

Tablet & eReader Evolution

Strategies & Opportunities 2011-2016



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List of Forecasts & Actual Data Points

All forecasts are for 2010-2016 unless noted otherwise.

Regional forecasts cover 8 key regions: North America, Latin America, Western Europe, Central & Eastern Europe, Far East & China, Indian Subcontinent, Rest of Asia Pacific, Africa & Middle East.

Forecasts

Tablet Shipments (m) p.a. Split by Eight Key Regions 2010-2016

Tablets Installed Base (m) p.a. Split by Eight Key Regions 2010-2016

Tablet OS Market Share (%) 2010-2016

Tablet Shipments (m) p.a. Split by OS (Android, iOS, Windows, Other) 2010-2016

Tablet Shipments (m) p.a. with Cellular & WiFi Connectivity Split by Eight Key Regions 2010-2016

Tablet Shipments (m) p.a. with WiFi-Only Connectivity Split by Eight Key Regions 2010-2016

Enterprise Tablet Shipments (m) p.a. Split by Eight Key Regions 2010-2016

Consumer Tablet Shipments (m) p.a. Split by Eight Key Regions 2010-2016

Shipments (m) p.a. of Tablets with Circa 10 Inch Display Split by Eight Key Regions 2010-2016

Shipments (m) p.a. of Tablets with 7 Inch Display Split by Eight Key Regions 2010-2016

Tablet Wholesale ASP (\$) Split By Eight Key Regions 2010-2016

Tablet Market Wholesale Value (\$m) Split By Eight Key Regions 2010-2016

Average Tablet Data Usage (MB) via Mobile Networks per Device per Month Split by Eight Key Regions 2010-2016

Total Tablet Data Usage (PB) p.a via Mobile Networks Split by Eight Key Regions 2010-2016

eReader Shipments (m) p.a. Split by Eight Key Regions 2010-2016

eReaders Installed Base (m) p.a. Split by Eight Key Regions 2010-2016

Shipments (m) p.a. of eReaders with No Connectivity Split by Eight Key Regions 2010-2016

Shipments (m) p.a. of eReaders with WiFi-Only Connectivity Split by Eight Key Regions 2010-2016

Shipments (m) p.a. of eReaders with Cellular & WiFi Connectivity Split by Eight Key Regions 2010-2016

eReader Wholesale ASP (\$) Split by Eight Key Regions 2010-2016

eReader Wholesale Market Value (\$m) Split by Eight Key Regions 2010-2016

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Actuals

Apple Portable Device Shipments (m) p.a. Split by Device (iPad, iPhone & iPod Touch & Other iPods) 2001-2011e

Global Portable Games Console Shipments (m) p.a. Split by Vendor (Nintendo, Sony) vs. iPod Touch Shipments (m) p.a. 2006-2010

AT&T Branded Computing Subscribers (m) Split by Device (Postpaid Tablet, Prepaid Tablet & Other Devices) Q3 2009 to Q2 2011

Amazon.com, Inc. (\$m) Net Income 2007 to 2011 (Financial Year Ending 31st December)

Tablet Vendor Market Share (%) Q2 2011

Apple's Total Revenue (\$m) Split by Source (iPad, iPhone & Other) FY2006-FY2010 (Financial Year Ending Late September)

iPad Shipments (m) vs. iPad ASP (\$) Q2 2010-Q2 2011

HTC's Total Revenue (\$m) p.a. 2006-2010 (Financial Year Ending 31st December)

Motorola Mobility's Annual Device Revenue (\$m) vs. Annual Shipments (m) Split by Device 2006-2010 (Financial Year Ending 31st December)

RIM's Total Revenue (\$m) Split by Source (Financial Year Ending 26th February 2011)

Samsung's Total Annual Revenue (\$m) Split by Source 2007-2010 (Financial Year Ending 31st December)