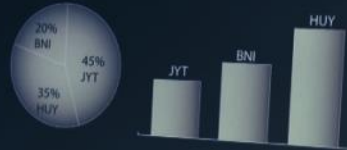


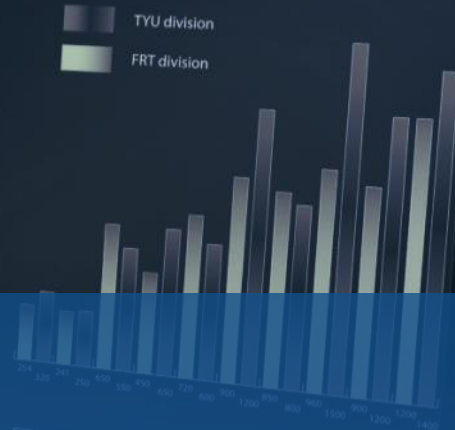
MOVR

Mobile Overview Report October - December 2014

Distribution marketing participation in the securities market.



Revenue growth divisions.



Distribution of the securities market key players



	TYU division		FRT division	
GHT	254	550	254	274
RDW	650	320	754	154
TRG	241	450	364	825
RTG	254	650	657	124
WEF	784	145	124	741
HRT	453	784	954	241

scientiamobile

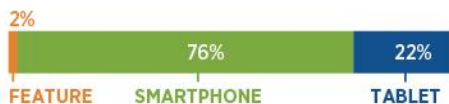
The first step in a great mobile experience

ASIA

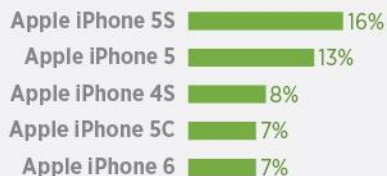
NORTH AMERICA

EUROPE

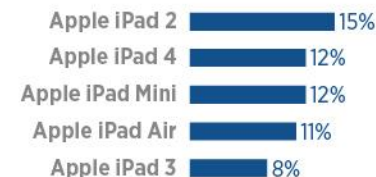
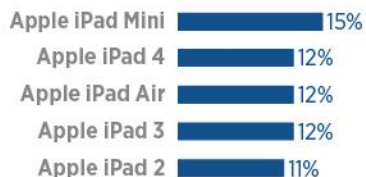
Form Factor



Top 5 Smartphones



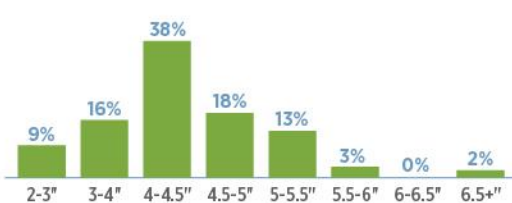
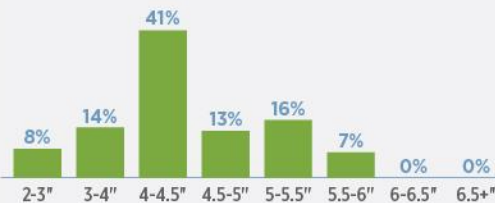
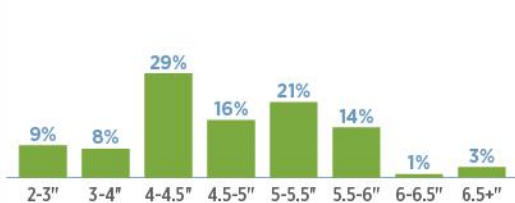
Top 5 Tablets



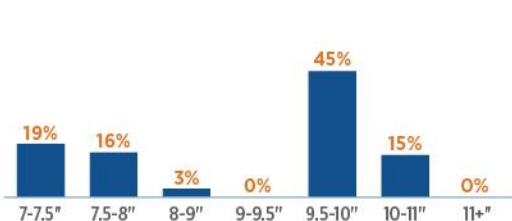
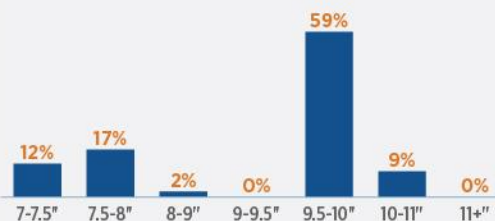
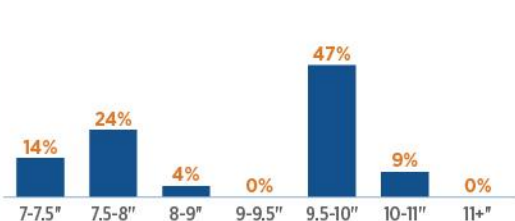
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



SOUTH AMERICA

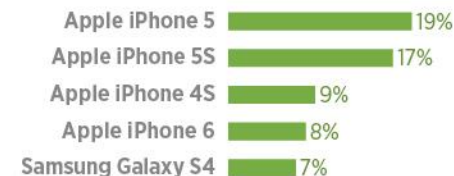
AFRICA

OCEANIA

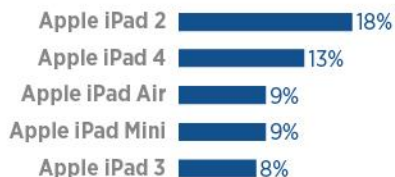
Form Factor



Top 5 Smartphones



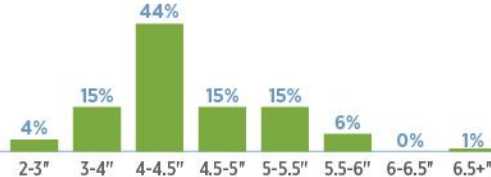
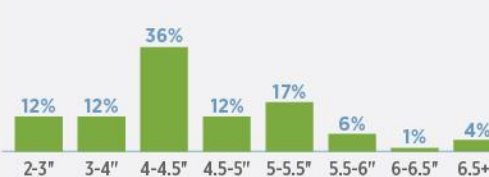
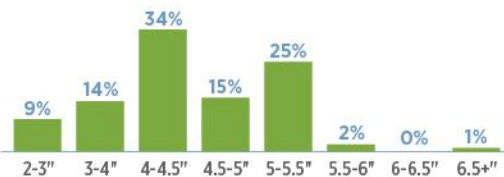
Top 5 Tablets



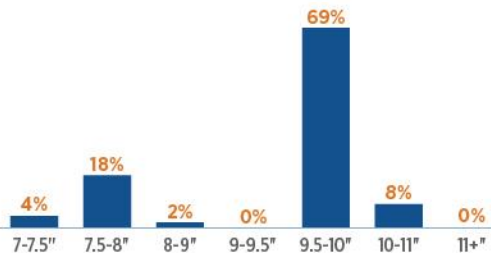
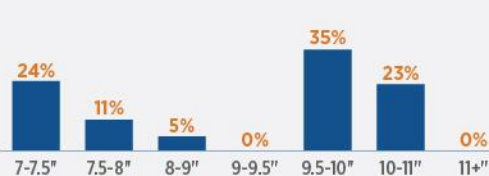
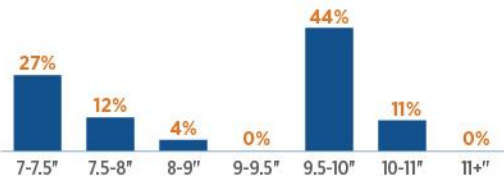
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



Report Specifications

• Purpose of Report

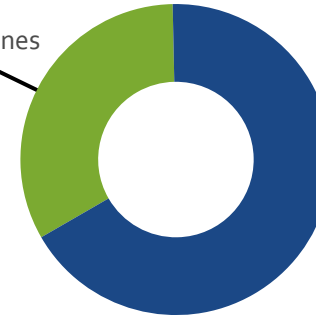
- ScientiaMobile has published MOVR to provide the mobile Web community with timely information on mobile Web device usage.
- We hope to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.

• Sources of Data and Filtering

- The information in this report is based on a representative sample of a larger data set. The sample size is 5.2 billion requests from April 2014 to end of December 2014.
- MOVR focuses on mobile devices, consisting of smartphones, tablets, and feature phones.
- While the dataset includes desktops, laptops, smart TVs, game consoles, apps, and robots, we have excluded them, unless otherwise noted
- We have used an Equivalent Weighted Sites (EWS) methodology that indexes the traffic at each site and assigns an equal weight to each site.
- Samples sizes for Africa and Oceania are small enough that we have a low level of confidence that these figures are representative. However, the source data from these continents continues to grow. Over time, we will improve the quality of these figures. In the meantime, we feel that more information is better than less for people looking for insights in these continents.
- To download the data files supporting MOVR, or subscribe to future publications of MOVR, please visit us at www.scientiamobile.com/page/movr-mobile-overview-report

Included

- Smartphones
- Tablets
- Feature Phones



Excluded

- Desktops and laptops
- Smart TV
- Game Consoles
- Apps
- Robots

Definitions

- **What is a Hit?** Each time a user visits a Web page and a UA is generated and tested by WURFL (through a number of mechanisms), a “hit” is recorded in the ScientiaMobile dataset. All data reported in MOVR reflects hits, **not the count of physical devices generating the hit.**
- **What is a smartphone?** A smartphone must meet several criteria, including that it should be a wireless device, have a touch screen with horizontal resolution greater than or equal to 320px, and not be considered a tablet.
- **What is a tablet?** Criteria for a tablet include: a wireless device, larger than 6”, and running a mobile or tablet OS. One exception is that a full version of Windows on running on a tablet is considered to be a laptop.

Definitions (continued)

- **What is a feature phone?** It is a wireless device that falls into one of the three categories: classic feature phones, modern feature phones, and old smartphones
 - **Classic feature phone:** Typically a bar, slide or clamshell form factor with limited possibilities to install apps and a proprietary OS. Other criteria include a physical keyboard and a low price range. Examples are Nokia Series 30 and 40 or Motorola Razr devices.
 - **Modern feature phone:** These phones also have a low price range. They are “smartphone-like”, but targeted at the classic feature phone market. They may have a smartphone OS. They borrow features from classic feature phones, such as size or screen size. Examples are Nokia Asha series or Samsung Galaxy Pocket.
 - **Old smartphones:** These smartphones are older than 3 years and were high-end devices when launched. Classic Blackberry devices and Symbian-based devices fall in this category. Likewise, more recent devices with a touch screen, but with older hardware or older versions of Android, iOS or Windows Phone also fall in this category.
- **What is MNO Traffic?** Traffic originating from Mobile Network Operators (MNO) is detected by its gateway IP address. If the IP address belongs to, or is operated by, a known MNO or MVNO (virtual operator) either for mobile phone internet access or mobile broadband, then it is defined as MNO traffic.

About WURFL

- ScientiaMobile uses its WURFL products to collect and analyze the device intelligence contained in the MOVR report. WURFL is a Device Detection Repository (DDR) that integrates an API and XML to provide an always-updated source for detecting devices and their capabilities. For more than 10 years, WURFL has been the industry standard for device detection. Today, ScientiaMobile offers a number of WURFL products to suit a range of needs, from small developers to large enterprises.
- WURFL OnSite and WURFL InFuze provide businesses with high performance server-side device detection solutions.
- WURFL Cloud provides an always-updated, low-maintenance approach to device detection.
- WURFL.js and WURFL.js Business Edition provide front-end developers with access to the power of device detection through javascript snippets.
- WURFL InSight provides business intelligence analysts with a table-based device detection tool that will integrate easily with data analysis tools.



WURFL Device Detection
The first step in a great mobile experience
Optimize your mobile web services and content
Effectively deliver advertisements to mobile devices
Analyze your mobile traffic



Download it now

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Comparison of Continents





Form Factor

Feature Phones

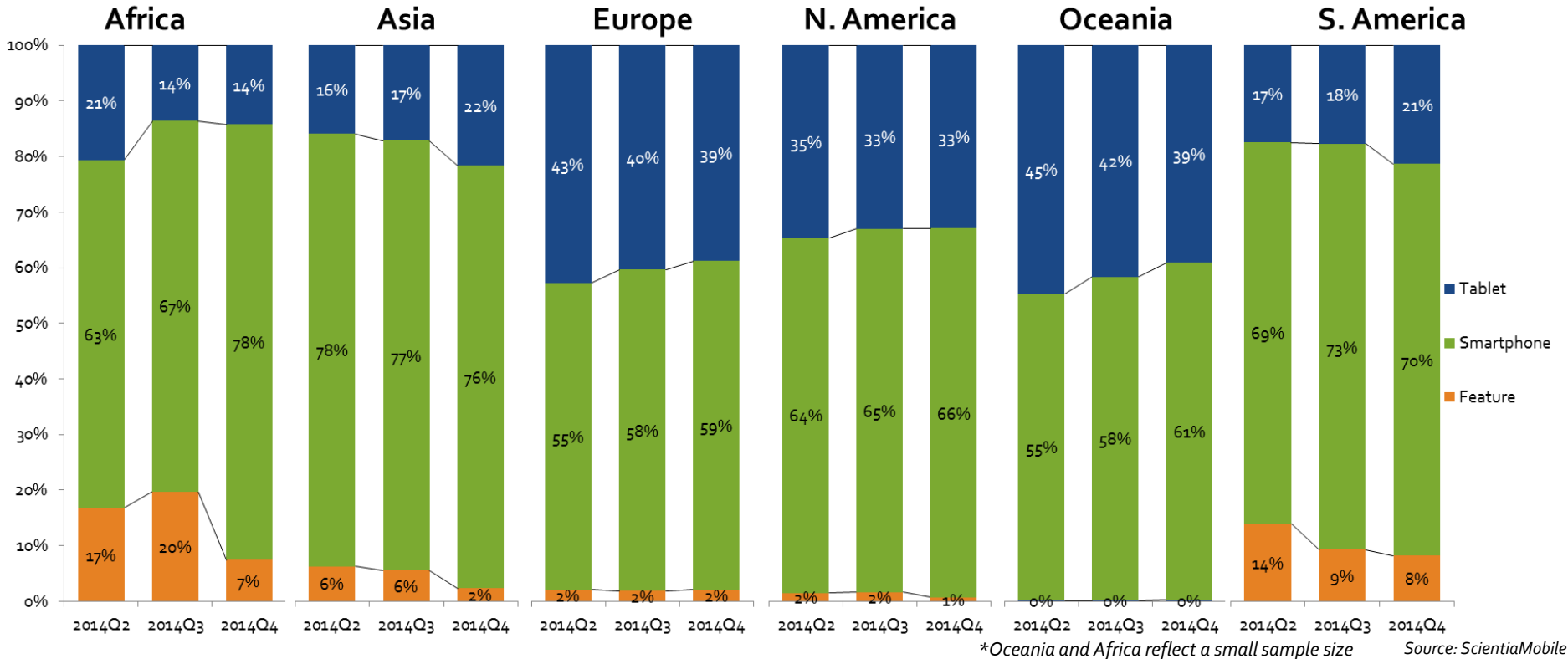
- Africa (7%) and S. America (8%) exhibit the highest penetration of feature phones, but they also show a declining trend.

Smartphones

- All continents are close to or over 60% smartphone penetration, showing that the dominance of the smartphone.

