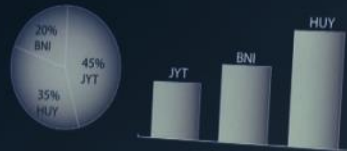


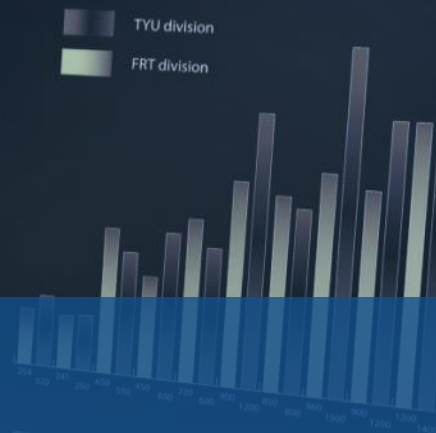
MOVR

Mobile Overview Report January – March 2015

Distribution marketing participation in the securities market.



Revenue growth divisions.



Distribution of the securities market key players



	TYU division		FRT division	
GHI	254	550	254	154
RDW	650	320	754	825
TRG	241	450	144	364
RTG	254	650	874	954
WEF	784	145	124	125
HRT	453	784	954	241

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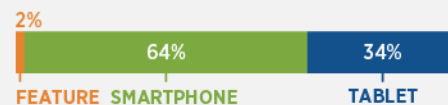
The first step in a great mobile experience

ASIA

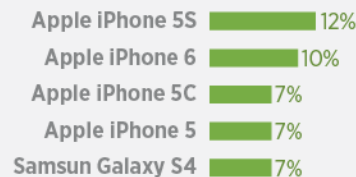
NORTH AMERICA

EUROPE

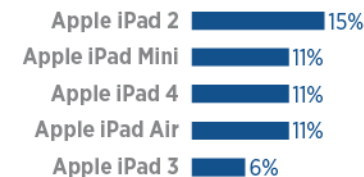
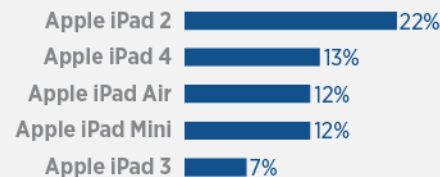
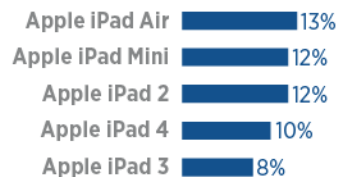
Form Factor



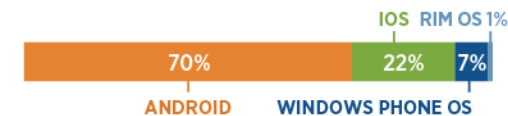
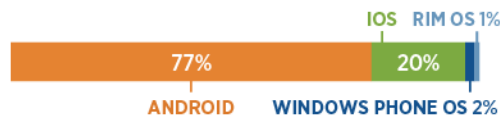
Top 5 Smartphones



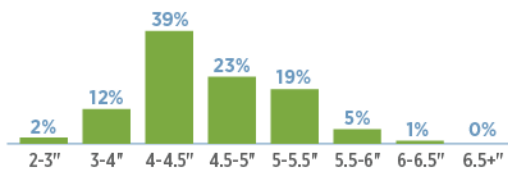
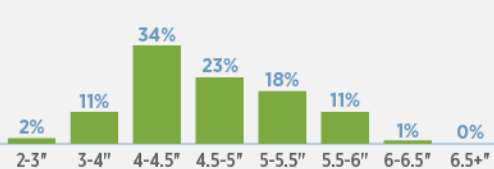
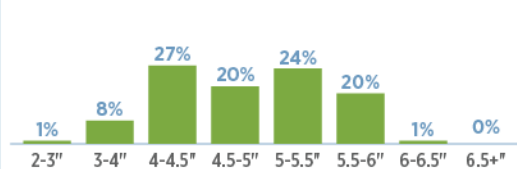
Top 5 Tablets



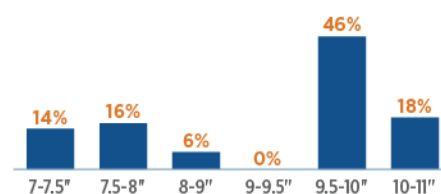
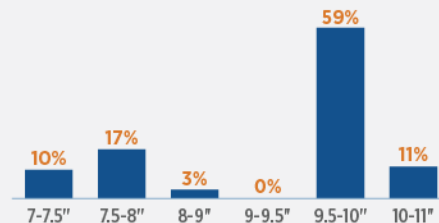
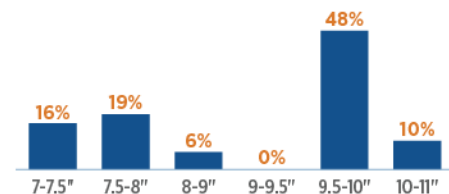
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



SOUTH AMERICA

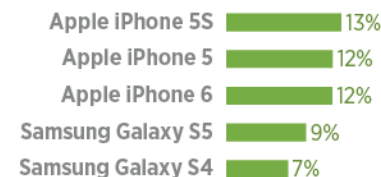
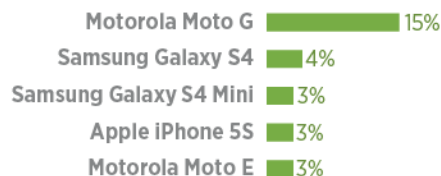
AFRICA

OCEANIA

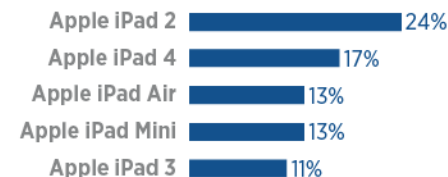
Form Factor



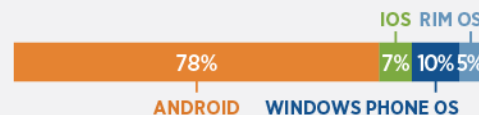
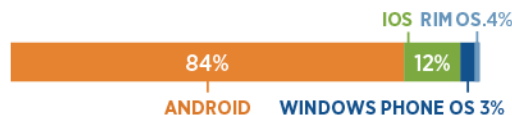
Top 5 Smartphones



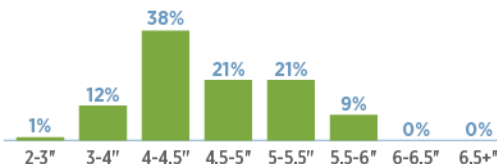
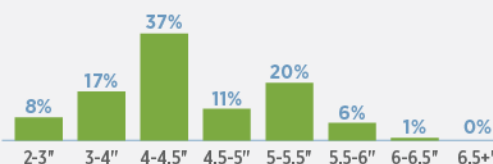
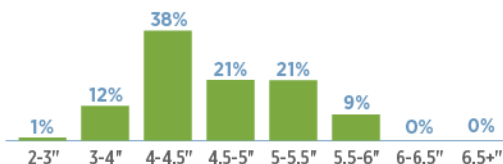
Top 5 Tablets



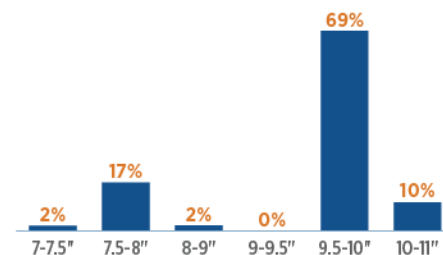
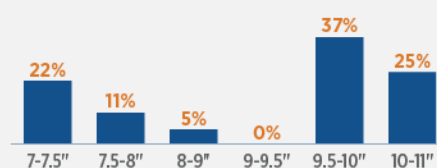
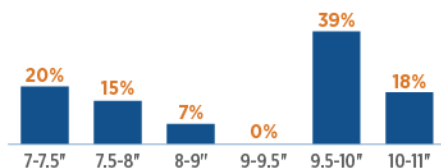
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



Report Specifications

• Purpose of Report

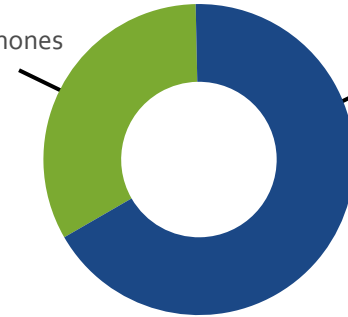
- ScientiaMobile has published MOVR to provide the mobile Web community with timely information on mobile Web device usage.
- We hope to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.

