

MOVR: MOBILE OVERVIEW REPORT

• Q4 2014: KEY FINDINGS • View the Full Report at www.scientiamobile.com/movr ►

	ASIA	NORTH AMERICA	EUROPE
Form Factor	2% 76% 22% FEATURESMARTPHONE TABLET	1% 66% 33% FEATURESMARTPHONE TABLET	2% 63% 35% FEATURESMARTPHONE TABLET
Top 5 Smartphones	Apple iPhone 5S8% Apple iPhone 57% Samsung Galaxy S46% Samsung Galaxy Note 36% Samsung Galaxy Note II5%	Apple iPhone 5S16% Apple iPhone 513% Apple iPhone 4S8% Apple iPhone 5C7% Apple iPhone 67%	Apple iPhone 5S6% Apple iPhone 56% Apple iPhone 4S5% Samsung Galaxy S45% Samsung Galaxy S III5%
Top 5 Tablets	Apple iPad Mini15% Apple iPad 412% Apple iPad Air12% Apple iPad 312% Apple iPad 211%	Apple iPad 222% Apple iPad 414% Apple iPad Mini13% Apple iPad Air13% Apple iPad 39%	Apple iPad 215% Apple iPad 412% Apple iPad Mini12% Apple iPad Air11% Apple iPad 38%
Smartphone OS	75% 19% 5% 1% ANDROIDWINDOWS PHONE OS iOSRIM OS	48% 49% 2% 1% ANDROIDWINDOWS PHONE OS iOSRIM OS	69% 22% 8% 1% ANDROIDWINDOWS PHONE OS iOSRIM OS
Smartphone Diagonal Size	9% 8% 29% 16% 21% 14% 1% 3% 2-3"3-4"4-4.5"4.5-5"5-5.5"5.5-6"6-6.5"6.5+"	8% 14% 41% 13% 16% 7% 0% 0% 2-3"3-4"4-4.5"4.5-5"5-5.5"5.5-6"6-6.5"6.5+"	9% 16% 38% 18% 13% 3% 0% 2% 2-3"3-4"4-4.5"4.5-5"5-5.5"5.5-6"6-6.5"6.5+"
Tablet Diagonal Size	14% 24% 4% 0% 47% 9% 0% 7-7.5"7.5-8"8-9"9-9.5"9.5-10"10-11"11+"	12% 17% 2% 0% 59% 9% 0% 7-7.5"7.5-8"8-9"9-9.5"9.5-10"10-11"11+"	19% 16% 3% 0% 45% 15% 0% 7-7.5"7.5-8"8-9"9-9.5"9.5-10"10-11"11+"

	SOUTH AMERICA	AFRICA	OCEANIA
Form Factor	8% 70% 21% FEATURESMARTPHONE TABLET	7% 78% 14% FEATURESMARTPHONE TABLET	0.3% 61% 39% FEATURESMARTPHONE TABLET
Top 5 Smartphones	Motorola Moto G11% Samsung Galaxy S45% Apple iPhone 5S3% Samsung Galaxy S4 Mini3% Samsung Galaxy S III3%	Nokia Lumia 5207% Samsung Galaxy S47% Samsung Galaxy S54% Samsung Galaxy Note 34% Samsung Galaxy S III3%	Apple iPhone 519% Apple iPhone 5S17% Apple iPhone 4S9% Apple iPhone 68% Samsung Galaxy S47%
Top 5 Tablets	Apple iPad 218% Apple iPad 413% Apple iPad Air9% Apple iPad Mini9% Apple iPad 38%	Apple iPad 211% Apple iPad 49% Apple iPad 38% Apple iPad Air7% Apple iPad Mini7%	Apple iPad 222% Apple iPad 419% Apple iPad 314% Apple iPad Air14% Apple iPad Mini14%
Smartphone OS	81% 11% 7% 1% ANDROIDWINDOWS PHONE OS iOSRIM OS	72% 6% 18% 4% ANDROIDWINDOWS PHONE OS iOSRIM OS	39% 59% 1.3% .1% ANDROIDWINDOWS PHONE OS iOSRIM OS
Smartphone Diagonal Size	9% 14% 34% 15% 25% 2% 0% 1% 2-3"3-4"4-4.5"4.5-5"5-5.5"5.5-6"6-6.5"6.5+"	12% 12% 36% 12% 17% 6% 1% 4% 2-3"3-4"4-4.5"4.5-5"5-5.5"5.5-6"6-6.5"6.5+"	4% 15% 44% 15% 15% 6% 0% 1% 2-3"3-4"4-4.5"4.5-5"5-5.5"5.5-6"6-6.5"6.5+"
Tablet Diagonal Size	27% 12% 4% 0% 44% 11% 0% 7-7.5"7.5-8"8-9"9-9.5"9.5-10"10-11"11+"	24% 11% 5% 0% 35% 23% 0% 7-7.5"7.5-8"8-9"9-9.5"9.5-10"10-11"11+"	4% 18% 2% 0% 69% 8% 0% 7-7.5"7.5-8"8-9"9-9.5"9.5-10"10-11"11+"