Tablets

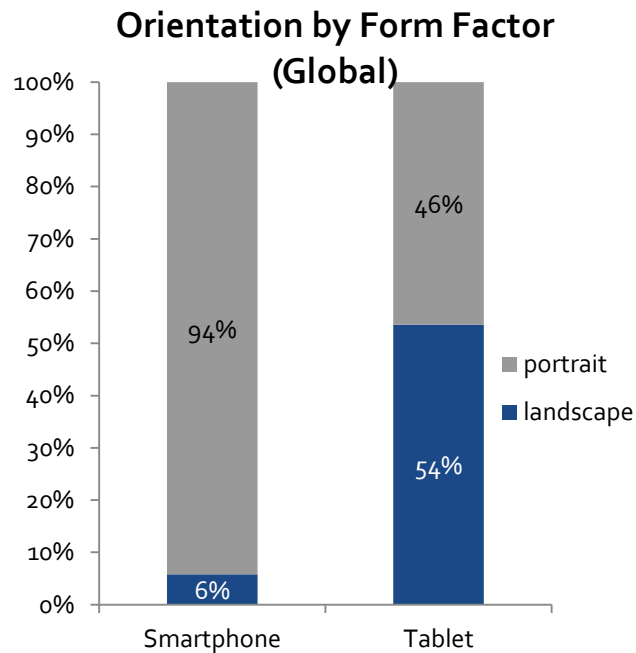
- North America (33%), Europe (39%) and Oceania (39%) exhibit a high amount of tablet traffic, but it is declining slightly.
- Tablet growth in Asia and S. America is proceeding, but it remains small in comparison to Europe and N. America.



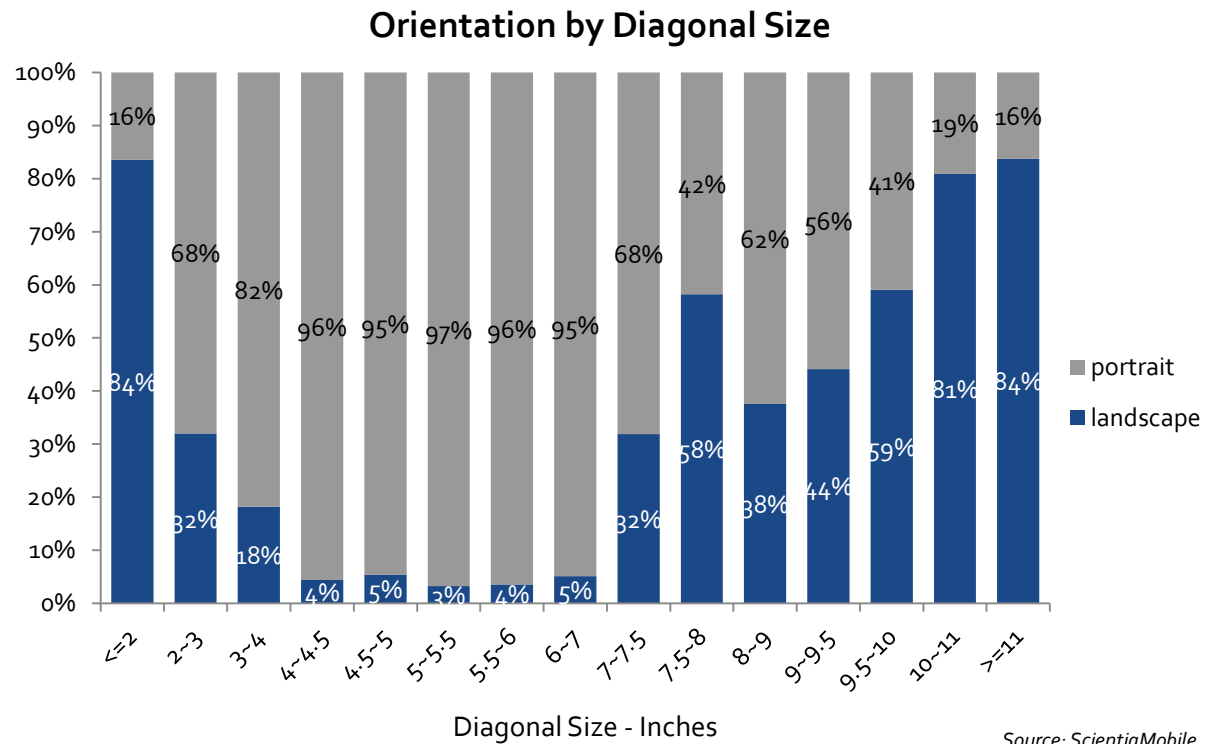


Orientation by Form Factor

- 94% of the smartphone hits indicate a portrait orientation.
- Tablets are used in landscape (54%) only slightly more than portrait (46%).
- Smaller tablets are more prone to portrait orientation. As the diagonal size increases, they are more prone to landscape orientation.



Source: ScientiaMobile

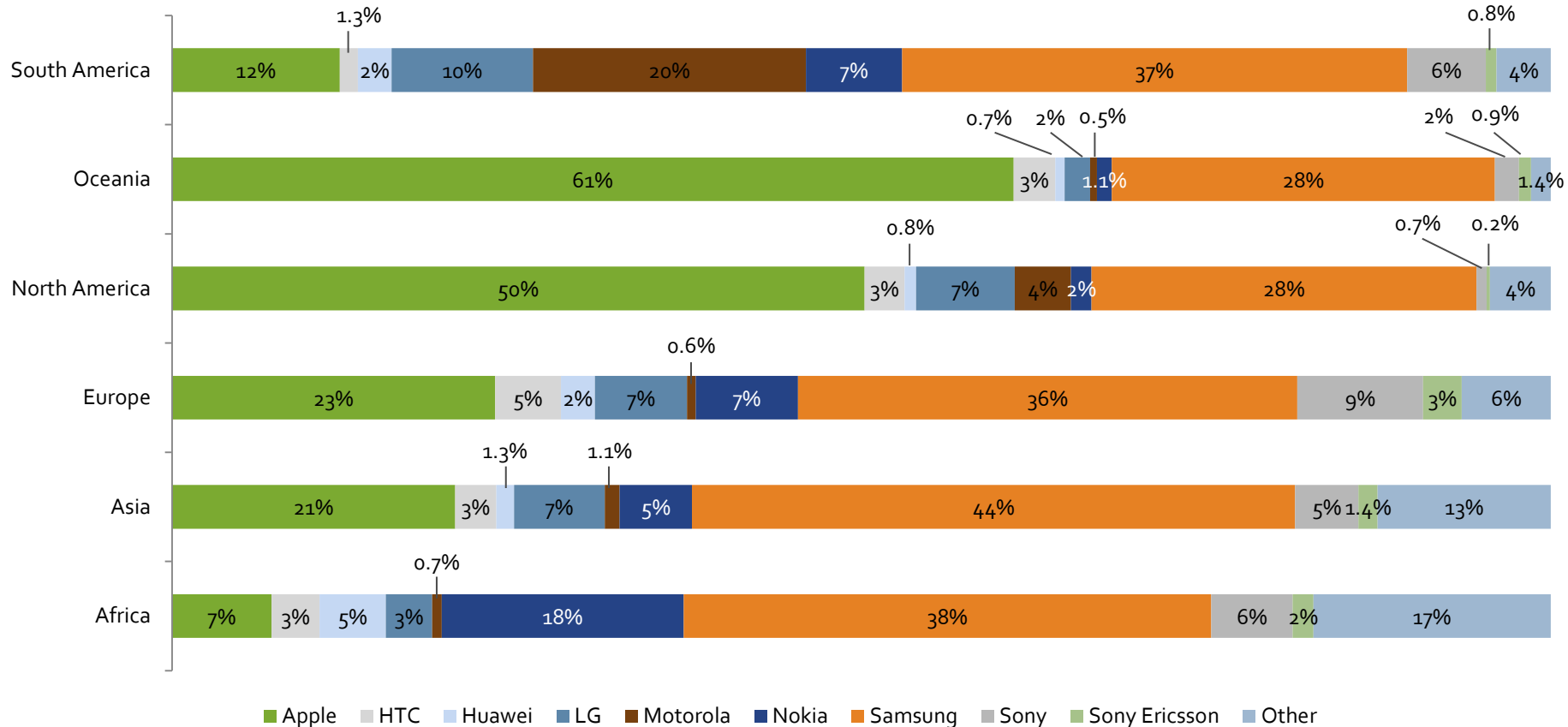


Source: ScientiaMobile



Smartphone Manufacturers

- Samsung and Apple continue to capture the #1 and #2 manufacturers in most continents, frequently generating over 60% of hits.
- Nokia, LG, Motorola, HTC, Sony, Huawei, and Blackberry individually rarely account for over 10% of hits in most continents.



Source: ScientiaMobile

Source: ScientiaMobile



Smartphone Manufacturer Trend

- Apple continue to grow significant share (frequently over 5%) in all continents except Europe.
- Samsung is growing in Asia and S. America.
- While Motorola saw the largest drop in S. America (-9.1%) it still has 30% share

Manufacturer	Africa	Asia	Europe	N. America	Oceania	S. America
ALCATEL	-3.3%	0.0%	1.2%	-0.2%	0.2%	0.7%
Apple	3.4%	7.1%	-4.9%	6.2%	5.3%	5.5%
BlackBerry	-2.9%	0.0%	-1.1%	0.3%	0.0%	-0.3%
HTC	1.9%	-2.2%	-0.1%	-1.7%	-1.4%	0.2%
Huawei	-7.1%	0.3%	0.9%	0.1%	0.2%	-0.7%
LENOVO	0.2%	-0.1%	0.2%	0.0%	0.0%	0.0%
LG	1.0%	-1.3%	1.1%	-3.5%	-0.2%	0.6%
Motorola	0.5%	0.3%	-0.7%	-0.7%	0.0%	-9.1%
Nokia	6.7%	-3.1%	-0.3%	-0.1%	-5.3%	-0.3%
Oppo	0.0%	-0.7%	0.0%	0.0%	0.0%	0.0%
RIM	2.1%	0.3%	0.2%	0.2%	0.0%	0.1%
Samsung	-3.8%	2.8%	0.2%	-0.4%	0.9%	5.3%
Sony	-2.8%	-3.7%	1.9%	-0.2%	-0.1%	-1.2%
Sony Ericsson	-0.6%	-1.6%	0.1%	-0.1%	-0.3%	-0.6%
Tecno	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Xiaomi	0.0%	-0.2%	-0.1%	0.0%	0.0%	0.0%
ZTE	-0.3%	0.0%	0.3%	0.0%	0.1%	0.0%

 High Growth

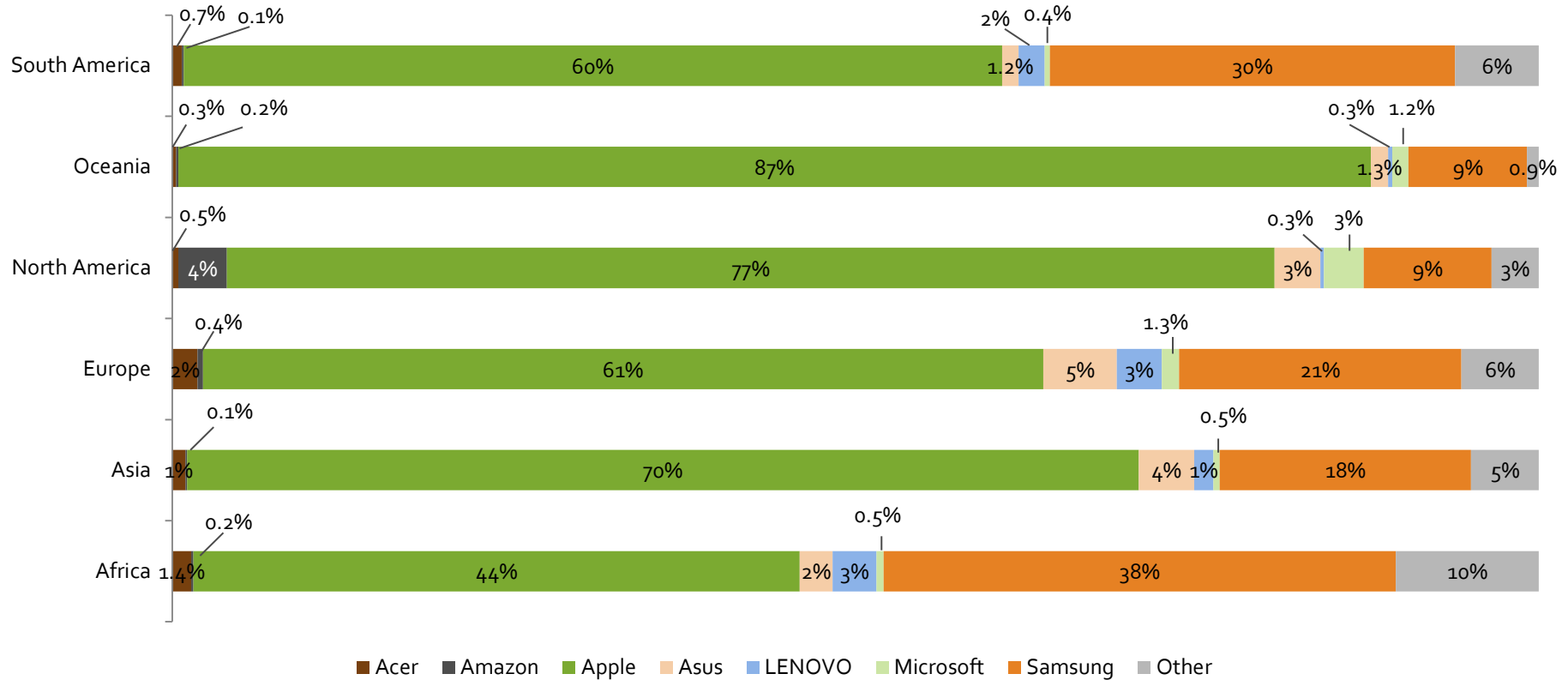
 High Reduction

Source: ScientiaMobile. Note: figures reflect percentage point change (Q4%-Q3%)



Tablet Manufacturers

- Apple continues to dominate the tablet form factor, with over 60% of hits in most continents.
- Samsung is the #2 manufacturer, with 20-30% of hits in S. America and Asia.
- Asus, Lenovo, Amazon, Microsoft, and Acer cumulatively account for less than 15% of hits in most continents.



Source: ScientiaMobile



Tablet Manufacturer Trends

- Apple grew share about 17% in Asia, South America, and Africa at the expense of Samsung, as well as Asus and Lenovo.

Manufacturer	Africa	Asia	Europe	North America	Oceania	South America
ALCATEL	-0.3%	0.0%	0.4%	0.0%	0.0%	0.1%
Acer	-1.0%	-1.9%	0.2%	0.0%	-0.1%	-0.3%
Amazon	0.1%	0.0%	-1.8%	-0.9%	0.1%	0.0%
Apple	17.1%	16.4%	-0.9%	-2.6%	-1.0%	17.9%
Asus	-0.2%	-6.6%	0.2%	1.0%	-0.4%	-0.6%
Barnes and Noble	0.0%	0.0%	0.0%	-0.1%	0.0%	0.0%
Crius	-0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Fondi	-0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
HCL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HP	0.1%	-0.2%	-0.1%	0.0%	0.1%	-3.7%
Huawei	-1.4%	-0.5%	0.8%	0.0%	0.0%	-0.2%
LENOVO	-6.2%	-1.3%	2.2%	0.0%	0.2%	-2.7%
LG	0.2%	-0.2%	0.2%	0.1%	0.0%	-0.1%
Microsoft	0.4%	0.3%	0.6%	1.5%	0.2%	0.1%
Motorola	0.1%	0.2%	0.0%	0.2%	0.0%	0.4%
Nextbook	0.0%	0.0%	0.0%	-0.1%	0.0%	0.2%
Prestigio	0.0%	0.0%	0.6%	0.0%	0.0%	-0.1%
Quanta	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
RIM	0.1%	0.1%	0.2%	0.3%	0.0%	0.1%
Samsung	-10.8%	-6.5%	-2.1%	0.6%	1.2%	-11.0%
Sony	-0.9%	-0.6%	0.0%	0.1%	-0.2%	-0.3%
Tecno	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Telstra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco	0.0%	0.0%	-0.6%	0.0%	0.0%	0.0%
Toshiba	0.1%	-0.2%	0.1%	0.0%	-0.1%	-0.4%
Xiaomi	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%

■ High Growth
 ■ High Reduction

Source: ScientiaMobile. Note: figures reflect percentage point change (Q4%-Q3%)



Top Smartphones

- Across six continents, the combined list of top 10s generates only 18 devices, showing even more consensus of popularity vs. Q3 2014 when it was 24 devices.
- iPhone 6 and 6 Plus are new entrants to this list, posting 6.5% and 2% respectively in N. America.
- Some devices show strength on certain continents: Moto G (S. America); Nokia Lumia 520 (Asia, S. America); Huawei Y220-Uoo (Africa).

