

Consumer Group

Consumer Devices

The **Current Analysis** CurrentCOMPETE coverage of **Consumer Devices** focuses on three types of connected devices: cellphones, personal mobile devices, and service-connected devices in the home. The Consumer Device landscape is constantly changing, and while there are many sources for news (or rumors), vendors, service providers, and content owners are still left without a sense of what the news means, how it advances a competitors' strategy, and what to do about it. Our analysts aim to answer these questions within an actionable timeframe.

The Consumer Devices service includes analysis of major product launches, trends, and industry events in the form of structured Competitive Intelligence Reports, Product Intelligence Reports, and Show Updates from trade shows and vendor events. Longer, free-form Advisory Reports are also created to assess major market shifts. Company and Market Assessments provide context to events and help identify the strengths and weaknesses of competitors.



Current Analysis clients subscribe to CurrentCOMPETE to help in the planning stage (product planning and strategy managers), the decision and rollout stages (product and marketing managers), and sales execution (sales managers, field sales representatives, and merchandising managers). Clients are actively encouraged to reach out to analysts with specific questions – inquiry time is included with all COMPETE subscriptions, and your client manager will be happy to set up ad hoc or regular meetings.

Smartphones and Featurephones

Cellphones are among the most dynamic consumer product categories of any kind. What was once a small market for making phone calls on the go has become an enormous mass market with products targeting every demographic from those seeking basic communication to fashion statements. Cellphones voracious convergence devices, swallowing entire consumer electronics categories; consumer-oriented smartphones are platforms for messaging, computing, and consumer electronics. Consumer behavior, pricing, and product distribution in the U.S. often differ significantly from other geographies, and Current Analysis is uniquely capable of helping you make sense of the landscape. Our smartphone research also extends beyond the U.S. market to include significant products launched anywhere in the world.

- Market Assessments are provided for both featurephones and smartphones, providing definitions, a recap of recent market changes, and an assessment of future drivers in the category.

- Company Assessments evaluate major competitors' place in the market, strategies, and SWOT analysis.
- In addition to the standard report types, our featurephone analysis includes quarterly trend reports.
- In addition to the standard report types, our smartphone analysis includes Product Assessments for every smartphone launched by a U.S. carrier; Product Assessments can be searched, sorted, and compared.

Companies covered include Apple, AT&T, Dell, Garmin-Asus, Google, HP, HTC, Kyocera Sanyo, LG, Microsoft, Motorola, Nokia, Palm, RIM, Samsung, Sony Ericsson, Sprint / Boost / Virgin, Symbian, T-Mobile, Verizon Wireless, and Vodafone, among others.

Personal Connected Devices

Carriers are also increasingly looking beyond phones as they seek new data revenue streams, and many vendors who manufacture phones are either members of large consumer electronics conglomerates or, like the carriers, are seeking to apply their expertise in one product area to another.

Personal Connected Devices are mobile devices that connect to local or cellular networks and are not designed primarily for voice usage. Admittedly, this is a broad category that includes devices as diverse as single-purpose connected reading devices (such as the Amazon Kindle2) as well as multi-function netbook computers. Additionally, while they are not technically smartphones, many of these devices allow VoIP (such as Skype) so voice can still be a potential use-case. Some examples of Personal Connected Devices include MP3 players, digital book readers, PNDs (Personal Navigation Devices), netbooks, MIDs, Internet tablets, smartbooks, digital frames, portable game systems, and connected cameras and camcorders.

- A Market Assessment provides definitions, a recap of recent market changes, and an assessment of future drivers in the Personal Connected Devices category.

Companies covered include Amazon, Apple, AT&T, Cisco, Clear, Dell, Garmin, Microsoft, Nokia, Nintendo, TomTom, Samsung, Sony, Sprint and Verizon Wireless, among others.

Digital Home Devices

The digital living room is a key battlefield for service providers, device vendors, and content creators. Where services were once limited to dedicated set top boxes (STB), nearly any device can be a delivery mechanism for streaming Internet services. **Current Analysis** provides insights into the constantly shifting competitive balance in these categories, the companies, their strategies, and the devices themselves.

Current Analysis' Digital Home Devices coverage area includes set-top boxes (STB), DVRs, video game

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consoles, media hubs and NAS solutions, and a host of new devices with integrated streaming media functionality such as HDTVs, A/V receivers, Blu-ray players, and even digital picture frames. PC's are not covered as a separate category, but are reviewed when sold specifically for consumer service use. As these devices converge and evolve, **Current Analysis** will evaluate the actions of companies attempting to deliver video, voice and data services to consumers into the home.

- A Market Assessment provides definitions, a recap of recent market changes, and an assessment of future drivers in the Service Connected Devices category.
- Company Assessments evaluate major competitors' place in the market, strategies, and SWOT analysis.
- In addition to the standard report types, our Digital Home analysis includes Product Assessments for every set top box launched by the largest U.S. service providers; Product Assessments can be searched, sorted, and compared.