• 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 7.9 billion requests from April 2014 to end of March 2015.
- 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

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). It is defined, in our research method, as the connection type provided by the browser navigator.connection API.

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.

A banner for WURFL Device Detection. It features a background image of several smartphones with glowing green and orange lines representing data or connections. The text is in a clean, sans-serif font. The main title 'WURFL Device Detection' is in a large, bold, orange font. Below it, three lines of text in smaller, bold, orange and blue fonts describe the benefits: 'The first step in a great mobile experience', 'Optimize your mobile web services and content', and 'Effectively deliver advertisements to mobile devices'. The final line, 'Analyze your mobile traffic', is in a smaller, bold, blue font.

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

Get Client-Side Device Detection and Identify Apple iPhone models with WURFL.js Business Edition



[WURFL.js Business Edition](#) provides front-end developers with an easy-to-use JavaScript-based device detection solution that includes critical business features.

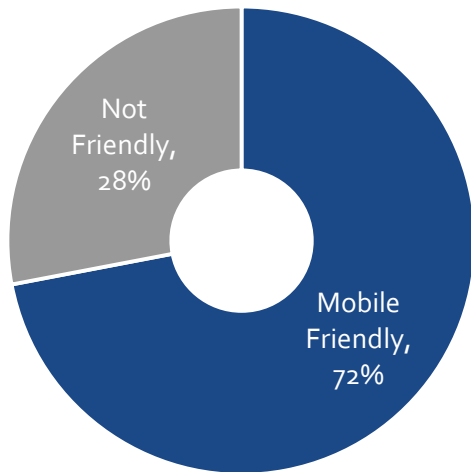
With a single JavaScript snippet that works with ScientiaMobile's always-updated cloud-based Device Description Repository (DDR), developers can control, optimize, and track the success of their website.

Mobilegeddon – Mobile-Friendly Approaches

Recently, we published a blog about changes in Google’s ranking algorithm. For the first time, these algorithms reflect the mobile friendliness of a website. The press dubbed this event “Mobilegeddon.”

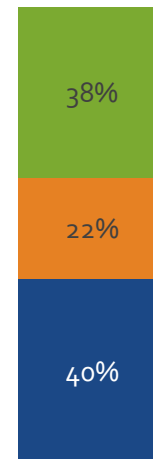
The media hyped the anxiety of companies scrambling to adjust to Google’s new algorithm. In contrast, we provided some very compelling research about the mobile-readiness of the top 10,000 websites. Below are the key findings – which are also available in extended format [here](#).

Mobile-Friendliness of Top 10,000 Sites



Only 72% of Top 10,000 Sites are Ready for Mobile Friendly SEO Algorithms

Approaches of All Mobile-Friendly Sites



■ Pure RWD

■ Adaptive

■ mDot

Of These Mobile-Friendly Sites, 62% Use Server-Side Detection in Adaptive or mDot Approaches

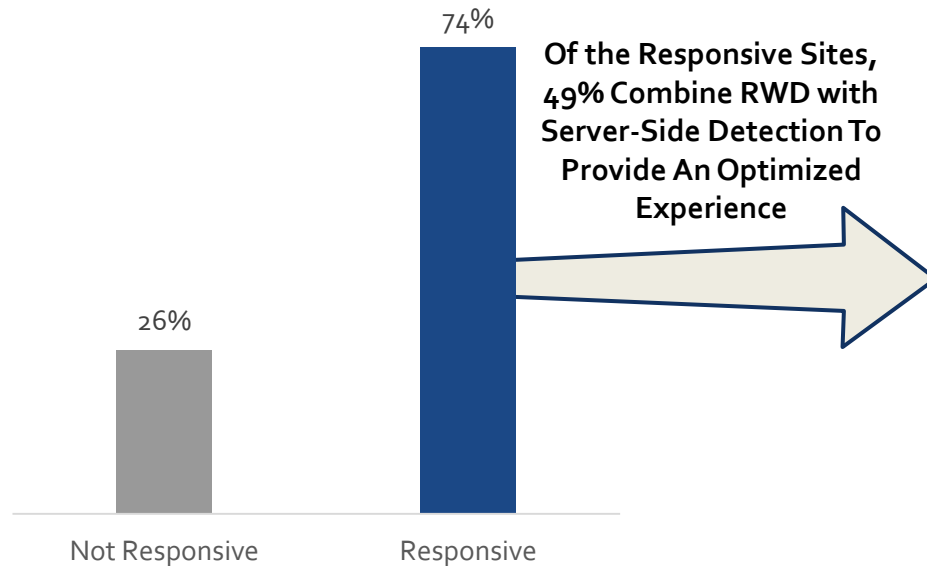
Source: ScientiaMobile [research](#) of top 10,000 web sites

Mobilegeddon – Responsive Web Design and Adaptive Approaches

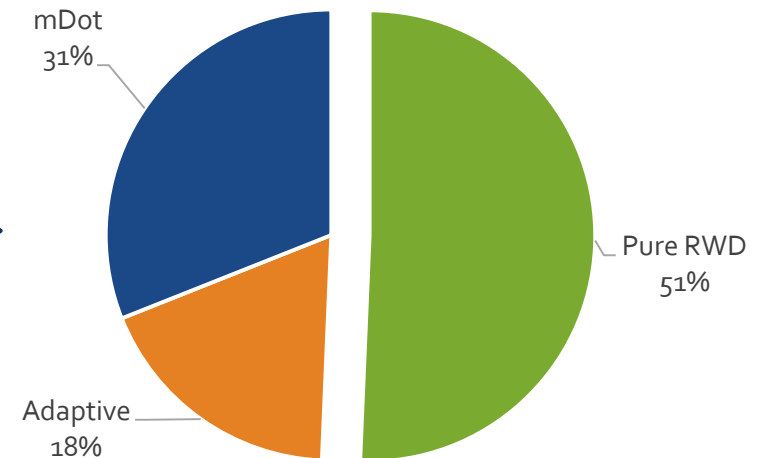
When people think of mobile-friendly sites, they assume that Responsive Web Design (RWD) is all that is needed. And indeed, 74% of mobile-friendly sites show traces of RWD. But the top sites are driven by practical, real-world solutions which combine approaches. This combination of server-side and client-side approaches is referred to as RESS: “Responsive Design with Server Side Components”.

The choice to use RWD is not a binary or mutually exclusive choice. Many leading sites are combining RWD with server-side detection. We found that 49% of sites that show traces of RWD also use some kind of server-side adaptiveness: 31% used mDot approach; 18% used Adaptive.