Top Smartphones	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPhone 4	0.7%	1.5%	3.0%	3.0%	4.1%	1.5%
Apple iPhone 4S	1.1%	3.5%	5.2%	7.5%	8.9%	2.9%
Apple iPhone 5	2.3%	7.4%	6.2%	12.5%	18.7%	3.0%
Apple iPhone 5C	0.4%	0.9%	2.0%	6.8%	4.9%	1.1%
Apple iPhone 5S	2.2%	7.5%	6.4%	15.7%	16.9%	3.4%
Apple iPhone 6	0.5%	1.4%	1.7%	6.5%	8.2%	0.4%
Apple iPhone 6 Plus	0.2%	0.5%	0.3%	2.0%	2.6%	0.1%
Huawei Y220-Uoo	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Motorola Moto G	0.3%	0.5%	0.3%	0.8%	0.2%	11.3%
Nokia Lumia 520	7.2%	1.5%	1.9%	0.2%	0.2%	3.0%
Samsung Galaxy Grand Quattro	0.1%	0.8%	0.0%	0.0%	0.0%	2.9%
Samsung Galaxy Note 3	3.5%	5.9%	1.2%	2.4%	2.0%	0.6%
Samsung Galaxy Note II	1.3%	4.8%	0.9%	1.0%	1.0%	0.5%
Samsung Galaxy S III	3.3%	3.8%	4.9%	5.1%	2.7%	3.0%
Samsung Galaxy S III Mini	2.4%	0.8%	2.2%	0.3%	0.3%	2.8%
Samsung Galaxy S4	6.7%	6.4%	5.1%	6.4%	6.6%	4.7%
Samsung Galaxy S4 Mini	3.1%	1.1%	2.5%	0.4%	0.6%	3.2%
Samsung Galaxy S5	3.7%	3.2%	2.9%	4.8%	6.1%	2.1%



Smartphone Trends

- Comparing the summative share of these top 10 vs the remaining "long tail", the top 10 grew 8% points in Q4 vs. Q3 in Asia and North America. Conversely, in Europe, the top 10 dropped -10% points.
- In N. America and Europe, the Apple iPhone 6 has quickly grown, gaining 4.8% in Q4.
- The iPhone 5S continues to grow in Asia (3%) and N. America (2.5%).
- The Samsung S5 has continued its growth, but the S4 appears to be dropping in popularity (-2.8%) in Europe.

Smartphone Trends	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPhone 4	0.32%	0.57%	-0.73%	0.32%	0.45%	0.69%
Apple iPhone 4S	0.50%	1.02%	-1.34%	0.01%	-0.19%	1.38%
Apple iPhone 5	0.92%	2.52%	-2.20%	0.08%	-2.19%	1.21%
Apple iPhone 5C	0.25%	0.31%	0.62%	1.41%	1.55%	0.63%
Apple iPhone 5S	0.97%	3.08%	-1.12%	2.49%	0.36%	1.69%
Apple iPhone 6	0.47%	1.29%	1.34%	4.85%	6.11%	0.40%
Apple iPhone 6 Plus	0.17%	0.50%	0.25%	1.71%	2.06%	0.08%
Huawei Y220-Uoo	-7.26%	0.01%	0.00%	0.00%	0.01%	0.00%
Motorola Moto G	0.13%	0.11%	-0.59%	-0.26%	-0.03%	-5.61%
Nokia Lumia 520	1.94%	-1.63%	-0.98%	-0.05%	-1.77%	-0.15%
Samsung Galaxy Grand Quattro	0.07%	-0.50%	-0.02%	-0.01%	0.01%	0.93%
Samsung Galaxy Note 3	0.06%	0.21%	-0.83%	-0.34%	-0.08%	-0.15%
Samsung Galaxy Note II	0.08%	-1.03%	-0.55%	-0.32%	-0.33%	-0.04%
Samsung Galaxy S III	-0.42%	-0.27%	-0.42%	-2.03%	0.41%	-0.92%
Samsung Galaxy S III Mini	-1.20%	0.03%	-0.95%	-0.30%	0.10%	-0.54%
Samsung Galaxy S4	-5.05%	-0.12%	-2.86%	-0.32%	-1.30%	-0.53%
Samsung Galaxy S4 Mini	-1.72%	0.54%	-0.17%	-0.10%	-0.16%	-0.20%
Samsung Galaxy S5	-0.12%	1.37%	0.22%	1.14%	1.22%	0.46%

 High Growth

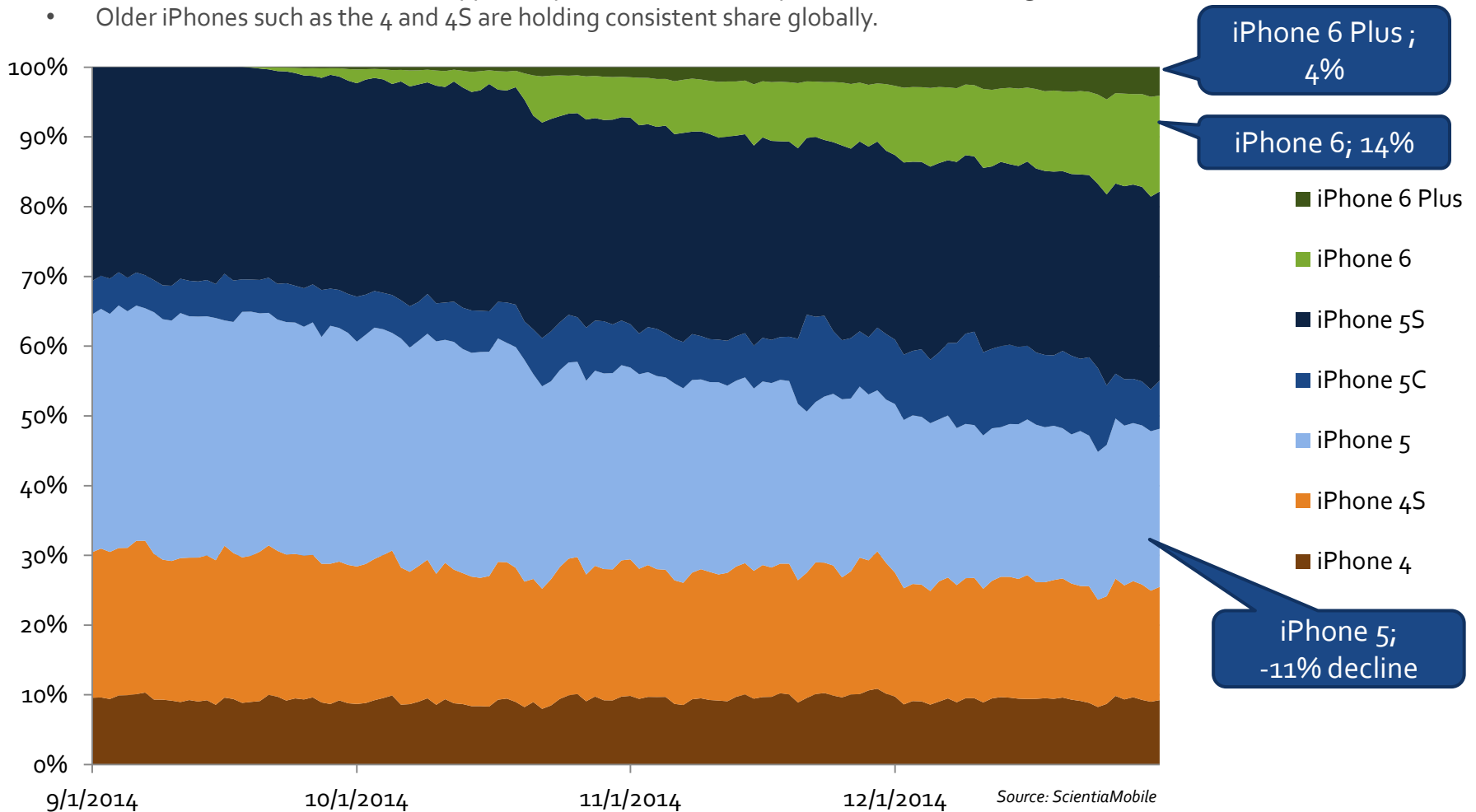
 High Reduction

Source: ScientiaMobile. Note: figures reflect percentage point change (Q4-Q3)



Spotlight on iPhone 6 and 6 Plus Globally

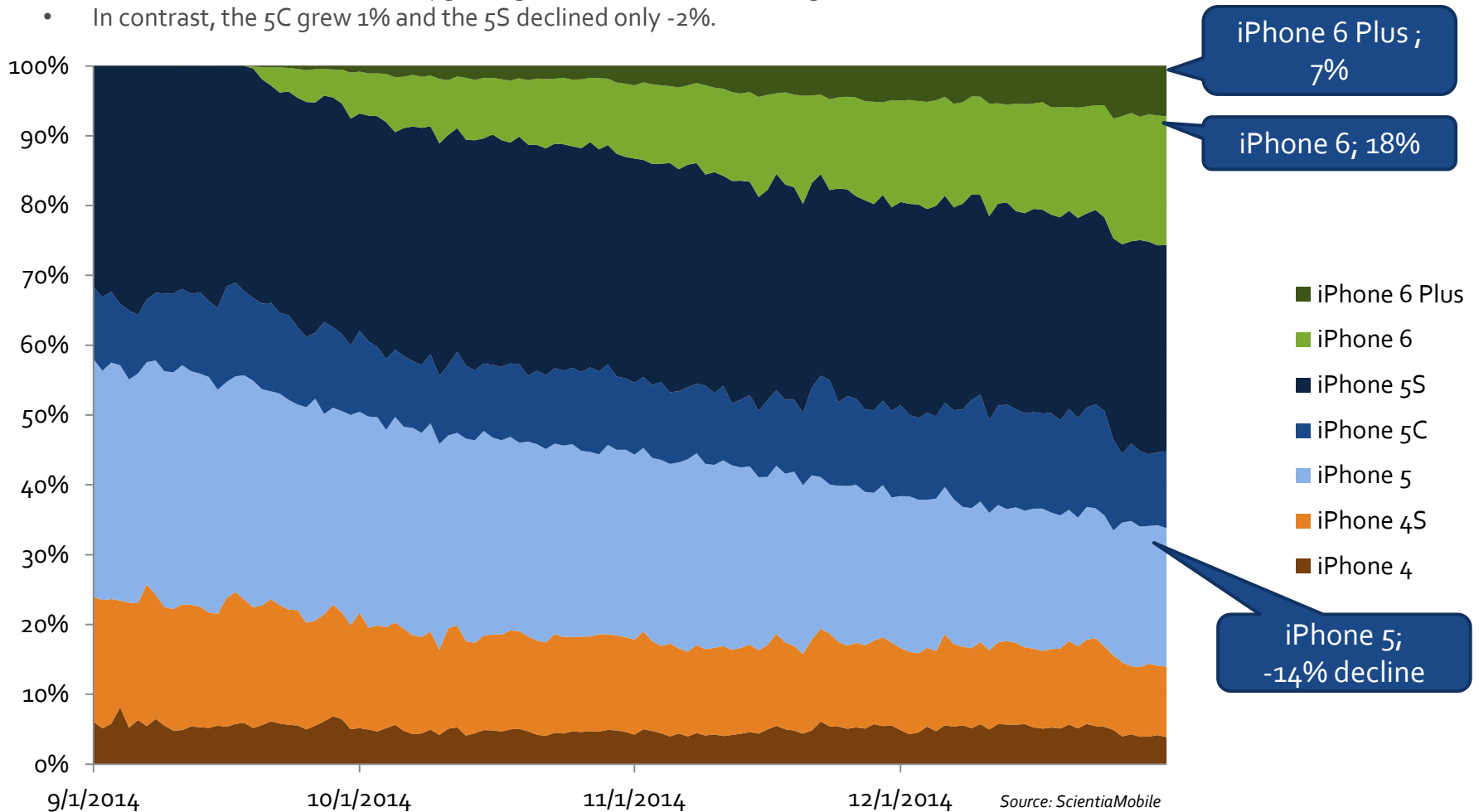
- Daily trends of the iPhone 6 and 6 Plus show dramatic growth by the end of Q4 2014, ending with 14% and 4% respectively.
- The iPhone 5 declined -11% during this period, indicating that many users may be upgrading to the 6 or 6 Plus.
- In contrast, the iPhone 5S has dropped only -4% over the same period, and the 5C has grown 2%.
- Older iPhones such as the 4 and 4S are holding consistent share globally.





Spotlight on iPhone 6 and 6 Plus N. America

- In comparison to the Global trends, N. America shows an even more dramatic growth for the iPhone 6 and 6 Plus, posting 18% and 7% share of iPhone traffic respectively.
- Much of this comes from the upgrading of iPhone 5 users, showing a -14% decline, and 4S (-8%).
- In contrast, the 5C grew 1% and the 5S declined only -2%.





Top Tablets

- Like smartphones, there is a growing consensus on 16 tablets making up the top 10 tablets across all continents, down from 19 in Q3 2014.
- Apple's iPads continue to be the most popular tablets on most continents, with the Mini models showing strength in Asia.
- Samsung has many models and sizes that round out the remainder of the top lists, with the Amazon Kindle Fire, and Microsoft Windows RT Tablet the two exceptions to the Apple and Samsung dominance.

Top Tablets	Africa	Asia	Europe	N. America	Oceania	S. America
Amazon Kindle Fire	0.1%	0.0%	0.1%	1.4%	0.0%	0.1%
Apple iPad 2	10.9%	11.3%	15.3%	21.5%	22.4%	17.7%
Apple iPad 3	8.0%	11.9%	7.8%	9.4%	13.9%	7.8%
Apple iPad 4	9.5%	12.1%	12.0%	14.5%	18.6%	12.8%
Apple iPad Air	7.3%	11.9%	10.9%	13.0%	13.7%	9.5%
Apple iPad Mini	7.1%	15.3%	12.0%	13.2%	13.5%	8.9%
Apple iPad Mini Retina	1.5%	7.0%	3.5%	3.7%	3.9%	3.0%
Microsoft Windows RT Tablet	0.5%	0.5%	1.0%	2.8%	1.1%	0.4%
Samsung Galaxy Note 10.1	3.3%	1.6%	1.6%	0.6%	1.1%	2.8%
Samsung Galaxy Note 8.0	1.7%	1.7%	0.2%	0.2%	0.7%	1.4%
Samsung Galaxy Tab 2 10.1	3.5%	2.1%	3.8%	1.2%	1.2%	3.7%
Samsung Galaxy Tab 2 7.0	3.2%	2.2%	2.6%	0.7%	0.3%	6.1%
Samsung Galaxy Tab 3 10.1 3G	6.3%	0.4%	1.7%	0.6%	0.6%	0.9%
Samsung Galaxy Tab 3 7.0	1.2%	1.4%	1.3%	1.4%	0.4%	2.3%
Samsung Galaxy Tab 3 7.0 3G	4.0%	0.8%	0.4%	0.0%	0.0%	1.4%
Samsung Galaxy Tab 3 Lite	2.5%	1.2%	1.1%	0.2%	0.4%	3.9%



Top Tablet Trends

- Apple's iPads have grown significantly in Asia. However, neither of their newest iPads (Air 2, Mini 3) have made the top 10 lists
- As the only other manufacturer of size, Samsung saw the largest decrease from Apple's gains.

