should they wish to further describe IDC:

*IDC is the foremost global market intelligence and advisory firm helping clients understand technology and ebusiness trends to develop sound, action-oriented business strategies. For additional information on IDC, please visit [www.idc.com](http://www.idc.com).*

- An IDC media contact should not be included in press releases.
- Releases need to have final review from the person at the most senior level within the author’s product group (Group VP or higher) as well as corporate marketing.
- Related promotional activities and events should be discussed with the appropriate IDC VPs and require IDC permission. These may require additional fees.
- IDC will not participate in press-only events that focus on results achieved in white paper projects.

## Re-use

- White Paper content can be re-used in other media (brochures, advertising) with IDC’s written permission and may incur additional fees. The above Guidelines apply to these situations.
- Email and website distribution of IDC-provided content in IDC-provided format through 3<sup>rd</sup> parties, including partners and media properties, requires a separate license.
- Any IDC information or reference to IDC that is to be used in advertising, press releases, or promotional materials requires prior written approval from IDC. For permission requests, contact [ap\\_permissions@idc.com](mailto:ap_permissions@idc.com). Translation and localization of a document requires an additional license from IDC.

## IDC Information to be used in IPO

**Data Source:** For projects whereby extracts of the IDC deliverable may be utilized for IPO events or documentation, we need to ensure that the data is sourced from IDC’s approved subscription products IDC’s Asia/Pacific Research: Press & External Usage Guidelines (trackers, CIS, report series) which are available and published on IDC.com. IDC does not allow the use of data from custom research or consulting projects.

**Pricing:** IDC Asia/Pacific would charge for the use of IDC information/ data in IPO and engaging the services of IDC analysts in providing prospectus reviews. The final project price will be determined jointly by the account manager and the relevant analyst(s).

**Process:** IDC will need to vet and approve the relevant extracts/quotations that relates or refers to the IDC deliverable in order to ensure the quality, relevance and appropriate context. The client will need to provide all the related sections of the IPO documentation that refers to the IDC information/ deliverable to the extent that the context and relevance of the quotation and reference can be determined.

## Contact Person for IPO Inquiries: AP Access Team:

Tina Li, Account Manager - [tli@idc.com](mailto:tli@idc.com)

## IDC Information to be used in Social Media

The use of IDC information in Web 2.0 and social media applications, including but not limited to blogs, Facebook, LinkedIn, Twitter, Wikipedia, and YouTube, are subject to the same guidelines outlined in this document. For example, "IDC" may not be used in the names of Facebook pages, LinkedIn Groups, or Twitter handles or hashtags without prior approval by IDC. These uses are always reserved for IDC-led initiatives

IDC recognizes that "conversations" between and among individuals and organizations continue to evolve and leverage a growing number of social media platforms. IDC distinguishes between "commenting" on or "tweeting" about an IDC deliverable versus "commenting" on or "tweeting" about the contents of the deliverable. The latter always requires prior permission from IDC, as with any form of external content use unless the information has been directly released to the public by IDC in the form of a press release or a tweet from the IDC corporate handle @idc or other authorized IDC analyst or representative. For instance, tweeting that IDC's latest server tracker numbers just came out and perhaps linking to an IDC document or press release does not require permission. However, "tweeting" about the latest server tracker results (e.g. XYZ vendor is #1) requires prior permission from IDC unless this information has been directly released to the public as described above. Any use or reference to IDC when establishing a social media presence (e.g. setting up a Facebook page, Blog, Twitter profile etc.) requires prior approval from IDC.

## Actions in the Event of a Violation

In the event that a client violates the embargo or fails to get IDC's approval for a press release or other public use of IDC data, IDC will take appropriate action to ensure that the violation does not happen again. Those actions include:

**First offense:** The company in violation of IDC's press guidelines, including failure to get the appropriate approvals and not honoring an embargo, will receive a written reminder of their contractual obligations regarding the use of IDC information. In response, the company needs to provide IDC with a written statement as to the steps they have taken to ensure that future problems do not occur.

**Second offense:** The company in violation will not be allowed to finalize any Tracker or QView related press releases in advance. IDC will accomplish this by withholding approval of any press releases from that company until after the Tracker or QView data for that quarter has been made public by IDC. If the company issues a Tracker or QView related press release without IDC approval, IDC will decline to discuss that company's results with the media and reserves the right to issue a press release in response.

**Third offense:** The company in violation will not receive embargoed Tracker or QView data in advance. Instead, the data will be withheld until IDC has gone public with the Tracker results for that quarter.

## Additional Rules

**Time Frame:** If a client does not have a new violation for the period of one year, the next offense will be treated as a second-time offense. If a client does not have a new violation for the period of two years, the next offense will be treated as a first-time offense. IDC's Asia/Pacific Research: Press & External Usage Guidelines

**Escalation:** Depending on the severity of the violation, IDC reserves the right to escalate the remedial action as deemed appropriate.

**Inquiry hours:** Depending on the severity of the violation, IDC reserves the right to charge inquiry hours as deemed appropriate. The number of inquiry hours charged must be mutually agreed by both IDC and clients.