74% of Mobile Friendly Sites Use Responsive Web Design (RWD)



Approaches of Responsive Sites

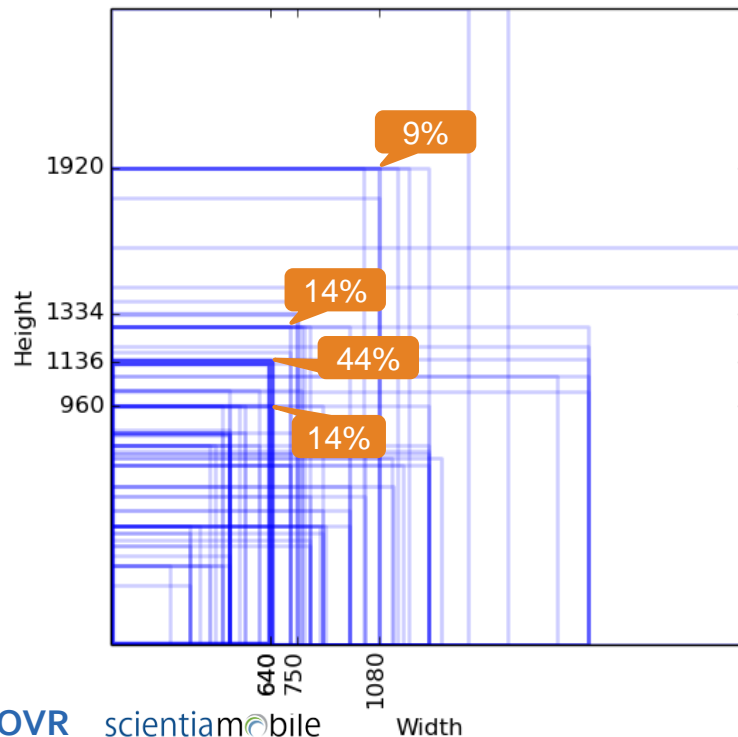


Source: ScientiaMobile [research](#) of top 10,000 web sites

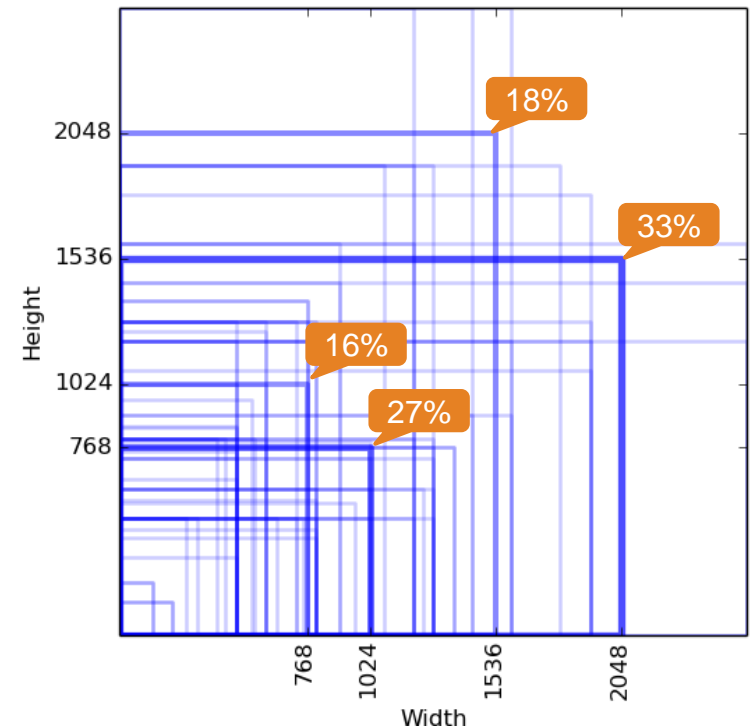
Smartphone and Tablet Screen Dimensions and Orientation

- When factoring in smartphone Screen Dimensions and their Orientation (landscape vs. portrait) there are staggering number of combinations.
- Luke Wroblewski commented in [a recent post](#) regarding the effort of organizing layout decisions around keeping key items or advertisements *Above the Fold*: "Today's device ecosystem renders any concrete 'fold line' moot. There's just too much variety in screen sizes."
- There is a preference for starting in portrait for smartphones, but the number of combinations in screen dimension is high. And most mobile users scroll quickly regardless of what they see.
- Tablets are equally likely to start in landscape vs. horizontal position, although as the screen gets larger, there is a preference for landscape.

Smartphone Dimension and Orientation Popularity



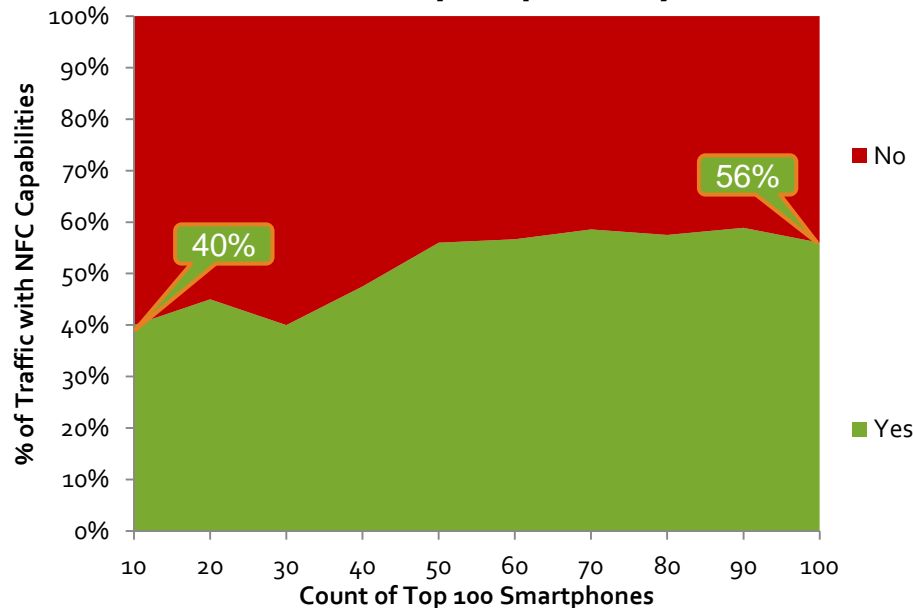
Tablet Dimension and Orientation Popularity



Near Field Communications Capability

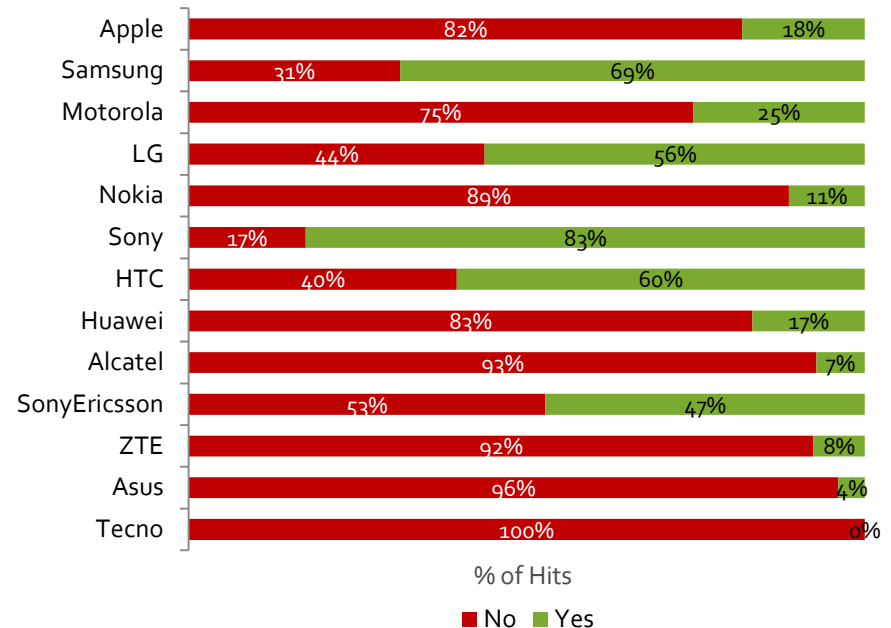
- Near Field Communication (NFC) refers to a Radio Frequency IDentification (RFID) technology that facilitates two-way communication between two NFC enabled devices. NFC is now largely used in contactless payments (Apple Pay, Google Wallet etc.) and user authentication systems via car keys, NFC tags etc.
- We define NFC support in a device based on the presence of a NFC chip that supports standards, including ISO/IEC 14443, ISO/IEC 18092 and ISO/IEC 18000-3, and optionally a compatible SIM card (GSMA NFC UICC spec).