Tablet Trends	Africa	Asia	Europe	N. America	Oceania	S. America
Amazon Kindle Fire	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Apple iPad 2	3.9%	3.4%	0.5%	-2.6%	-0.7%	4.5%
Apple iPad 3	3.9%	2.2%	-0.5%	-1.6%	-1.8%	1.2%
Apple iPad 4	3.5%	2.6%	-0.2%	-0.3%	0.0%	4.2%
Apple iPad Air	3.1%	3.5%	0.5%	0.9%	1.1%	4.8%
Apple iPad Mini	2.3%	3.1%	-0.3%	0.3%	0.3%	2.4%
Apple iPad Mini Retina	0.3%	1.8%	0.0%	0.0%	-0.8%	1.2%
Microsoft Windows RT Tablet	0.5%	0.3%	0.3%	1.4%	0.1%	0.1%
Samsung Galaxy Note 10.1	0.9%	-0.2%	-0.1%	0.1%	0.0%	-0.5%
Samsung Galaxy Note 8.0	-0.8%	-1.3%	-0.2%	0.0%	0.2%	-1.4%
Samsung Galaxy Tab 2 10.1	-2.1%	1.0%	-1.3%	-1.4%	-0.1%	0.2%
Samsung Galaxy Tab 2 7.0	-2.2%	-1.6%	-0.8%	-0.1%	0.0%	-0.6%
Samsung Galaxy Tab 3 10.1 3G	-6.3%	0.0%	0.9%	0.6%	0.5%	0.5%
Samsung Galaxy Tab 3 7.0	0.5%	0.1%	-0.8%	-0.1%	0.1%	-3.1%
Samsung Galaxy Tab 3 7.0 3G	-3.6%	-2.9%	0.2%	0.0%	0.0%	0.4%
Samsung Galaxy Tab 3 Lite	0.9%	-0.4%	0.6%	0.0%	0.3%	-2.4%

 High Growth

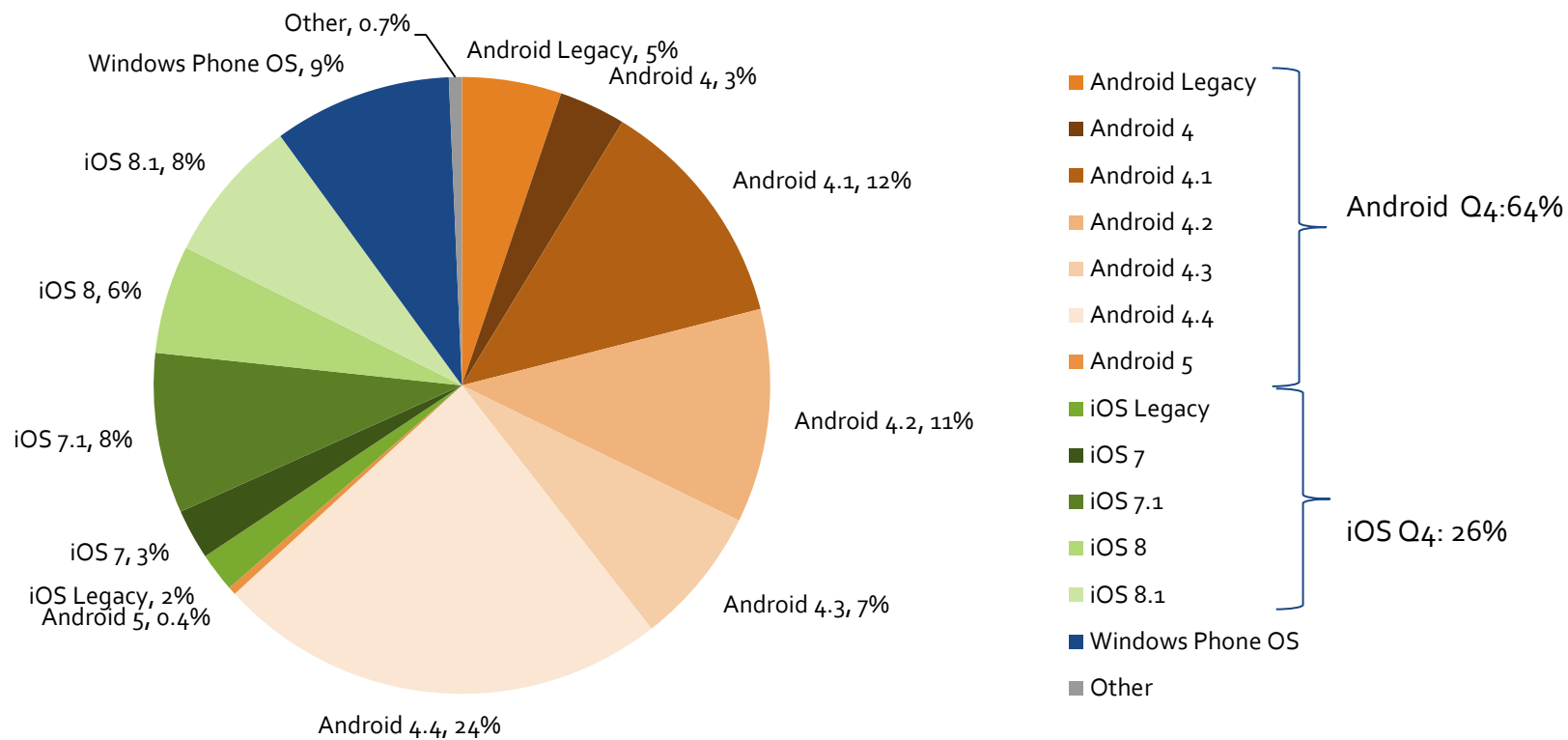
 High Reduction

Source: ScientiaMobile. Note: figures reflect percentage point change (Q4%-Q3%)



Global Smartphone OS Release

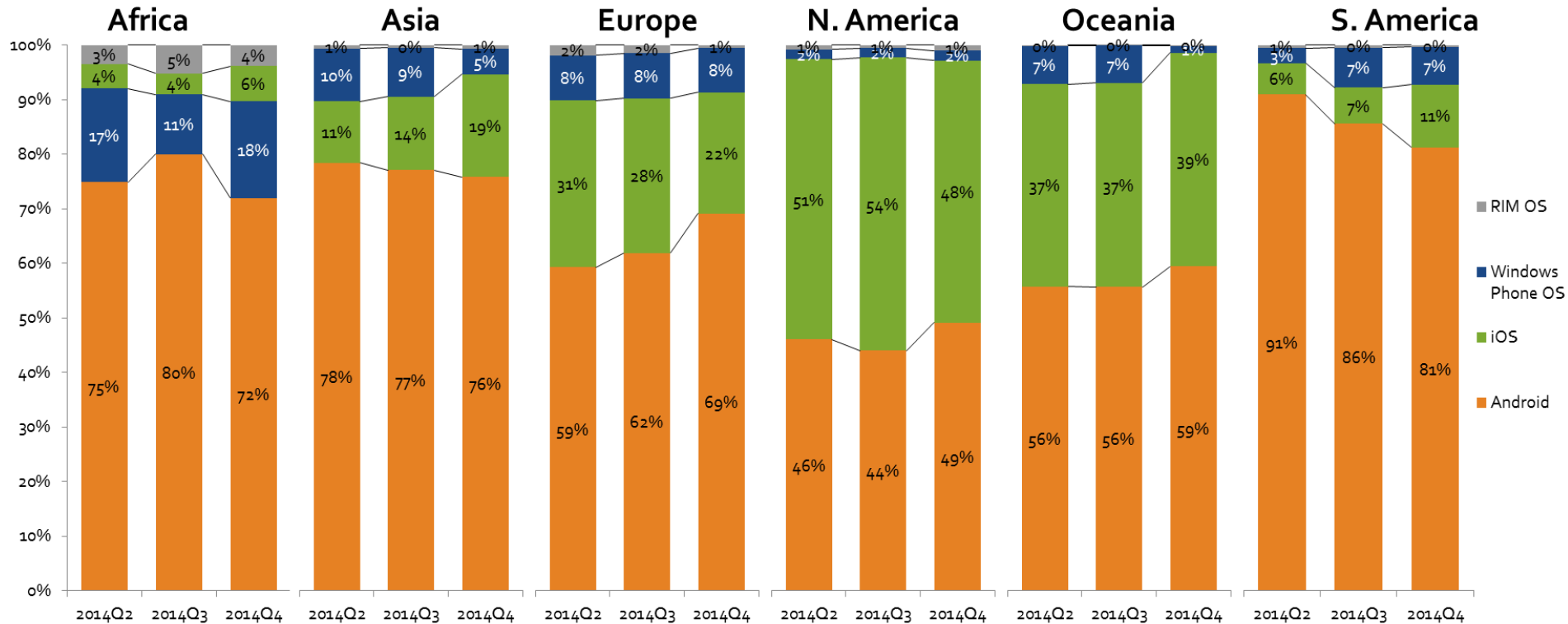
- Globally, Android still holds a strong #1 position at 64%, growing by 3% since Q3 2014.
- Android 4.4 is now the largest OS release at 24% of all smartphone hits.
- Apple holds 26% share, with iOS 7.1 and iOS 8.1 of equal size (8%).
- Windows Phone OS (9%) continues to grow.





Smartphone OS Family Trends

- Android has over 60% of traffic in S. America, Europe, Asia, and Africa.
- N. America continues to be a large market for iOS at 48%.
- In Asia and S. America, iOS continues to grow, reaching 19% and 11% respectively.
- In Asia, much of iOS grown comes from Windows Phone OS, whereas in S. America it comes from Android.
- Windows Phone OS has established 8% of hits in Europe, 5% in Asia, and 7% in S. America. It also appears to have significant share 18% in Africa.

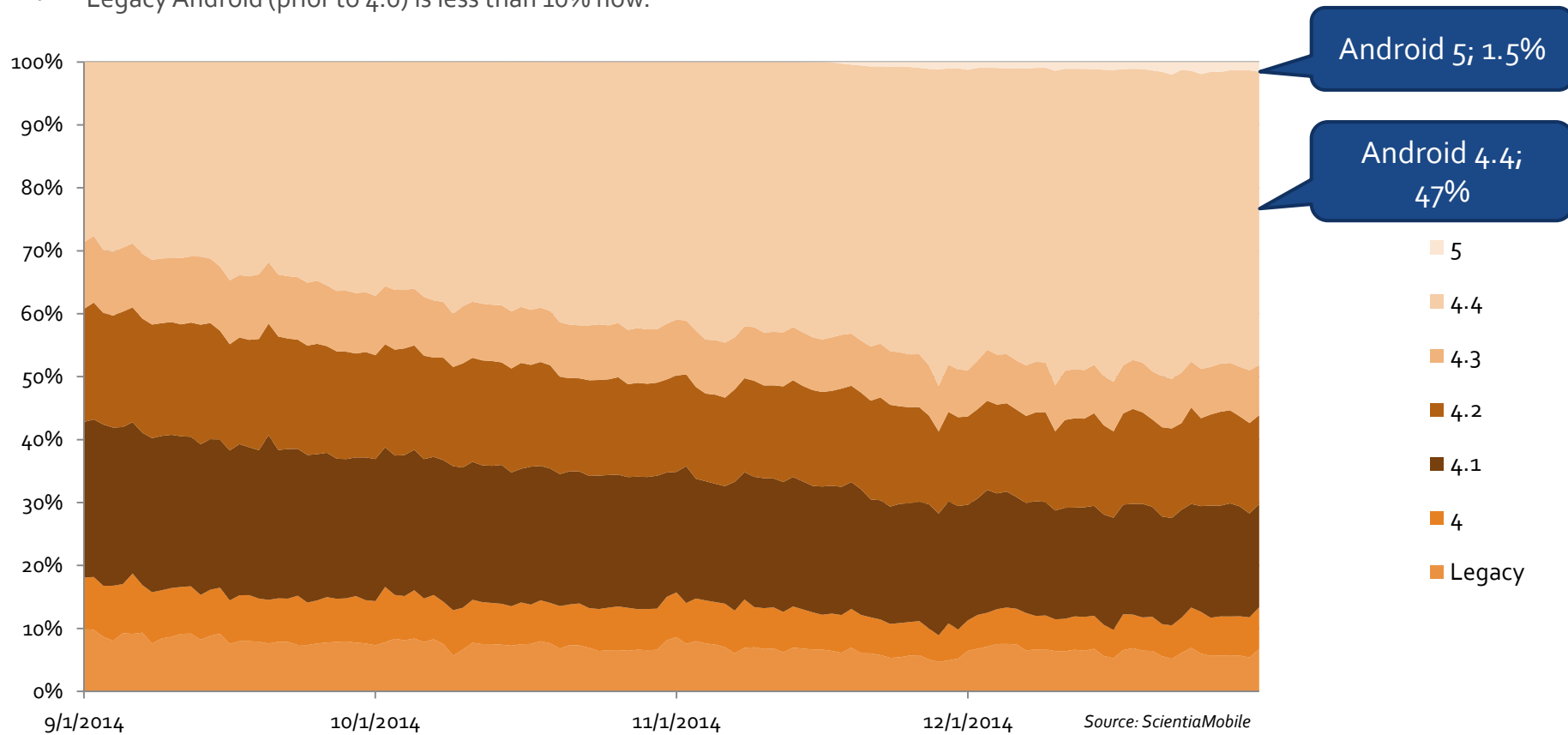


Source: ScientiaMobile



Android Smartphone OS

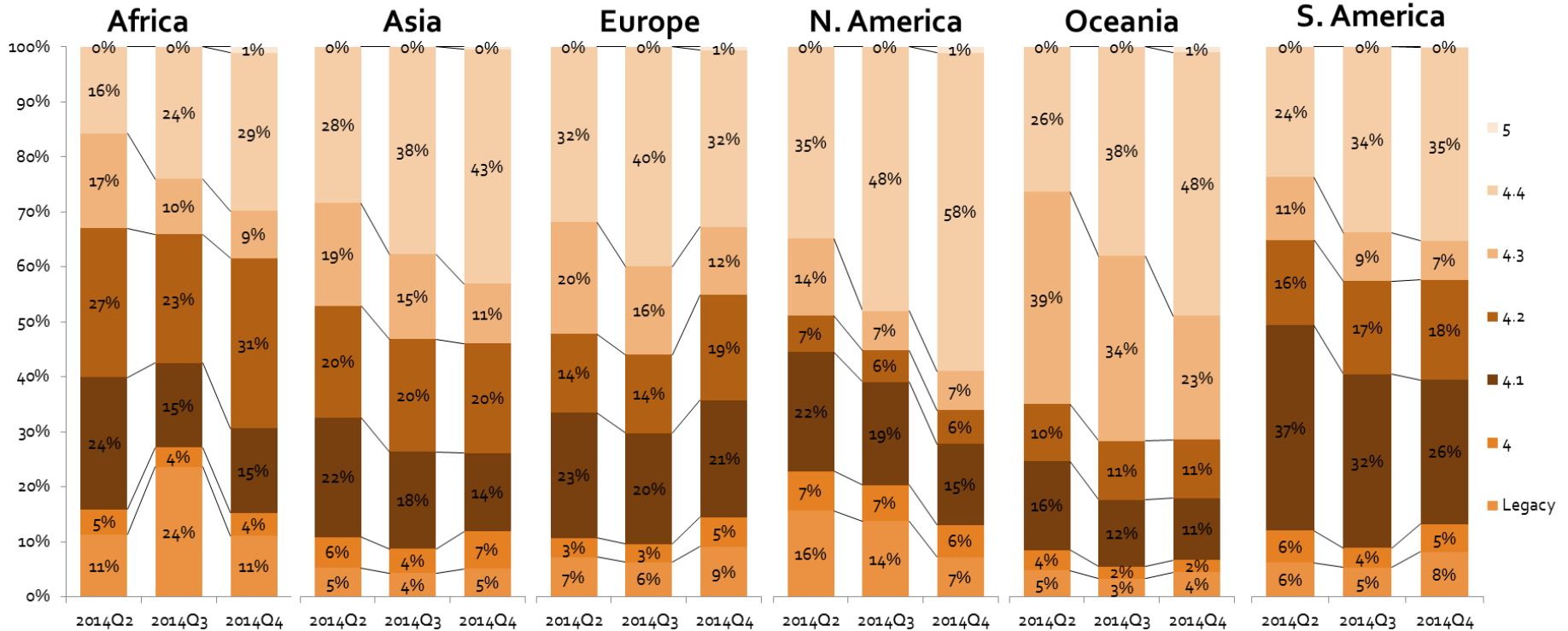
- While fragmentation across release has been a major issue for Android, release 4.4 has substantially gained share and is now 47% of all Android hits.
- Legacy Android (prior to 4.0) is less than 10% now.





