

# Worldwide Black Book: Live Edition

Since 1989, IDC has supported ICT suppliers, economists, and financial investors with our industry-standard study on the state of ICT spending in every region around the world. The *Worldwide Black Book: Live Edition* is IDC's monthly analysis of the status and projected growth of the worldwide ICT industry in 100 countries. As the benchmark for consistent, detailed market data across six continents, IDC's *Worldwide Black Book: Live Edition* offers a real-time profile of ICT market performance in devices, infrastructure, software, IT services, business services, telecom services, emerging technologies, and operational technology.

## MARKETS AND TECHNOLOGIES COVERED

- **Infrastructure:** Server/storage, network equipment, security appliances, infrastructure as a service (IaaS)
- **Devices:** Desktop, notebook, tablet, smartphone, wearable, hardcopy peripheral, PC monitor, AR/VR headset
- **Telecom services:** Fixed and mobile, voice and data
- **Software:** 20 secondary market segments
- **IT services:** Outsourcing, IT consulting, support, education and training, application development, system/network integration
- **Business services:** BPO, business consulting
- **Emerging technologies:** IoT, robotics, 3D printer, OT services
- **Platform:** Cloud, mobile, AI, security, big data and analytics, collaboration
- **Channel:** Direct versus indirect
- **Customer segment:** Consumer, enterprise, service provider
- **Historical and forecast:** Annual and quarterly data

## GEOGRAPHIC COVERAGE

- **9 regions:** United States, Canada, Japan, Western Europe, Central and Eastern Europe (CEE), the Middle East and Africa, Latin America, China, and Asia/Pacific
- **100 countries:** Albania, Algeria, Argentina, Australia, Austria, Bahrain, Belgium, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Ethiopia, Finland, France, Germany, Ghana, Greece, Guatemala, Honduras, Hong Kong, Hungary, India, Indonesia, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Korea, Kuwait, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Mexico, Montenegro, Morocco, Namibia, Netherlands, New Zealand, Nicaragua, Nigeria, Norway, Oman, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, rest of Africa, rest of Asia/Pacific, rest of Caribbean, rest of CEE, rest of Latin America, rest of Middle East, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Tanzania, Thailand, Trinidad & Tobago, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, and Vietnam

## DATA DELIVERABLES

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

### Worldwide Black Book: Live Edition

- Full data deliverable with five-year forecasts for 100 geographies, updated monthly, quarterly, and annual data

### Worldwide Black Book Forecast Analysis

- Monthly overview of changes to forecasts for ICT spending and economic assumptions

### State of the Market

- Quarterly webinar review of ICT market trends and forecasts

### Scenario Forecasts

- Analysis of downside and upside forecasts for ICT spending according to multiple macroeconomic scenarios, updated monthly

## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. How are businesses around the world allocating and evaluating their ICT budgets, and how is this changing amidst the emergence of AI as a key spending driver?
2. What is the potential impact of economic wild cards on ICT and AI spending, and how high is the risk of downside scenarios?
3. How are businesses in different regions responding to changes in the business and economic environment each month?
4. Which are the key emerging technologies and platforms that will drive future growth?
5. What is the short-term outlook for tech spend in the next three months and the long-term forecast for the next five years?
6. Which countries represent the best short-term and long-term opportunities for market growth in AI, cloud, AR/VR, security, IoT, robotics, and big data and analytics?

## MARKET SEGMENTS COVERED

IDC's *Worldwide Black Book: Live Edition* examines how ICT spending is distributed by technology, geography, customer segment, distribution channel, platform, and deployment type. ICT spending is tracked according to the following buyer segments: consumer, enterprise, and service provider. In addition, ICT spending is measured according to cloud and noncloud deployment models, AI, security, and emerging technologies and by direct versus indirect distribution channels. Historical and forecast data is available for annual and quarterly time periods. All data is segmented by technology detail and country. Every monthly forecast update includes downside and upside scenario forecasts in relation to key macroeconomic assumptions.