Smartphone Traffic From NFC Devices, by Popularity



- Today, 56% of browsing traffic originates from smartphones that are NFC-capable. Samsung is the largest contributor in absolute terms.
- However, when considering the traffic from just the top 10 most popular phones, NFC capability drops to 40%, primarily due to Apple's lack of support in devices prior to the iPhone 6.
- With the addition of NFC to Apple 6 and 6 Plus, the availability of NFC on smartphones has increased.
- Future growth depends on speed of smartphone replacement and continued support by major manufacturers.

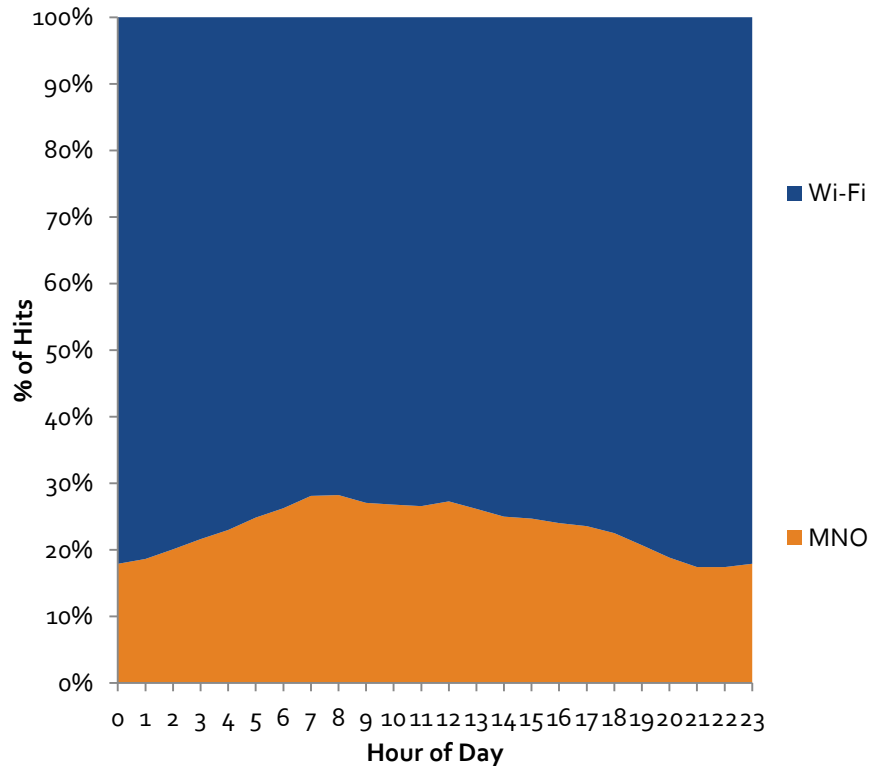
NFC Support By Manufacturer



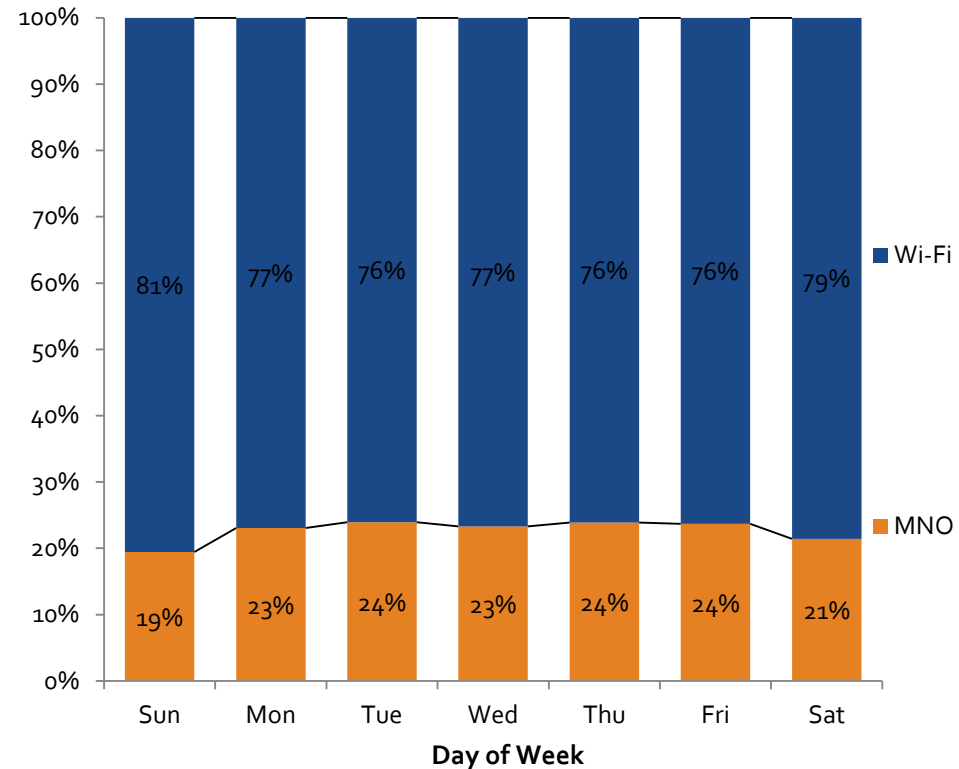
Wi-Fi vs. Mobile Network Operator (MNO)

- Wi-Fi is the predominate form of connection throughout the day and week, with over 75% of browsing hits coming over Wi-Fi.
- Conversely, MNO connections peak during the work hours of work days.

Connection Type by Hour of Day



Connection Type Daily Trend



Source: ScientiaMobile research. The data here represents global figures collected from only Android feature phones, smartphones, and tablets

scientiamobile

Comparison of Continents





Form Factor

Feature Phones

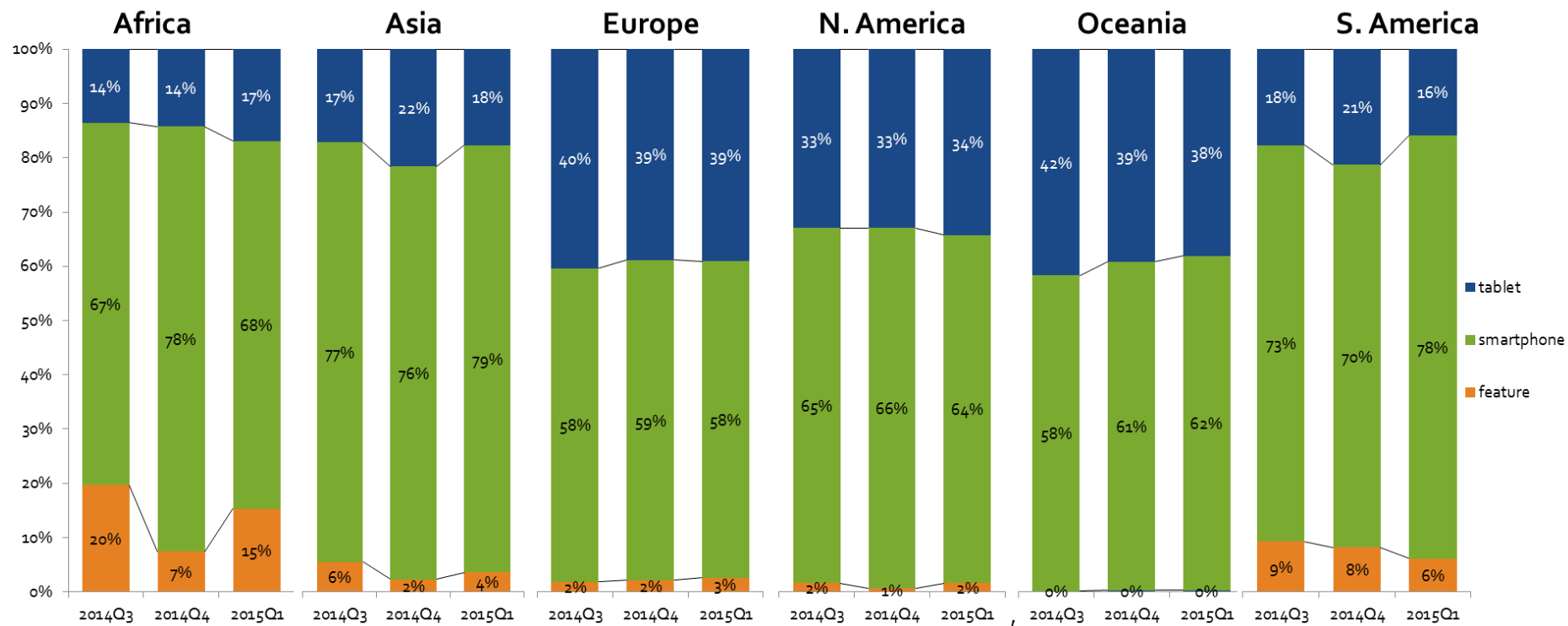
- While on the decline, feature phones are still used for browsing in Africa (15%), Asia (4%), and S. America (6%).