Android OS Release Trends for Smartphones

- Android 4.4 is growing to be the dominant version, with significant growth in all continents.
- 4.4 is the largest release on all continents except Africa and S. America
- Legacy releases are under 10% in most continents.

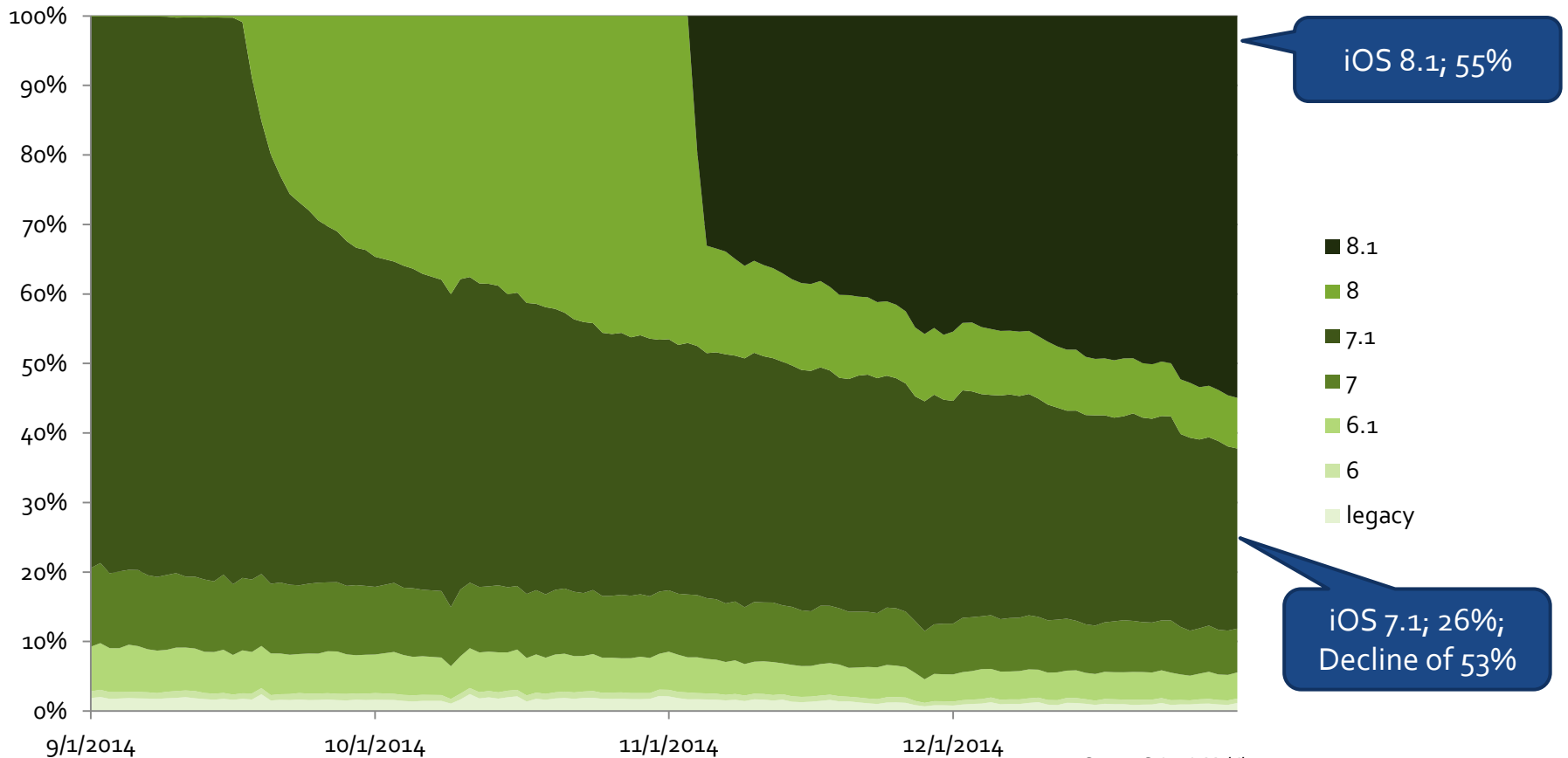


Source: ScientiaMobile



Spotlight on iOS 8 Penetration, Global

- Starting in mid September, iOS 8 started to displace much of 7.1.
- Likewise the November release of iOS 8.1 has become the largest release with 55%
- 7.1 is quickly diminishing, with only 26% of devices.

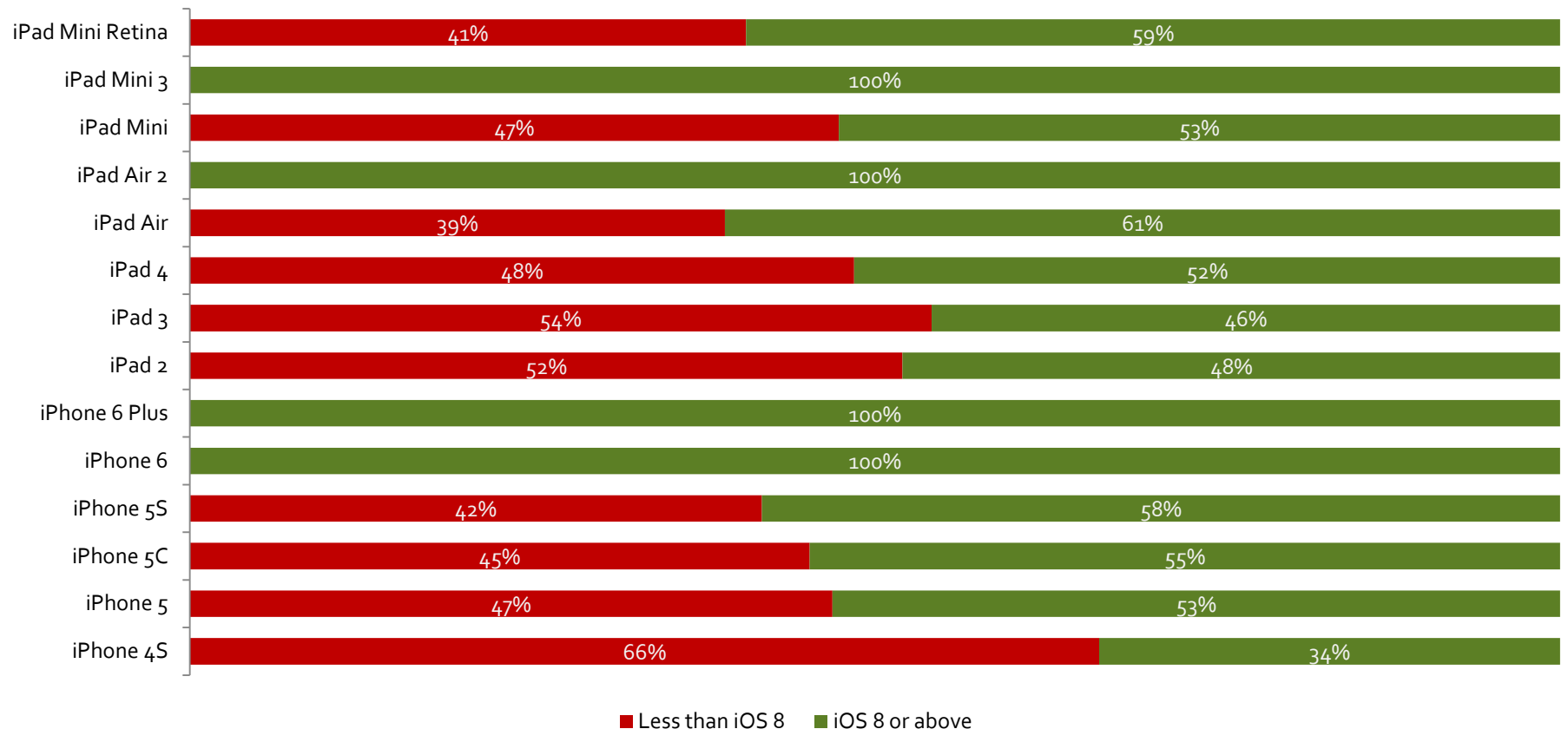


Source: ScientiaMobile



iOS 8 Adoption by Eligible Device, Globally

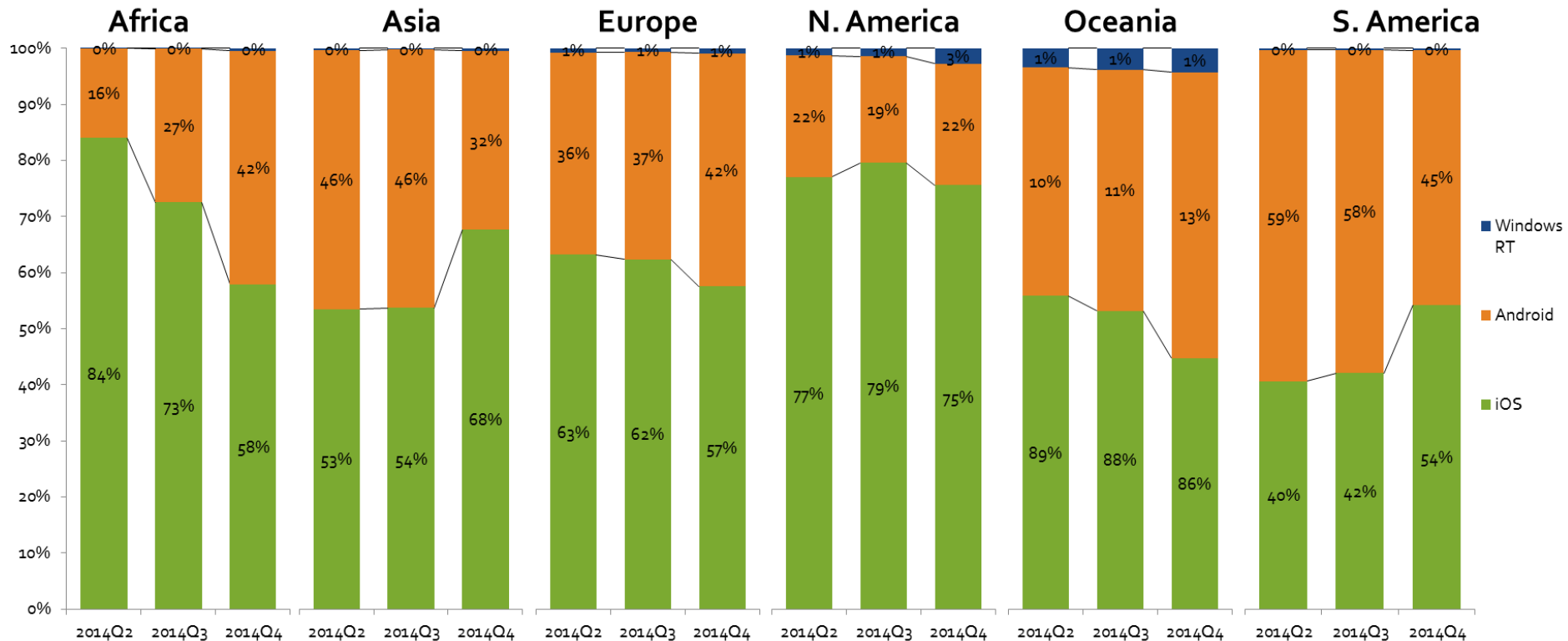
- Apple's most popular iPhone 5S has 58% adoption of iOS 8 or above.
- Lowest adoption is on iPhone 4S with 34%.
- Apple iPad 2, an older but very popular model, has 48% adoption





Tablet OS Trends

- iOS tablet share continues grow in Asia and S. America posting over 12% gains.
- Android hold second place in all market, with N. America as its smallest percentage at 22%.
- Windows RT has grown to 3% share in N. America.