Companies covered include Apple, AT&T, Cisco, Comcast, DirecTV, Dish Network, LG, Microsoft, Motorola, NETGEAR, Roku, Samsung, Sling Media, Sony, Time Warner, TiVo, and Verizon, among others.

Current Analysis' Consumer Devices team is led by Research Director Avi Greengart. As a leading industry expert across the consumer devices landscape, Greengart is frequently sought by media outlets such as The Wall Street Journal, The New York Times, Associated Press, CNBC, Reuters, Slashgear, and many others. He has been a featured speaker or moderator at numerous conferences and events including CES and CTIA.

Consumer Devices

CurrentTrack – U.S. Handsets

In the hyper-competitive U.S. mobile phone market, understanding the market is important, but it is not enough – you need to execute.

Current Analysis CurrentTrack – U.S. Handsets provides the pricing, features, and availability data that carriers and device vendors need for optimal execution. This data helps carriers evaluate their product mix – and enables vendors to see where opportunities lie. When pricing and promotions change, you need to discover these changes and quickly respond.

CurrentTrack – U.S. Handsets provides quantitative pricing, availability, features, and trend analysis in the following broad categories:

- Prepaid Phones (featurephones and smartphones)
- Contract Phones (featurephones and smartphones)
- Contract Smartphones (for smartphone-only vendors)



Benefits

Updated monthly (and weekly for web pricing), the service provides vendors, carriers, and retailers with a snapshot of the competitive landscape for wireless phones, enabling you to react to competitive shifts in the market:

- Discover and react as new products launch and others are discontinued
- Track real-world pricing including promotions, rebates, price shifts, and regional variances
- Track channel availability monthly and trend over time
- Track pricing over time to better time price reductions
- Trend functionality over time – including connectivity (3G, 4G variants), and screen sizes
- Full access to the underlying data is provided for your own queries, including historical data for trending analysis
- Analyst inquiry time is included for additional insights and to help answer your specific questions.

Product Overview

The **CurrentTrack – U.S. Handsets** service provides multiple data sets and reports to meet a variety of quantitative needs:

- **Handset Retail Tracking** - Retail data from dealer and carrier-owned stores showing pricing, including mail-in and instant rebates, and presence. Provides a national view using mode pricing across ten tracked markets Prepaid and postpaid data is available. Data is provided in Excel format with trending included and can be viewed or queried directly online as well. Local views are also available sans trending. Updated monthly.
 - Markets include Atlanta, Boston, Chicago, Dallas, Kansas City, Los Angeles, Miami, New York, San Francisco, and Seattle.

- Tracked stores include AT&T, Sprint, T-Mobile, Verizon Wireless, Leap Wireless, MetroPCS, and U.S. Cellular carrier-owned stores, along with Best Buy, Dollar General, Family Dollar, K-Mart, RadioShack, Target, and Wal-Mart.
- Carriers tracked include AT&T, Sprint (including iDEN), T-Mobile, Verizon Wireless, Boost Mobile, Virgin Mobile, MetroPCS, Leap Wireless, U.S. Cellular, Straight Talk, Net10, Tracfone, and ReadyMobile
- **Handset Web Tracker** – Carrier web pricing and availability across five markets, with various viewing and search options. Includes a Monday 10 AM alert that highlights new phones, price changes, and product sunsets. Updated weekly.
 - Markets include Atlanta, Chicago, Los Angeles, New York, and Seattle.
 - Carriers tracked include AT&T, Sprint, T-Mobile, Verizon Wireless, Virgin Mobile, Boost Mobile, Leap Wireless, MetroPCS, U.S. Cellular, and TracFone.
- **Mobile Handset Promotion Database** – Features all retail promotional activity (mail-in rebates, gift cards, BOGOs, unique discounts, etc.) sponsored by carriers and dealer partners. Updated monthly, with optional weekly view of readily available handset promotion data.
- **Handset Price Trendlines** – Features trending analysis on retail prices by carrier, manufacturer and device technology. Updated monthly.
- **Carrier Handset Profile Reports** - Comprehensive shelf share and price trending analysis of each national carrier's handset portfolios. Updated monthly.
- **U.S. Mobile Device Specs Database** – Database of specs for both prepaid and postpaid handsets, retail and web combined, including current and upcoming (announced) models. Provided in Excel format for easy queries and trending based on whatever metrics matter to you. Updated monthly.

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We feel confident that this coverage will provide you with the great competitive intelligence that you need to understand the near-term threats and opportunities in this dynamic marketplace. If you have any questions, please contact your account representative, or email Current Analysis at: clientservices@currentanalysis.com.