Smartphones

- All continents show over 58% of browsing from smartphones.
- S. America is showing continued growth in smartphone use (78%), gaining share primarily from feature phones.

Tablets

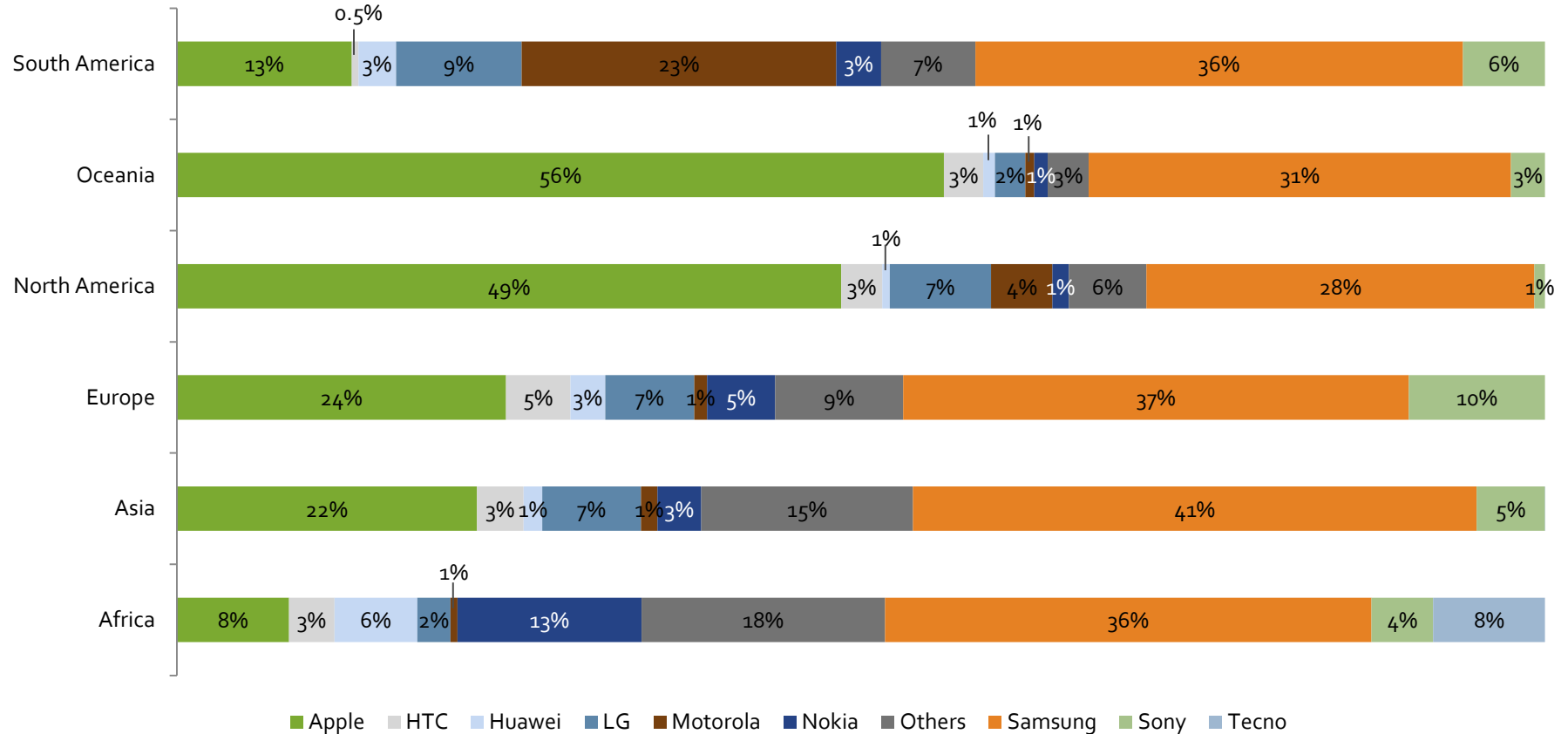
- North America (34%), Europe (39%) and Oceania (38%) exhibit a high amount of tablet traffic.





Smartphone Manufacturers

- Samsung and Apple continue to capture the #1 and #2 manufacturer spots 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.
- “Others” account for less than 10% in all continents except Asia and Africa, indicating a consolidated market, particularly among markets for higher end smartphones.



Smartphone Manufacturer Trend

- Apple grew in Asia, Europe and South America, but saw a small dip in N. America (-1.6%).
- In Asia, Apple, Asus, and LG picked up over 0.5%, while Nokia and Samsung both dropped over -2%.
- Europe saw a drop by Nokia of -2.5%, while Apple (0.63%), Samsung (0.74%) and Sony (0.84%) grew.
- Motorola continues to grow in the S. America— one of its strongest markets – coming at the expense of Nokia (-3.71%).

Smartphone Manufacturer Trends	Africa	Asia	Europe	North America	Oceania	South America
ALCATEL	-0.02%	0.02%	-0.30%	0.23%	-0.01%	0.56%
Apple	0.99%	1.39%	0.63%	-1.68%	-4.96%	0.62%
Asus	-0.01%	0.71%	0.01%	0.00%	0.03%	0.17%
BlackBerry	1.76%	-0.10%	0.02%	-0.26%	0.04%	0.03%
HTC	-0.16%	0.43%	-0.07%	0.11%	-0.15%	-0.83%
Huawei	1.26%	0.07%	0.08%	-0.29%	0.17%	0.30%
LENOVO	-0.12%	0.33%	0.22%	0.00%	0.00%	0.12%
LG	-0.94%	0.65%	-0.18%	0.25%	0.36%	-1.07%
Motorola	-0.18%	0.10%	0.32%	0.40%	0.18%	3.19%
Nokia	-4.10%	-2.06%	-2.45%	-0.29%	-0.10%	-3.71%
Others	1.42%	0.39%	0.89%	1.06%	0.52%	1.43%
Samsung	-2.70%	-2.55%	0.74%	0.41%	3.07%	-1.00%
Sony	-1.42%	0.40%	0.84%	0.06%	0.74%	0.31%
Sony Ericsson	-0.41%	-0.20%	-0.82%	-0.05%	-0.14%	-0.25%
Tecno	2.63%	0.01%	0.00%	0.00%	0.00%	0.00%
Xiaomi	0.03%	0.36%	0.03%	0.00%	0.02%	0.01%
ZTE	0.57%	0.04%	-0.03%	0.05%	0.01%	0.13%