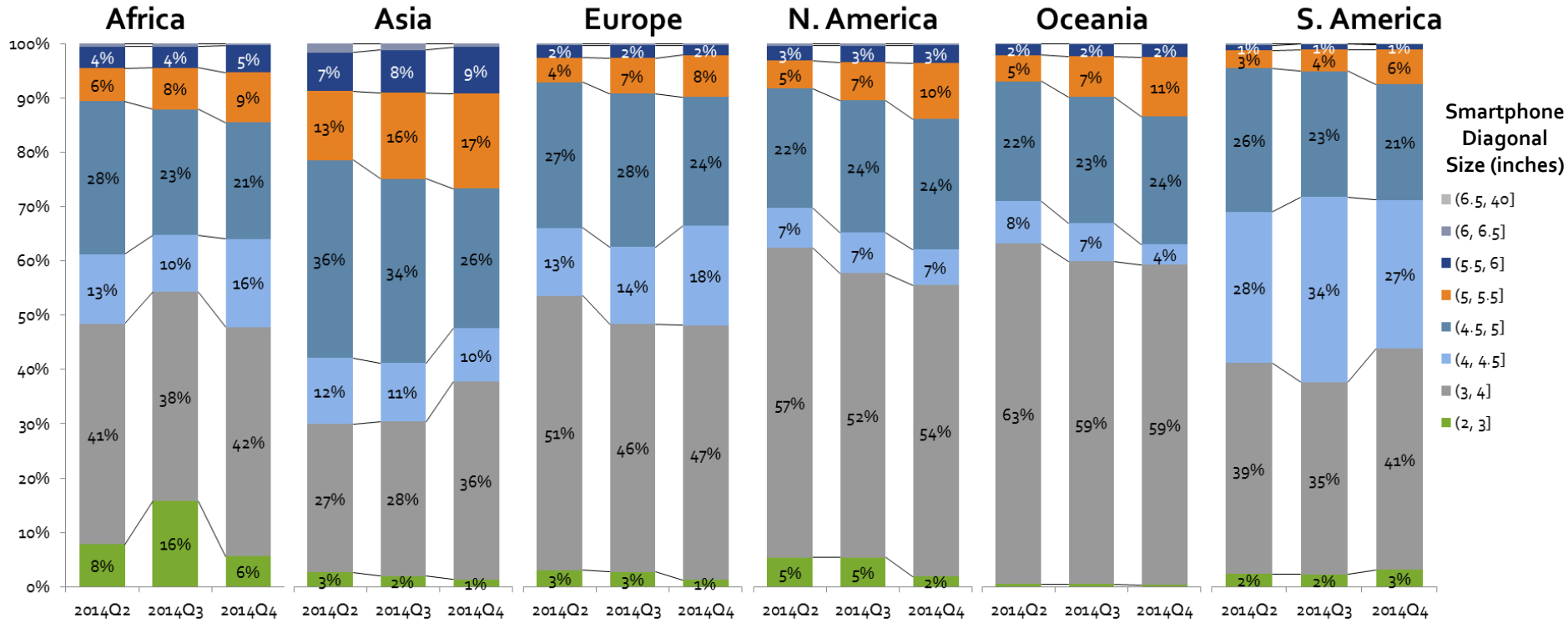


Source: ScientiaMobile



Smartphone Diagonal Size Trend

- The 5-5.5 and 5.5-6 inch sizes are consistently growing across all continents.
- Asia exhibits the highest preference for larger phones, with 17% and 9% in the 5-5.5 and 5.5-6 inch ranges respectively.
- S. America has the smallest phones, with 71% under 4.5 inches

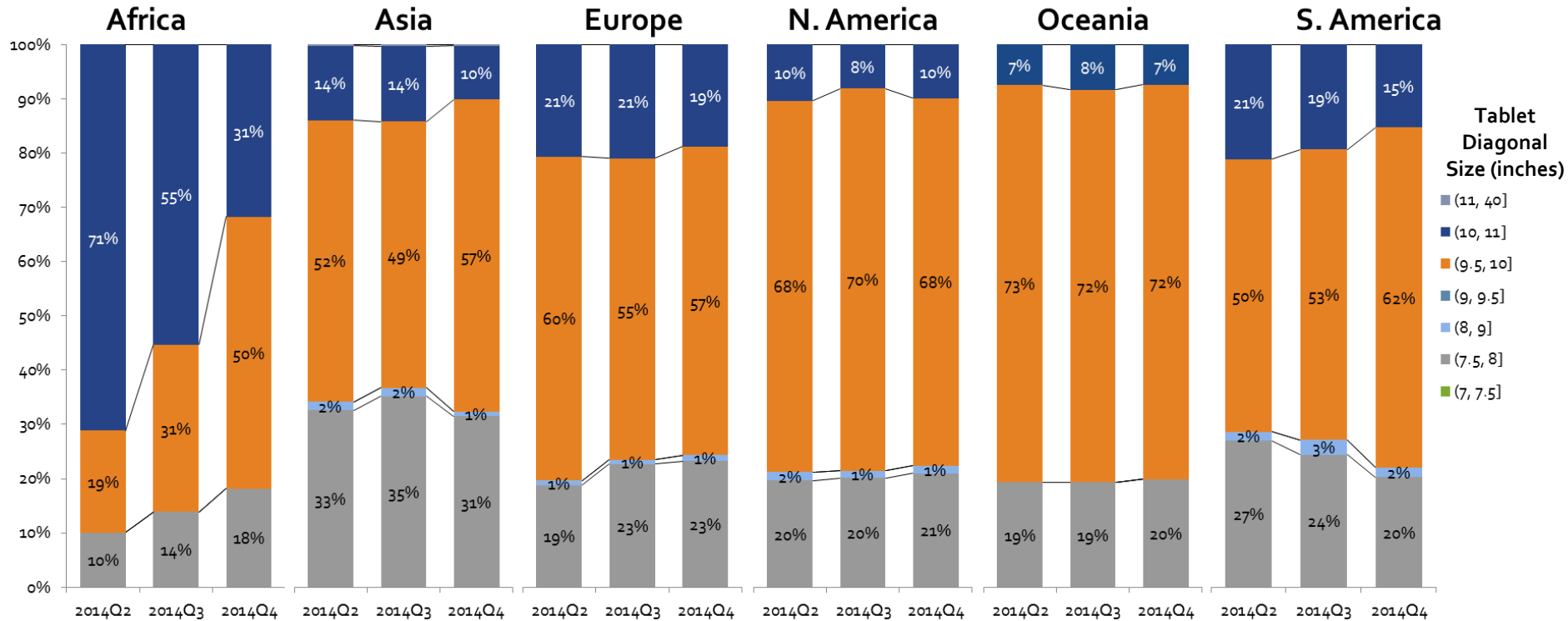


Source: ScientiaMobile



Tablet Diagonal Size Trends

- Asia (38%) and S. America (39%) show a preference for smaller tablets (7-8 inches).
- North America (59%) exhibits a preference for the original iPad's larger dimensions (9.5-10 inches).



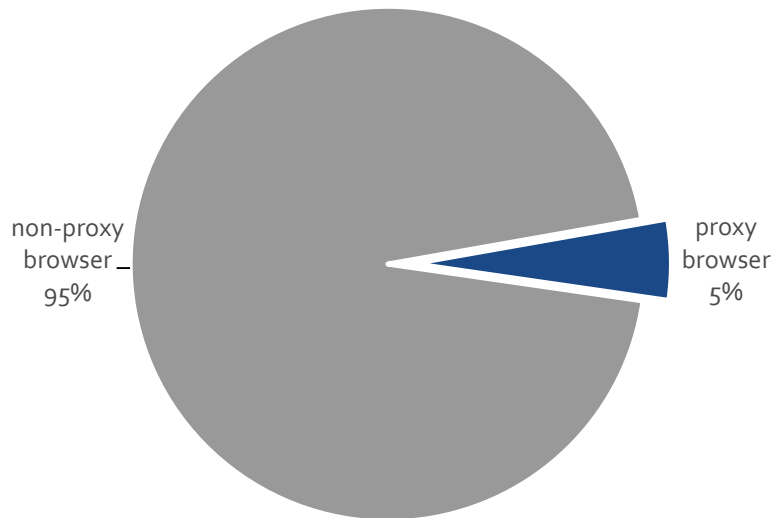
Source: ScientiaMobile



Spotlight: Proxy Browser

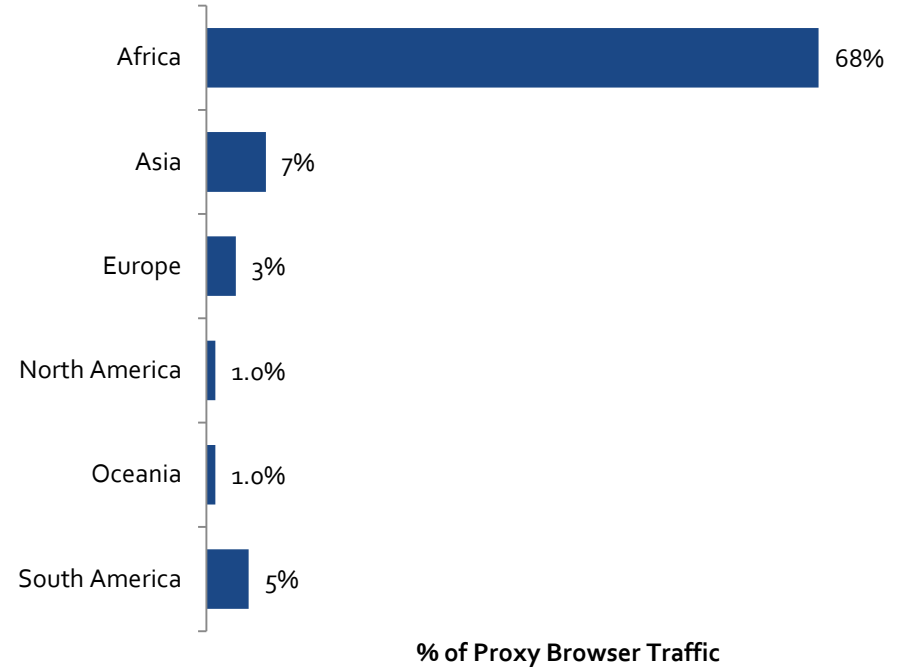
- A proxy browser uses a server to either render a page before shipping it to the client (Opera mini), optimize assets on a server before shipping it to the browser for rendering (Chrome).
- Proxy browsers, designed to reduce payload and bandwidth requirements, represent 5% of browser hits.
- Africa generates 68% of the proxy browser traffic, over 9x the size of the next largest continent, Asia.

Proxy Browser Share



Source: ScientiaMobile

Proxy Browser Share by Continent

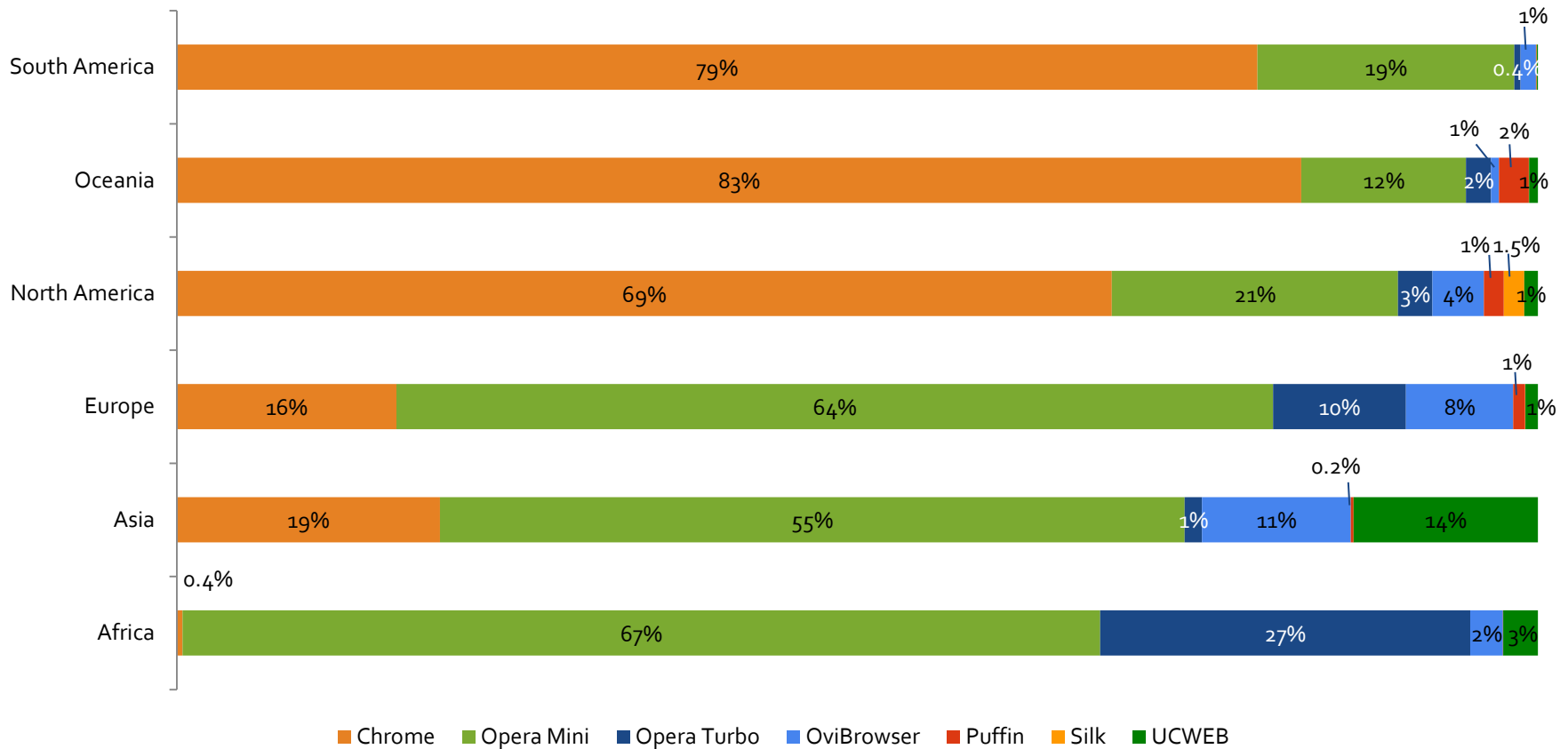


Source: ScientiaMobile



Spotlight: Proxy Browser Share

- Africa, the largest proxy browser generator, gets 67% from Opera Mini and 27% from Opera Turbo.
- Chrome, with its proxy enabled, generates substantial traffic in S. America (79%).

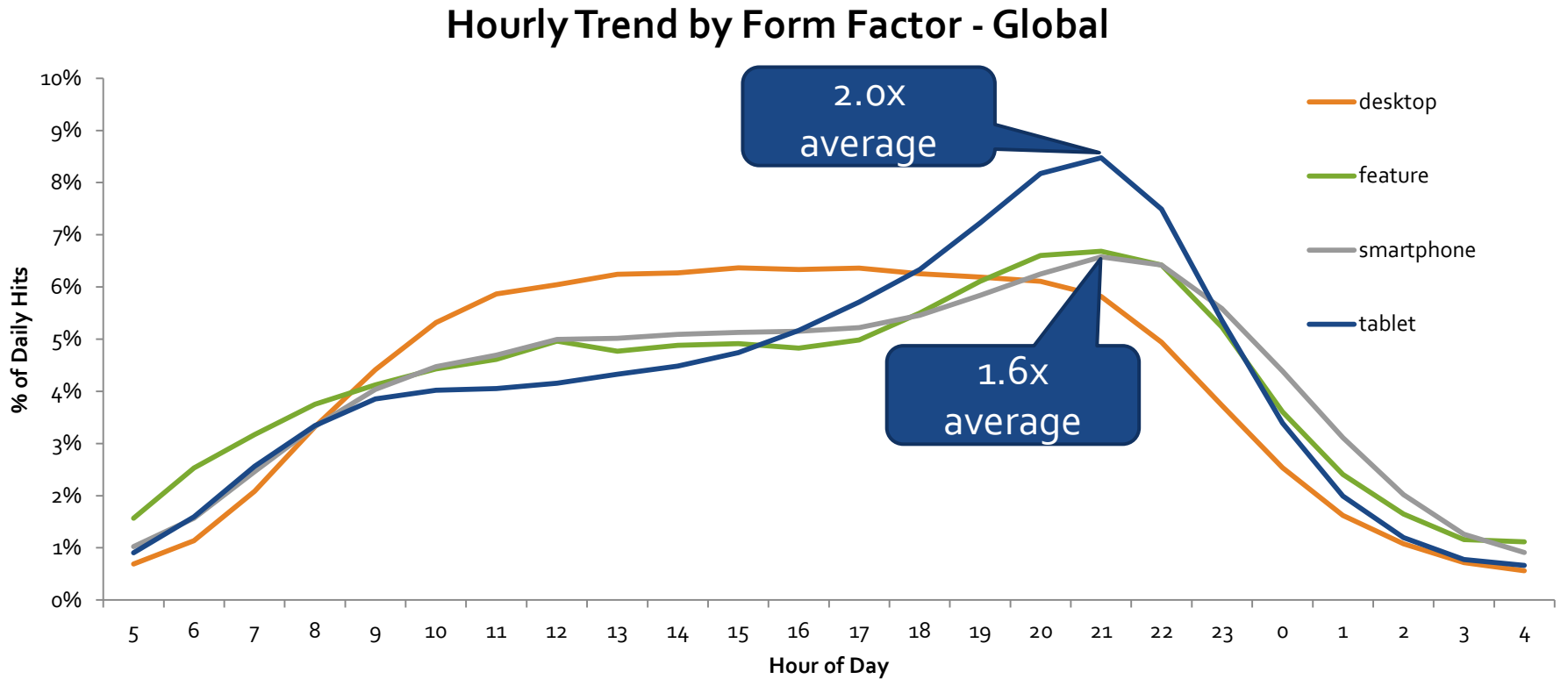


Source: ScientiaMobile



Hourly Trend by Form Factor - Global

- Tablets (2.0x) have a higher peak usage than smartphones (1.6x).
- Peak hours for both tablets and smartphones occur in the evening (21:00).
- Desktops drop off in the evening and are clearly a work oriented tool.



