Introducing Device Map: The Authoritative Source of TAC and Device Data

Device Map is a high-quality, high-accuracy product from the GSMA in partnership with Afilias that combines rich device intelligence with TAC (Type Allocation Code).

With over 100 meaningful and actionable device data points for every TAC, Device Map brings a new level of device intelligence to the carrier environment, where TAC is the standard way to identify devices. The data covers hardware information, OS, browser, radio capabilities, multimedia capabilities, LTE and much more.

As the industry's official and only source of TAC and device intelligence, Device Map brings intelligence from the web and the carrier environments together for the first time.

What is Device Map used for?

Device Map has many potential applications for carriers and organisations in the mobile ecosystem including but not limited to:

o Providing Business Intelligence data and insights on devices to Marketing, Operations and Customer Service teams
o Harnessing knowledge of your customers' devices to make them more compelling offers
o Understanding the capabilities of all devices active on your network
o Identifying which device and device characteristics drive higher ARPU
o Understanding correlations between your customers' device and usage patterns
o Identifying older devices that can be offered an upgrade
o Enabling consistency of device data across your organization.

Device Map makes these and more use cases possible in any scenario where TAC is available.

Device Map

Detailed and Accurate Device Data

GSMA have partnered with Afilias to create a very detailed data set indexed by TAC available in CSV format for easy ingestion by existing data tools. Afilias' device data has been mapped for each TAC issued by GSMA and the data is updated every week.

Data Category	Sample Properties
Device identification	Manufacturer, model name, marketing name, brand
Hardware information	Device type (Tablet, Phone, TV, etc), screen size, touch interface, camera
Operating System	OS name and version (Android 4.3, iOS 7, Windows Mobile etc)
Browser	Name, version, rendering engine, markup, image types
Javascript	Modify DOM, Support events, Local storage
HTML5	CSS, HTML5 properties
Multimedia	Streaming, Audio, Video codecs
Network protocols	GPRS, EDGE, UMTS, LTE

Under industry regulations, device manufacturers must apply for a TAC for every device built on the 3GPP standard. Device Manufacturers provide basic information about each device which GSMA make available as the Device Database product. Device Map is an enhanced version of this basic TAC listing containing normalized and highly accurate data for every TAC issued by the GSMA.

Licensing Options

There are several licensing options available for Device Map:
- Device Map – a comprehensive, highly accurate device data set indexed by TAC
- Device Map Lite – a limited subset of device information (Full Device Name, Device Vendor, Device Model, Marketing Name) indexed by TAC.

Want to Learn More?

Visit us at **gsma.com/DeviceMap** or email us at **ManagedServices@gsma.com** to get a data sample and to understand more about how Device Map can help your business.