High Growth



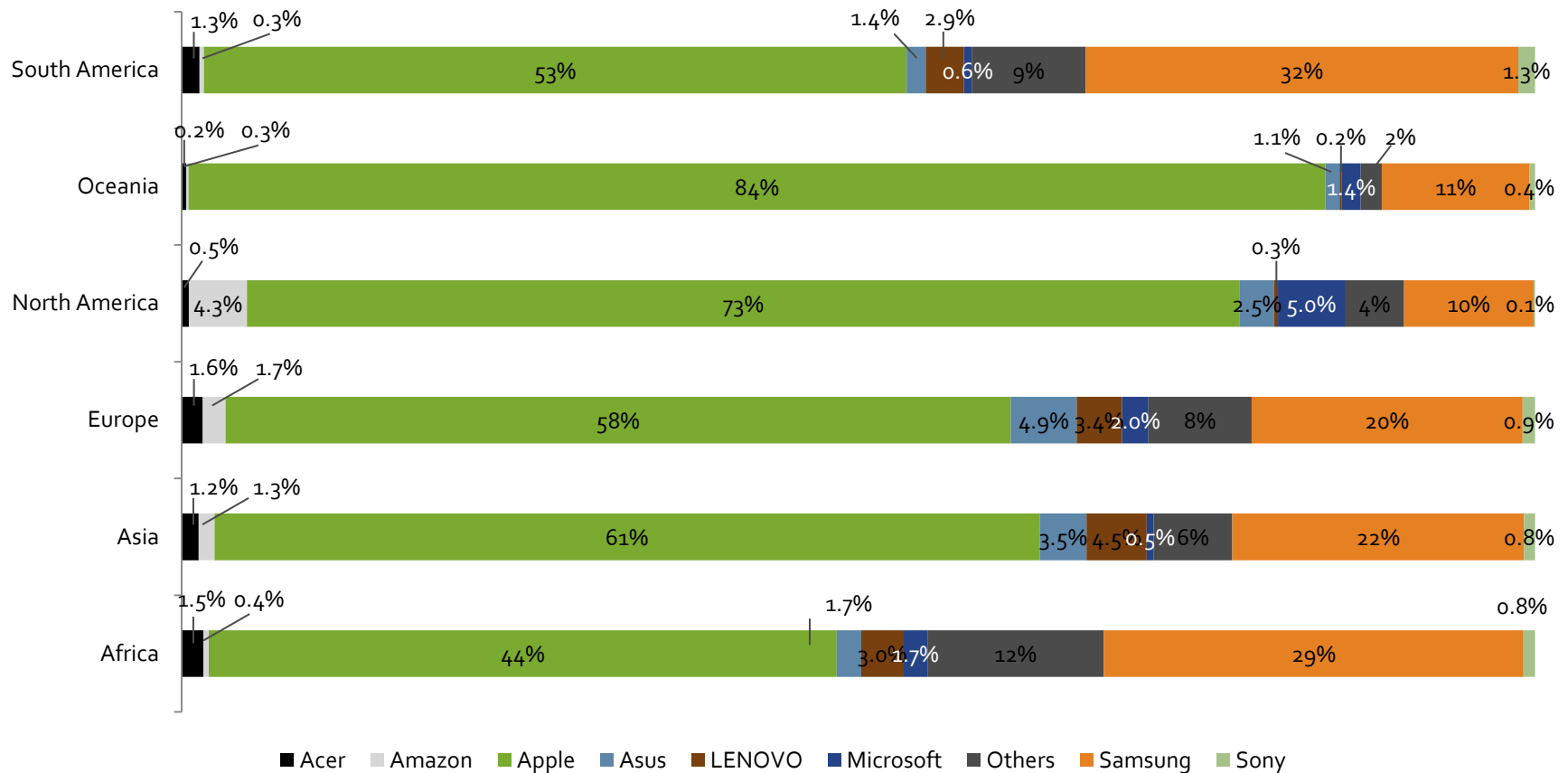
High Reduction

Source: ScientiaMobile. Note: figures reflect percentage point change (2015Q1%-2014Q4%)



Tablet Manufacturers

- Apple continues to hold a majority of most markets, with over 50% in all continents except Africa.
- Samsung holds a distant second place in most continents, the remaining manufacturers accounting for less than 15% of the market in most continents.





Tablet Manufacturer Trend

- Lenovo and Samsung grew their shares over 3% in Asia in this last quarter, primarily at the expense of Apple.
- Microsoft gained 2.1% in N. America with their Surface tablets
- Samsung also grew in S. America by 2.7%, with Apple dropping -7.3%

Tablet Manufacturer Trend	Africa	Asia	Europe	North America	Oceania	South America
ALCATEL	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%
Acer	0.1%	0.3%	-0.3%	0.1%	0.1%	0.6%
Amazon	0.2%	1.1%	1.3%	0.8%	0.0%	0.2%
Apple	-0.3%	-8.2%	-3.0%	-3.3%	-2.9%	-7.3%
Asus	-0.7%	-0.6%	-0.5%	-0.8%	-0.2%	0.2%
Barnes and Noble	0.0%	0.0%	0.0%	-0.1%	0.0%	0.0%
HP	-0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
Huawei	-0.3%	0.1%	0.0%	0.0%	0.0%	0.3%
LENOVO	-0.2%	3.1%	0.1%	0.0%	-0.2%	1.0%
LG	0.1%	0.2%	0.0%	0.3%	0.0%	-0.1%
Microsoft	1.1%	0.0%	0.7%	2.1%	0.2%	0.2%
Others	2.0%	0.8%	1.9%	0.5%	0.4%	1.5%
RCA	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Samsung	-8.0%	3.4%	-0.5%	0.2%	2.3%	2.7%
Sony	-0.7%	0.2%	0.0%	-0.1%	0.2%	0.6%
Tecno	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Xiaomi	0.0%	-0.5%	0.0%	0.0%	0.0%	0.0%



Top Smartphones

- The list of top 10 smartphones consists of only 19 devices across 6 continents, showing increasing consolidation in tastes for blockbuster phones.
- In N. America, the Others category (beyond the top 10) is relatively small (28%). However, most other continents have a longer tail of diverse vendors and devices, reaching over 50%.
- Not on this top 10 list yet is the Samsung S6, but Samsung continues to see strength for its SIII, S4, and S5.

Top Smartphones	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 4	0.5%	1.5%	1.8%	2.2%	3.2%	1.4%
Apple iPhone 4S	0.9%	2.6%	3.8%	5.1%	6.9%	2.8%
Apple iPhone 5	1.9%	5.4%	4.8%	7.0%	11.9%	2.4%
Apple iPhone 5C	0.4%	0.5%	2.7%	7.2%	5.0%	1.4%
Apple iPhone 5S	2.4%	6.1%	6.4%	12.3%	13.0%	3.2%
Apple iPhone 6	1.6%	4.1%	3.8%	10.1%	11.6%	1.2%
Apple iPhone 6 Plus	0.5%	1.7%	0.7%	4.1%	3.9%	0.3%
BlackBerry Z10	2.3%	0.2%	0.3%	0.3%	0.1%	0.1%
Huawei Y220-U00	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Motorola Moto E	0.0%	0.3%	0.1%	0.2%	0.1%	3.0%
Motorola Moto G	0.1%	0.6%	0.5%	1.0%	0.3%	14.7%
Nokia Lumia 520	4.5%	0.4%	0.9%	0.2%	0.2%	0.8%
Samsung Galaxy Note 3	2.2%	5.1%	1.3%	2.6%	2.0%	0.9%
Samsung Galaxy Note II	1.2%	4.6%	0.8%	1.0%	0.9%	0.5%
Samsung Galaxy S III	2.6%	3.4%	3.8%	4.3%	3.0%	2.3%
Samsung Galaxy S III Mini	2.2%	0.6%	2.0%	0.3%	0.4%	2.4%
Samsung Galaxy S4	5.8%	5.9%	6.0%	6.8%	7.1%	3.8%
Samsung Galaxy S4 Mini	2.9%	1.0%	3.0%	0.5%	0.9%	3.2%
Samsung Galaxy S5	4.3%	2.8%	4.6%	6.2%	9.0%	2.5%
Others	60.3%	53.1%	52.8%	28.6%	20.3%	53.0%