Source: ScientiaMobile

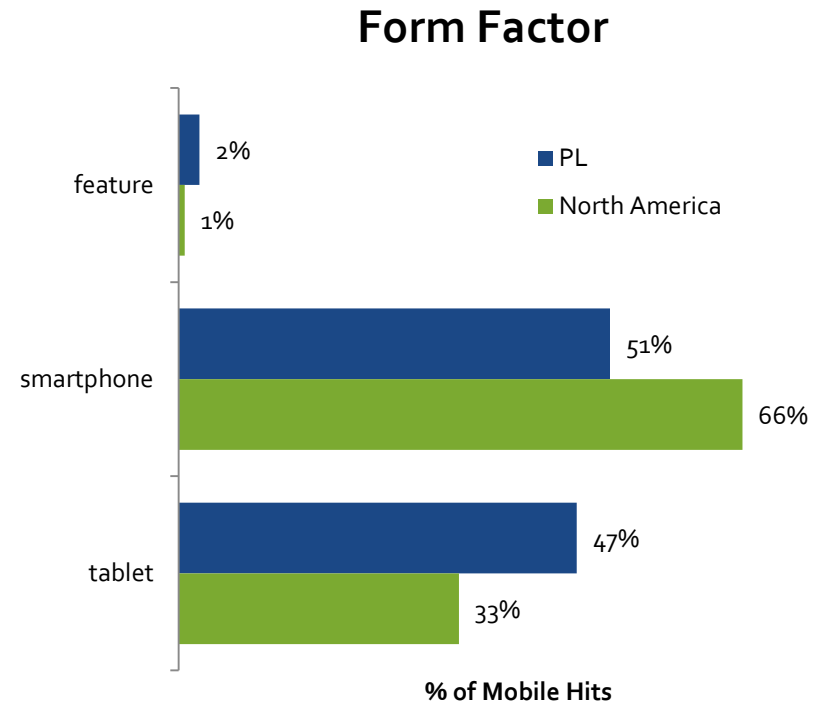
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Poland Compared to North America



Percent of Mobile Hits by Form Factor

- Poland has a low share of feature phone traffic, similar to N. America
- Poland's smartphone traffic (51%) is lower than its N. American counterpart (66%), primarily because of Poland's high tablet usage.
- Tablet traffic makes up 47% of mobile hits in Poland, much higher than N. America (33%).



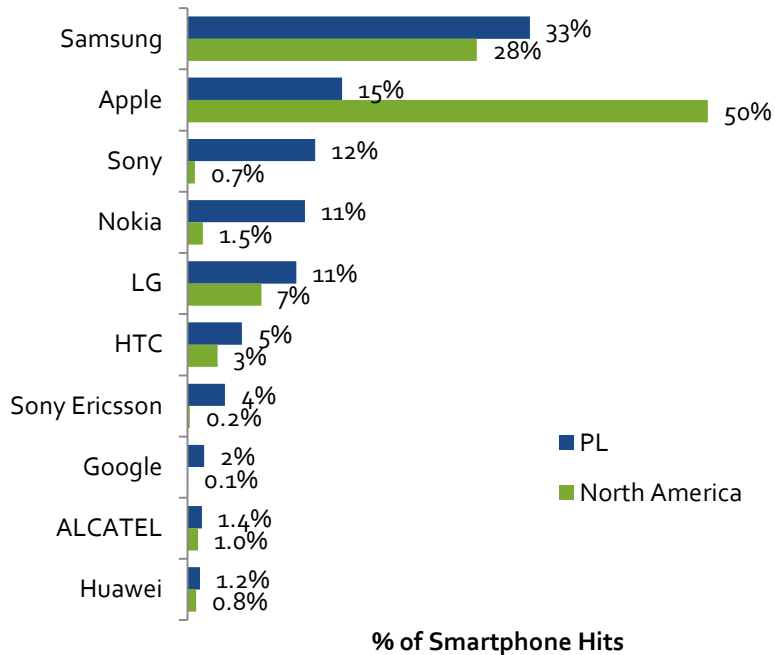
Source: ScientiaMobile



Whose Devices Drive Usage?

- Samsung (33%) holds the top spot in Poland.
- Apple (15%), Sony (12%), Nokia (11%) and LG (11%) are all over the 10% threshold.
- Unlike N. America, where Samsung and Apple, generate almost 80% of share, the Polish market has multiple strong competitors.

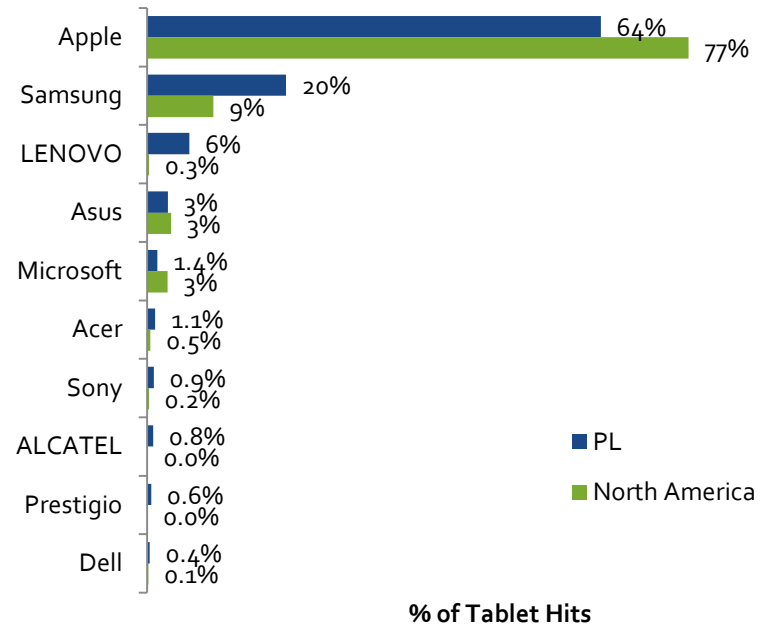
Smartphone Manufacturers



Source: ScientiaMobile

- Apple holds a clear leadership position for tablets with 64% of traffic in Poland.
- Samsung, with 20% of hits, is the second largest.
- Lenovo (6%), Asus (3%), and Microsoft hold the remaining top 5 positions.

Tablet Manufacturers



Source: ScientiaMobile

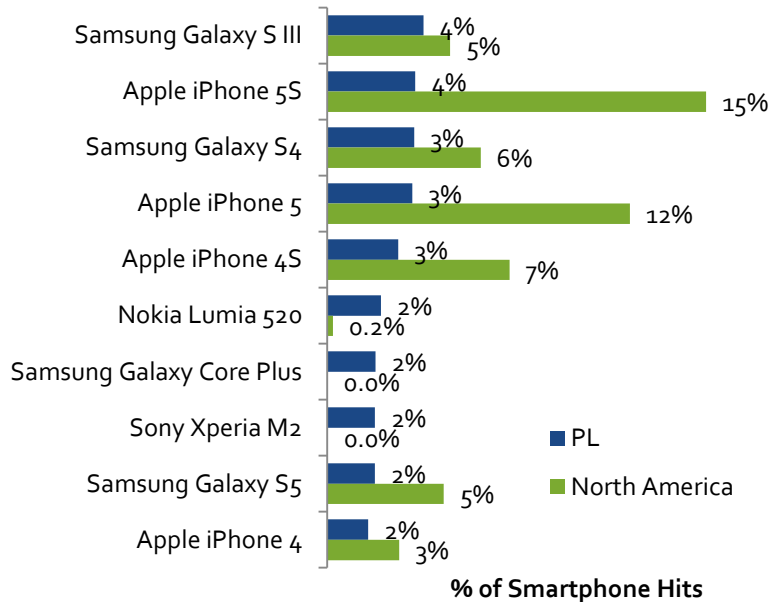


What Are The Top Models By Usage?

- Samsung SIII and iPhone 5S hold the #1 and #2 positions at 4%.
- Poland does not have a blockbuster smartphone with large share like N. America's iPhone 5S or 5.
- Nokia Lumia 520 and Sony Xperia M2 are the only devices not manufactured by Samsung or Apple in the top 10.

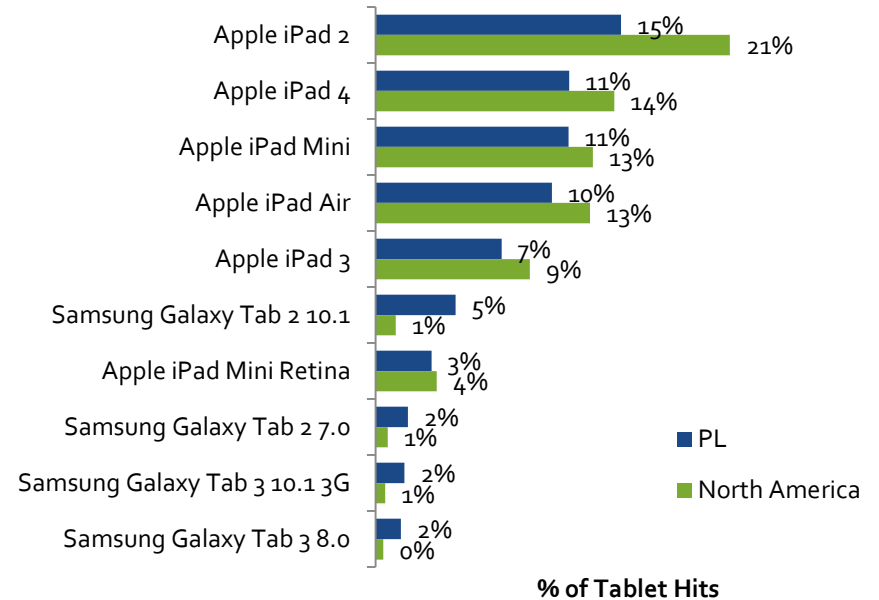
- Apple holds the top 5 positions for tablets, with the iPad 2 as the most popular (15%)
- Samsung holds 4 of the top 10 positions. Its Galaxy Tab 2 10.1 holds 6th place with 5%.

Top Smartphones



Source: ScientiaMobile

Top Tablets

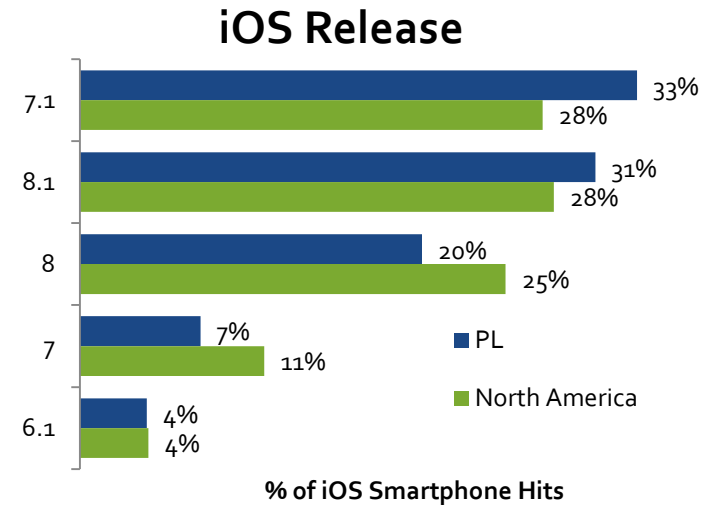
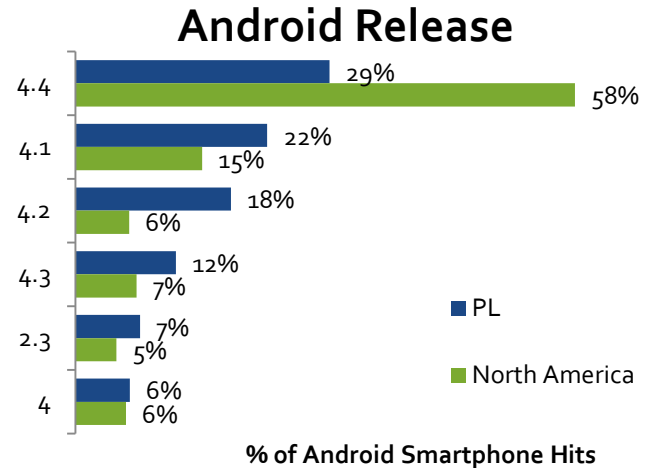
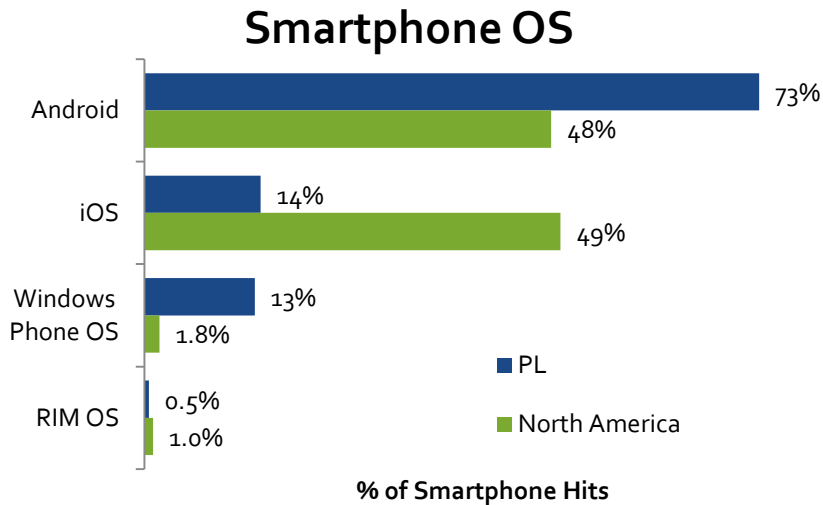


Source: ScientiaMobile



Smartphone Market Share by Operating System

- Android (73%) has a larger share of Smartphone OS in Poland, compared to N. America (48%).
- iOS has 14% of the Polish hits, much smaller than North America (49%).
- Windows Phone has a significant third place with 13%.
- Release 4.4 (29%) is the most popular Android release, but the Polish market is more fragmented than N. America, where 4.4 holds 58%.



