

# IDC Asia/Pacific Research: Press & External Usage Guidelines

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)
- 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 a 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](mailto:jgorud@idc.com)).

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## Submission Process

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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:

- For Australia and New Zealand, Sally Taylor-Phillips (Email: [staylorphillips@idc.com](mailto:staylorphillips@idc.com))
- For China, Karen Zhang (Email: [kzhang@idc.com](mailto:kzhang@idc.com))
- For India, Vishaal Bhatnagar (Email: [ybhatnagar@idcindia.com](mailto:ybhatnagar@idcindia.com))
- For Japan, Takuo Tsuya (Email: [ttsuya@idcjapan.co.jp](mailto:ttsuya@idcjapan.co.jp))
- For Korea, H.J. Kim (Email: [hkim@idc.com](mailto:hkim@idc.com))
- For Malaysia and Indonesia, Belinda Yap (Email: [byap@idc.com](mailto:byap@idc.com))
- For Taiwan, Mae Lee (Email: [maelee@idc.com](mailto:maelee@idc.com))
- For Philippines and Thailand, Sasithorn Saeiao (Email: [sasithorn@idc.com](mailto:sasithorn@idc.com))

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PRIVATE & CONFIDENTIAL

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 100 countries. For more than 44 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting [www.idc.com](http://www.idc.com).

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 U.S.-based analysts, approval will take a minimum of three (3) U.S. working days. Clients need to factor this into their planning timeline when using IDC data and analysts quotes in their marketing collateral. If the deadline given by client is insufficient for IDC to provide the necessary checks and approval, IDC reserves the right to ask that any reference to IDC data and analysts 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 involves 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.

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

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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 Consumables/Printer/MFP/Tracker/, quarter, date (e.g., "IDC Asia/Pacific Quarterly Enterprise Server Tracker, 3Q 2005, November 2005" and/or when citing specific Figures/Tables, "Source: IDC Asia/Pacific Quarterly Enterprise Server Tracker, 3Q 2005, November 2005")
  - 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, 2006" and/or when citing specific Figures/Tables, "Source: IDC Asia/Pacific Quarterly Enterprise Server Tracker, 2006"), 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.

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## Client's Press Interview Format

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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, Holly Fung, Samantha Wan, Lay Fang Tan or Gowri Mohanadas, so that IDC can take up the discussion directly.

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## Data References and Guidelines

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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. 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 insure 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. IDC holds the right to deny approval for such usage and especially if the release's language is too aggressive.
- **Time Period:** The reference needs to clearly state the time period, such as Q1 2003. 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 IDC.
- **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 the No. 1 server brand for 2Q 2005 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.

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## Client's Press Release – Preliminary Data

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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.

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## Client's Press Release – Embargo Policy

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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.

## **IDC Information to be Used in IPO**

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**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 (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 Persons for IPO Inquiries: AP Access Team :**

- Chin-See (Chrystal) Chew, Analyst Account Manager (Email: [cschew@idc.com](mailto:cschew@idc.com))
- Kit Lau, Program Manager, AP Access (Email: [klau@idc.com](mailto:klau@idc.com))
- Cort Isernhagen, Vice President (Email: [cisernhagen@idc.com](mailto:cisernhagen@idc.com))

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## **Actions in the Event of a Violation**

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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 insure 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.

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.