

China Quarterly Provincial PC Tracker: Sales-Out

As market competition becomes more intense, both international and domestic vendors look to develop their products, channels, and services to maintain their competitive advantages in the market. IDC's *China Quarterly Provincial PC Tracker: Sales-Out®* is designed to provide more timely tracking of the China PC sellout market by channel, including etailer, LFR, and traditional, at provincial level, which is very important for PC vendors that are targeting the rapidly growing China market.

TECHNOLOGY COVERAGE

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments.

Core Coverage:

- Product category (desktop/notebook)
 - Channels (etailer, LFR, and traditional)
 - Vendors
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GEOGRAPHIC SCOPE

- China (1)
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DATA DELIVERABLES

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. For a complete delivery schedule, contact an IDC sales representative. Deliverables for this tracker include:

- Historical data
 - Forecast data
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FORECAST COVERAGE

Forecasts for this tracker are updated quarterly and include three years of historical data and five quarters of quarterly forecasts of market projections. Forecasts are available at the provincial levels. Examples of the forecasts included in this tracker are:

- Product category (desktop/notebook)
- Channels (etailer, LFR, and traditional)