Source: ScientiaMobile

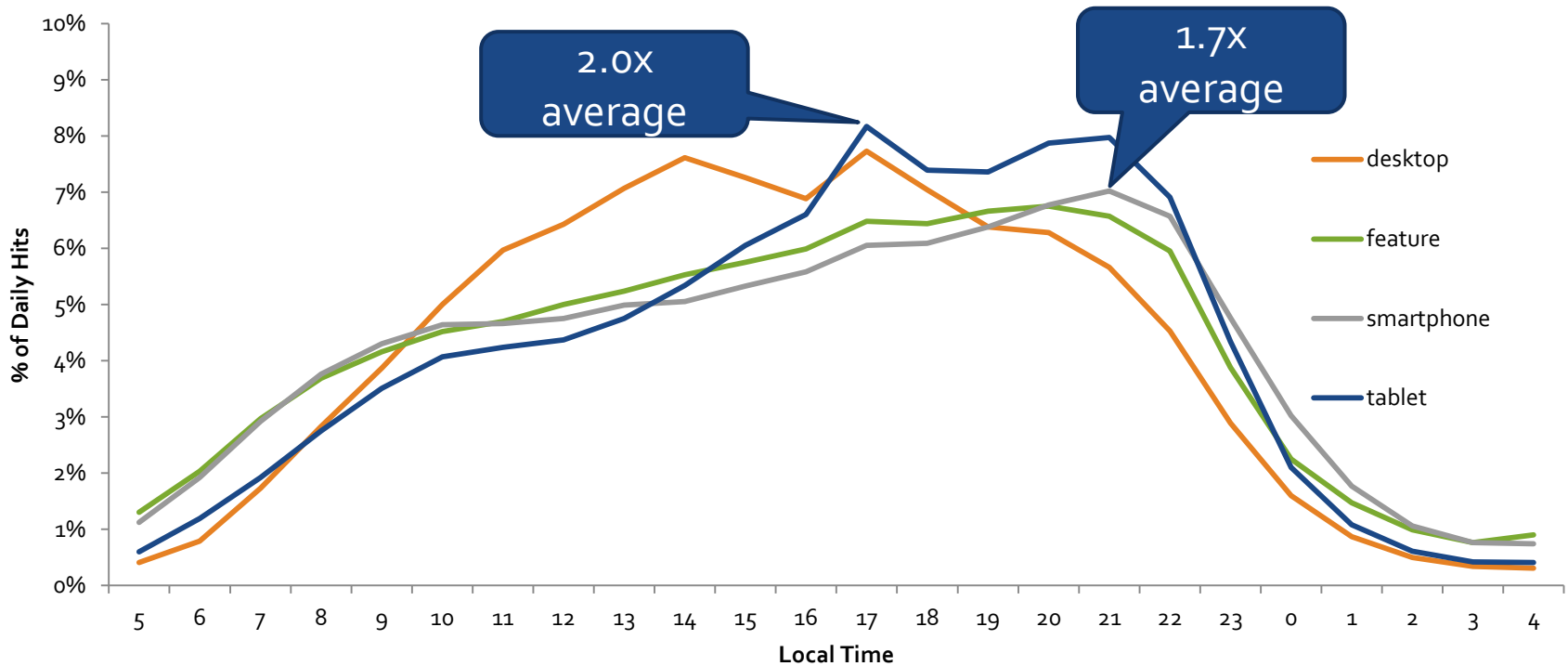
Source: ScientiaMobile



How Does Usage Vary During The Day?

- Desktop traffic in Poland drops significantly after work, with smartphones and tablets usage rising after work.
- Smartphones have a more constant usage, exhibiting a peak hour traffic that is 1.7x the average.
- Tablets have a more pronounced peak hour that is 2.0x the average traffic.
- Poland peaks in late afternoon, much earlier than most countries.

Hourly Usage by Form Factor - Poland



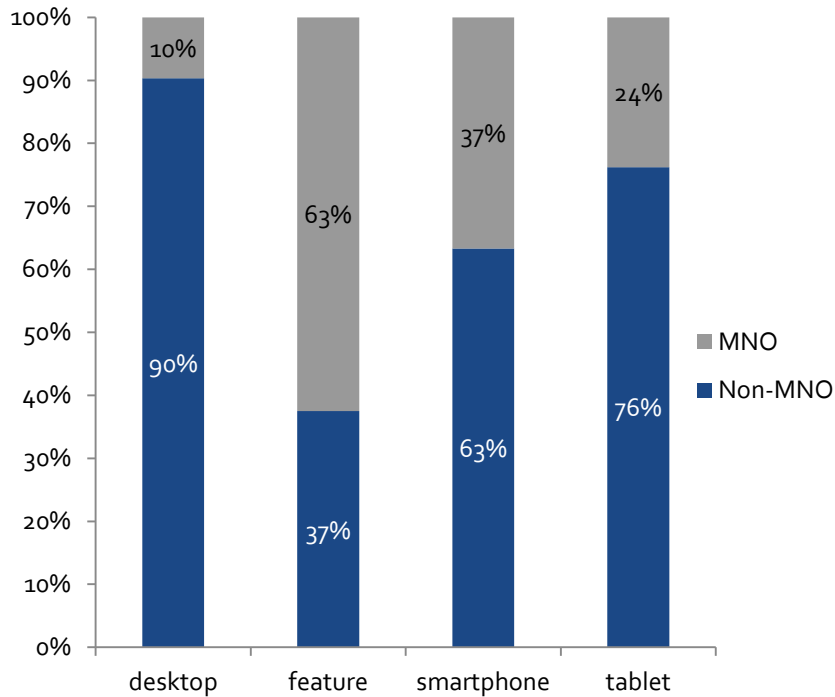
Source: ScientiaMobile



Mobile Network Operator Traffic

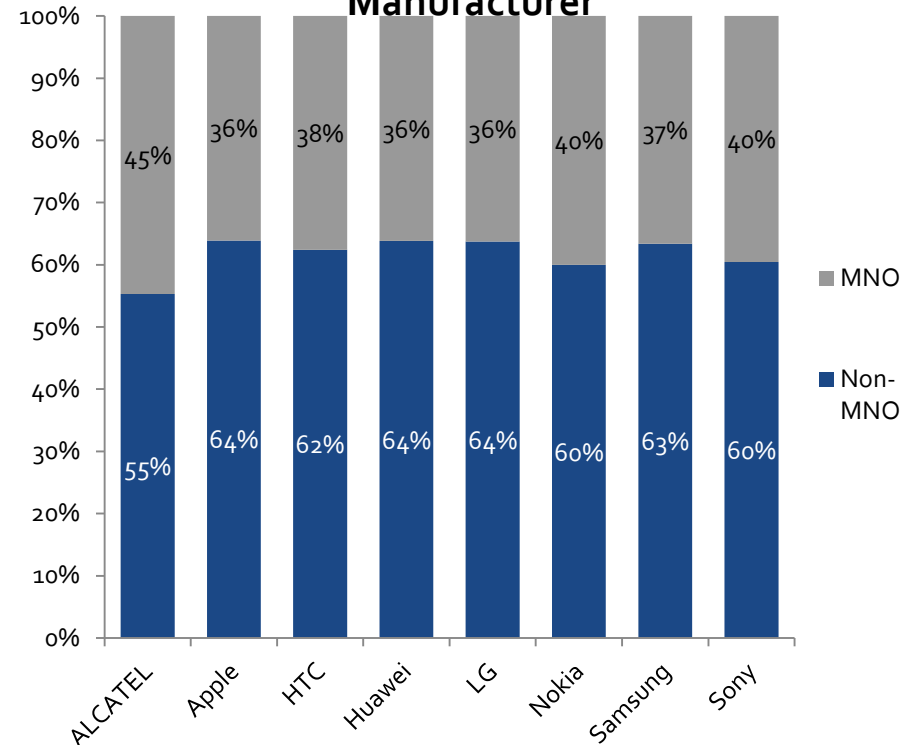
- For smartphones, 37% of hits traverse a mobile operator's IP gateway, indicating that Wi-Fi usage is relatively high in Poland.
- Tablets use the mobile network 24% of the time

MNO Traffic by Form Factor



Source: ScientiaMobile

MNO Traffic by Smartphone Manufacturer

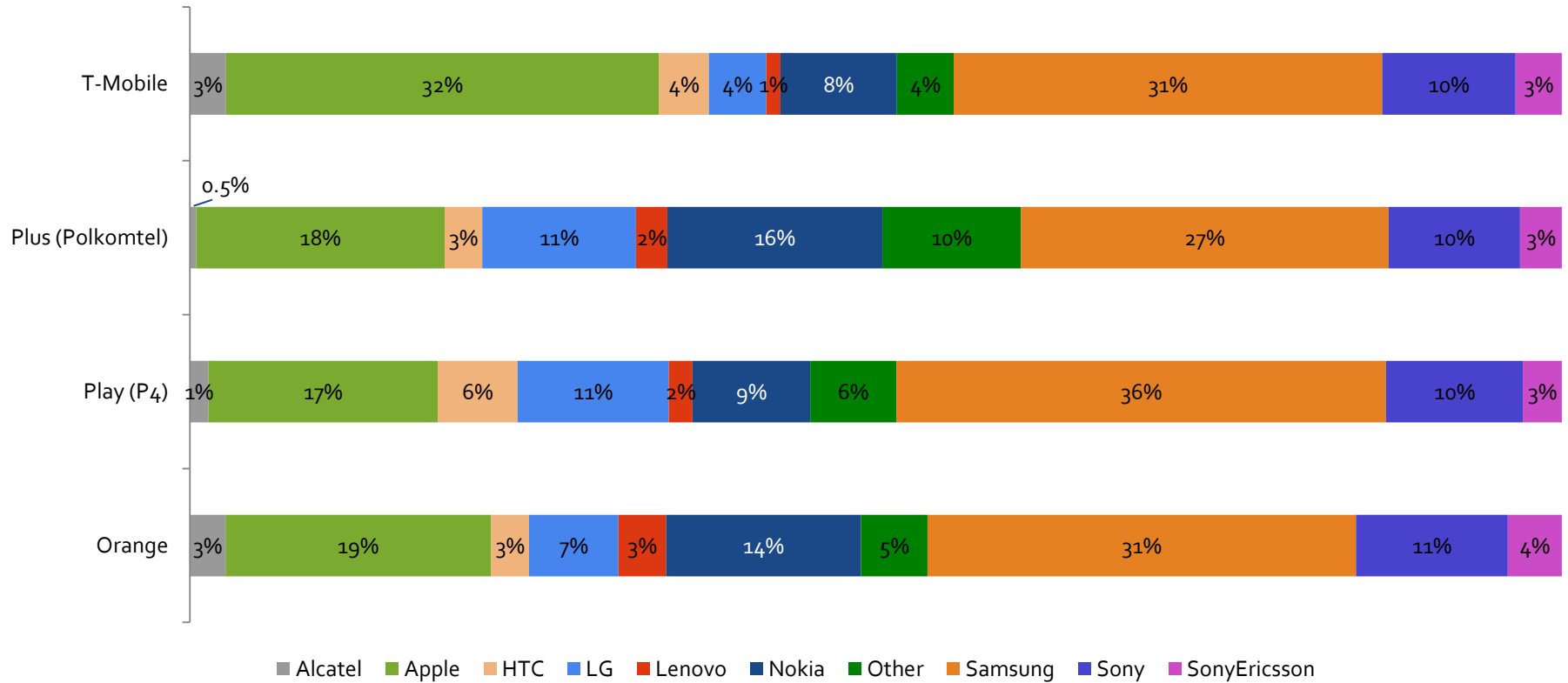


Source: ScientiaMobile



Mobile Network Operator Traffic by Manufacturer

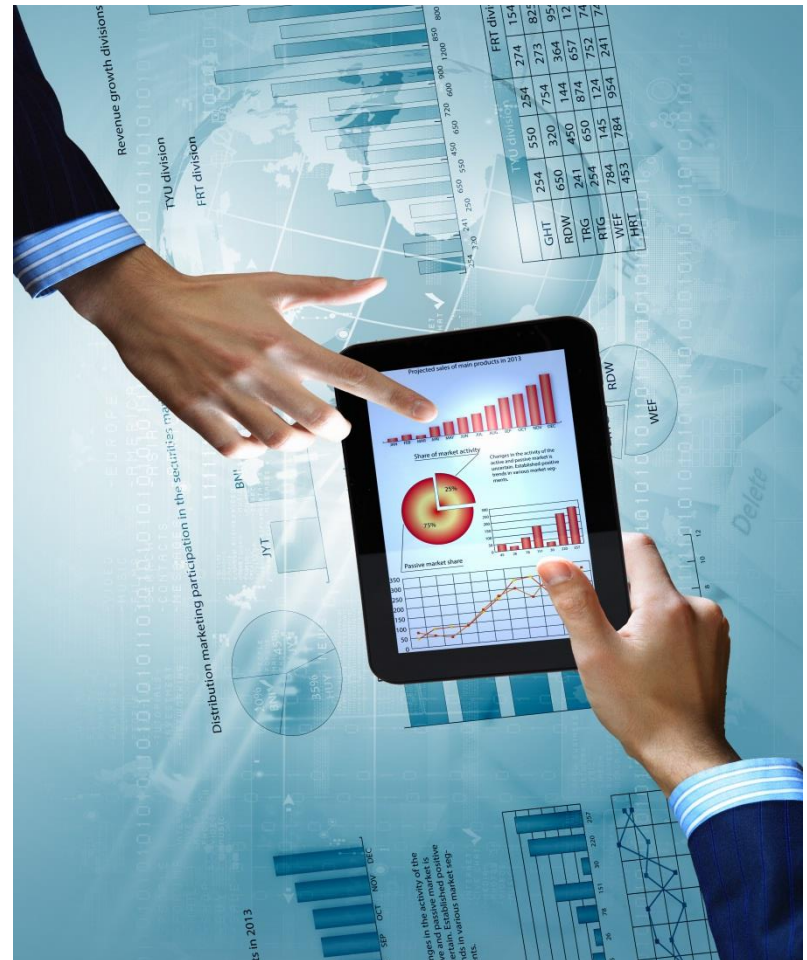
- Apple makes a larger share of T-Mobile's traffic in Poland.
- Likewise, Samsung has a larger share of the Play (P4) traffic.
- Nokia has a larger share with Orange and Plus.



Source: ScientiaMobile

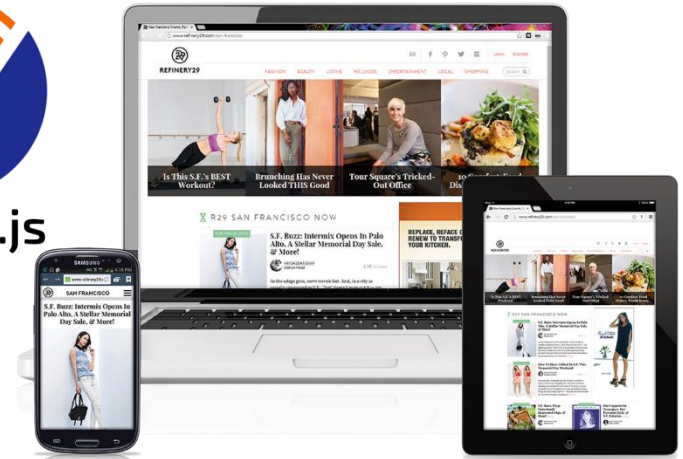
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WIT
WURFL Image Tailor



Visit ScientiaMobile's booth at Mobile World Congress, Hall 8.1, C13

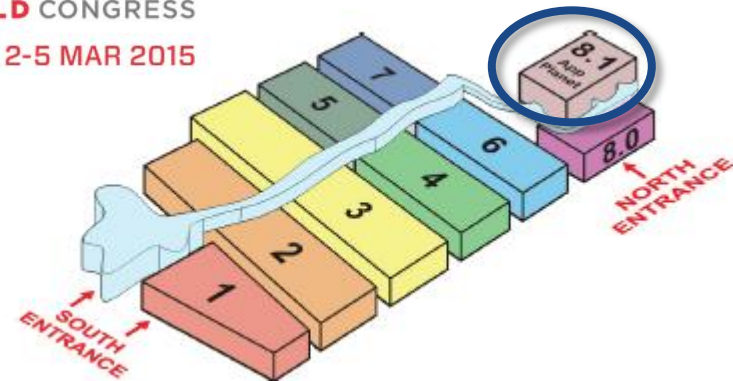
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