Top Smartphone Trends

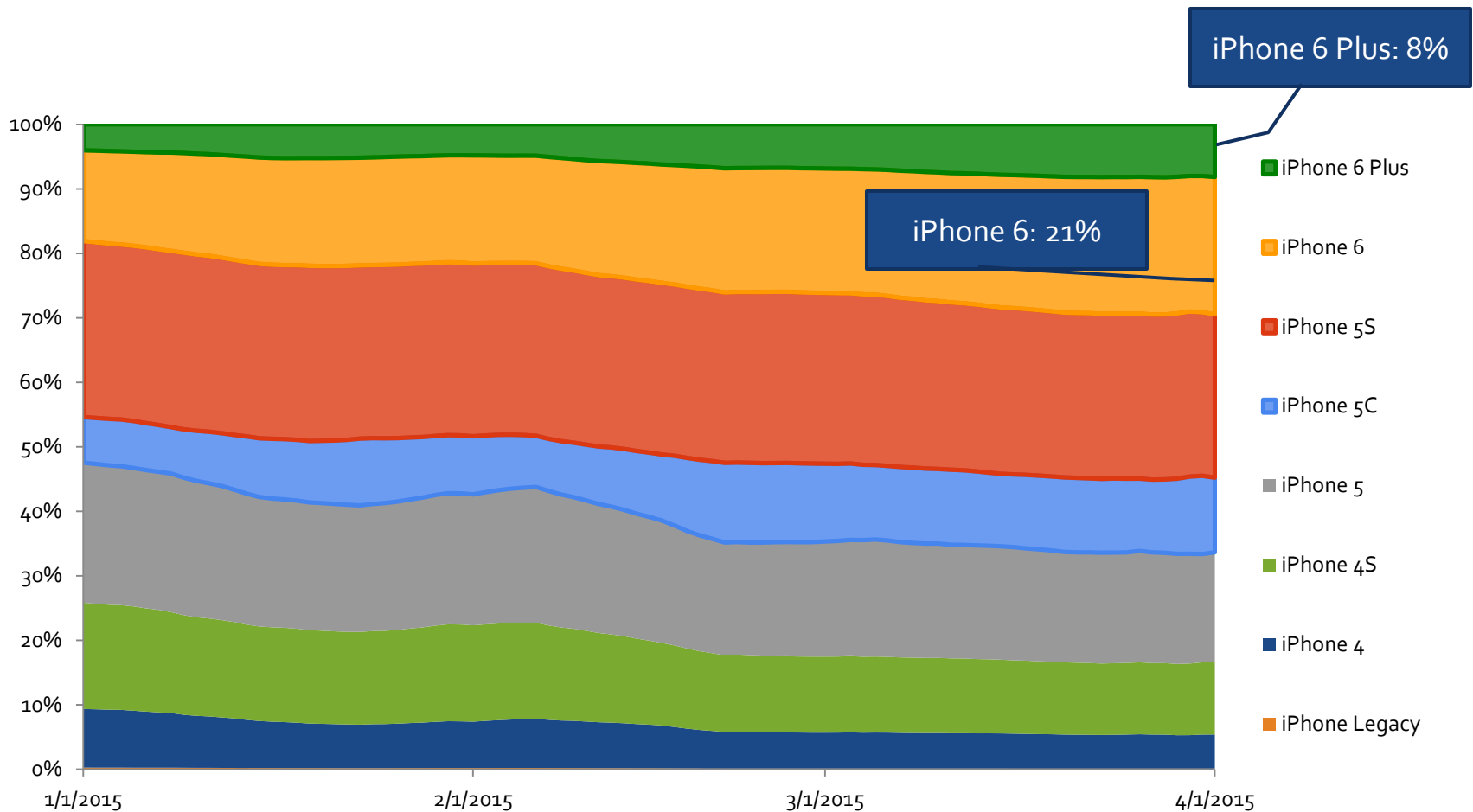
- Apple 6 is growing substantially in all continents. Its larger cousin the 6 Plus is also growing, in N. America and Asia.
- Some of the Apple 6 growth appears to come from upgrades from the Apple 5S, 5, and 4S as they decline in share.
- Samsung's S5 model grew in Europe and N. America at 1.7% and 1.3% respectively.

Top Smartphone Trend	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 4	-0.1%	0.0%	-1.2%	-0.8%	-0.9%	-0.1%
Apple iPhone 4S	-0.2%	-0.9%	-1.4%	-2.4%	-1.9%	-0.2%
Apple iPhone 5	-0.4%	-2.0%	-1.5%	-5.5%	-6.8%	-0.6%
Apple iPhone 5C	0.0%	-0.4%	0.7%	0.4%	0.1%	0.3%
Apple iPhone 5S	0.2%	-1.4%	0.0%	-3.4%	-3.9%	-0.2%
Apple iPhone 6	1.1%	2.8%	2.1%	3.6%	3.5%	0.8%
Apple iPhone 6 Plus	0.3%	1.1%	0.4%	2.1%	1.3%	0.3%
BlackBerry Z10	0.9%	0.0%	0.0%	-0.2%	0.0%	0.0%
Huawei Y220-Uoo	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Motorola Moto E	0.0%	0.0%	0.1%	0.1%	0.0%	1.5%
Motorola Moto G	-0.2%	0.1%	0.2%	0.2%	0.1%	3.4%
Nokia Lumia 520	-2.7%	-1.1%	-1.0%	0.0%	0.0%	-2.1%
Samsung Galaxy Note 3	-1.3%	-0.9%	0.1%	0.2%	0.0%	0.3%
Samsung Galaxy Note II	-0.1%	-0.2%	-0.1%	0.0%	0.0%	-0.1%
Samsung Galaxy S III	-0.7%	-0.4%	-1.1%	-0.8%	0.3%	-0.7%
Samsung Galaxy S III Mini	-0.2%	-0.1%	-0.2%	0.0%	0.1%	-0.4%
Samsung Galaxy S4	-0.9%	-0.4%	0.9%	0.4%	0.5%	-0.9%
Samsung Galaxy S4 Mini	-0.2%	-0.1%	0.5%	0.1%	0.3%	0.0%
Samsung Galaxy S5	0.6%	-0.4%	1.7%	1.3%	2.9%	0.5%
Others	2.3%	4.3%	-0.1%	4.7%	4.5%	-1.8%



Spotlight on iPhone 6 and 6 Plus Globally

- By the end of Q1, the iPhone 6 reached 21% of iPhone traffic, and iPhone 6 Plus reached over 8%.
- Over the quarter, the iPhone 4S showed the sharpest decline (-5.3%), followed by the iPhone 5 (-4.6%).
- The 5C has increased to 12% of iPhone traffic by the end of Q1, up by 4.5%





Top Tablets

- The iPad 2 continues to hold a substantial part of the market across all continents, frequently holding the #1 spot. Given the age of this model, it indicates the “good enough” sentiment and durability of these devices.
- The tablet’s Others category is relatively small (under 27%) compared to smartphones.

Top Tablets	Africa	Asia	Europe	North America	Oceania	South America
Amazon Kindle Fire	0.2%	0.1%	0.6%	2.3%	0.1%	0.2%
Apple iPad 2	11.3%	11.6%	14.8%	22.0%	23.8%	13.1%
Apple iPad 3	7.5%	8.4%	6.4%	7.3%	10.8%	5.3%
Apple iPad 4	7.8%	10.1%	10.6%	12.7%	17.0%	9.2%
Apple iPad Air	6.9%	12.5%	10.5%	12.4%	13.2%	9.5%
Apple iPad Air 2	1.1%	2.1%	2.0%	3.0%	2.8%	0.6%
Apple iPad Mini	7.9%	12.1%	10.8%	12.2%	12.8%	9.3%
Apple iPad Mini Retina	2.1%	4.3%	3.2%	3.3%	3.4%	5.2%
Asus Nexus 7	0.7%	1.4%	2.0%	1.9%	0.7%	0.5%
Lenovo A3300	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
Microsoft Windows RT Tablet	1.7%	0.5%	2.0%	5.0%	1.4%	0.6%
Samsung Galaxy Note 10.1	3.0%	1.8%	1.4%	0.6%	1.2%	9.0%
Samsung Galaxy Tab 2 10.1	3.4%	1.3%	2.8%	1.1%	1.2%	1.9%
Samsung Galaxy Tab 2 7.0	2.5%	2.7%	2.0%	0.8%	0.3%	3.0%
Samsung Galaxy Tab 3 10.1 3G	4.6%	0.7%	2.2%	0.7%	1.1%	0.7%
Samsung Galaxy Tab 3 7.0	0.5%	1.9%	1.5%	1.4%	0.3%	2.8%
Samsung Galaxy Tab 3 7.0 3G	2.7%	1.1%	0.3%	0.0%	0.0%	0.4%
Samsung Galaxy Tab 3 Lite	1.6%	1.3%	1.5%	0.3%	0.5%	4.6%
Samsung Galaxy Tab 4 10.1	2.3%	0.6%	2.1%	0.8%	1.3%	1.0%
Vodafone Smart Tab 3G	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	26.5%	22.8%	23.1%	12.1%	8.1%	23.2%



Top Tablet Trends

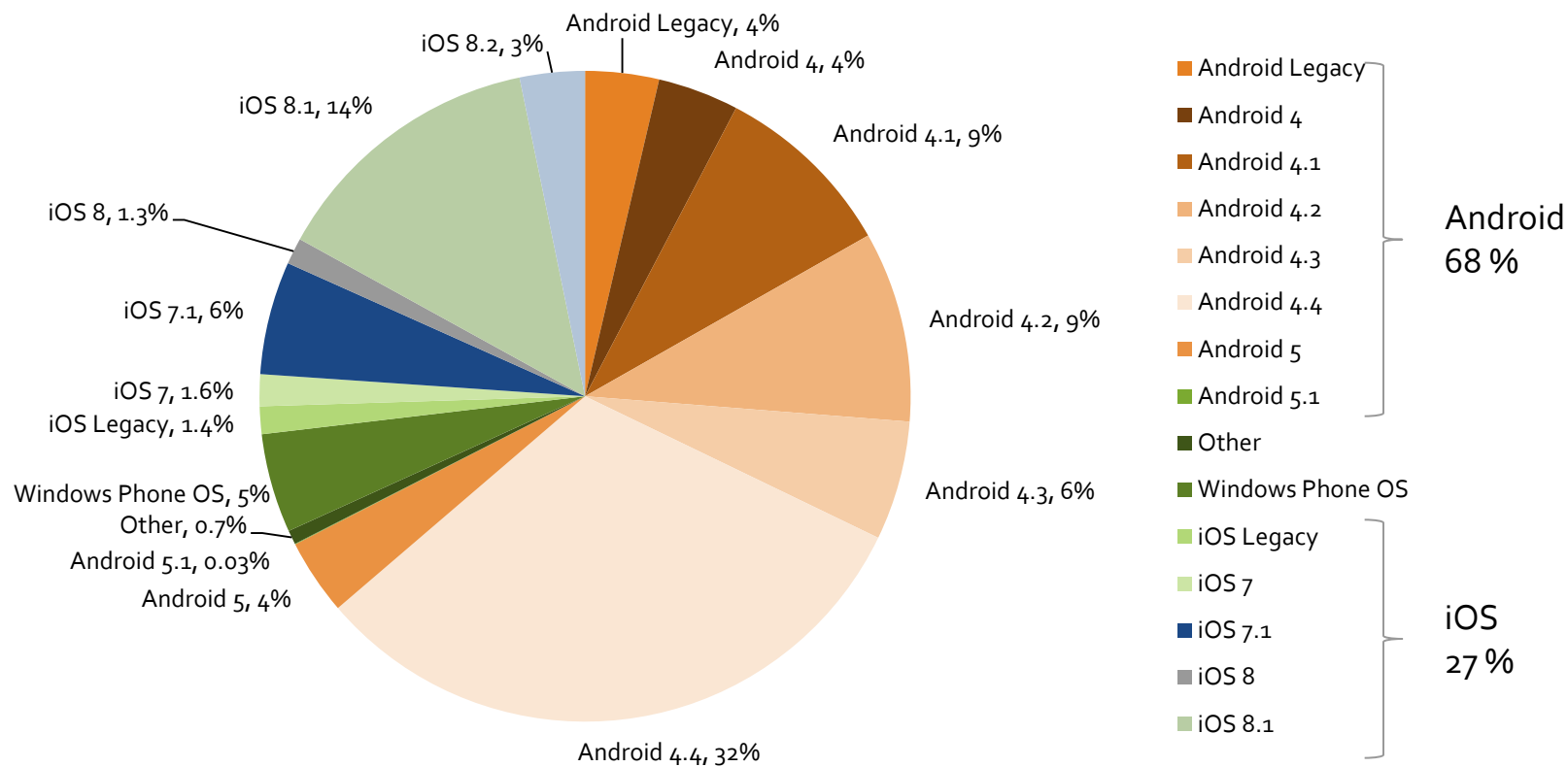
- In Asia, the iPad Air 2 and the Lenovo A3300 have gained share from the iPad 3, 4, and Mini.
- The iPad Air2 has grown consistently across all continents.

Top Tablet Trends	Africa	Asia	Europe	North America	Oceania	South America
Amazon Kindle Fire	0.1%	0.0%	0.4%	0.9%	0.0%	0.1%
Apple iPad 2	0.4%	0.3%	-0.4%	0.5%	1.4%	-4.6%
Apple iPad 3	-0.5%	-3.5%	-1.4%	-2.1%	-3.1%	-2.6%
Apple iPad 4	-1.6%	-2.0%	-1.4%	-1.8%	-1.6%	-3.5%
Apple iPad Air	-0.4%	0.6%	-0.4%	-0.7%	-0.6%	0.0%
Apple iPad Air 2	1.1%	2.1%	2.0%	3.0%	2.8%	0.6%
Apple iPad Mini	0.8%	-3.3%	-1.1%	-1.0%	-0.7%	0.4%
Apple iPad Mini Retina	0.6%	-2.7%	-0.3%	-0.4%	-0.5%	2.2%
Asus Nexus 7	-0.4%	-1.4%	-0.3%	-0.8%	0.0%	0.0%
Lenovo A3300	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
Microsoft Windows RT Tablet	1.2%	0.1%	1.0%	2.2%	0.3%	0.2%
Samsung Galaxy Note 10.1	-0.3%	0.2%	-0.2%	0.0%	0.2%	6.2%
Samsung Galaxy Tab 2 10.1	-0.1%	-0.8%	-0.9%	-0.1%	-0.1%	-1.9%
Samsung Galaxy Tab 2 7.0	-0.7%	0.5%	-0.6%	0.1%	0.0%	-3.1%
Samsung Galaxy Tab 3 10.1 3G	-1.6%	0.3%	0.6%	0.1%	0.5%	-0.2%
Samsung Galaxy Tab 3 7.0	-0.7%	0.5%	0.1%	0.0%	-0.1%	0.5%
Samsung Galaxy Tab 3 7.0 3G	-1.3%	0.3%	-0.2%	0.0%	0.0%	-1.0%
Samsung Galaxy Tab 3 Lite	-0.9%	0.1%	0.5%	0.1%	0.2%	0.7%
Samsung Galaxy Tab 4 10.1	0.7%	0.3%	1.1%	-0.3%	0.8%	0.5%
Vodafone Smart Tab 3G	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	-2.1%	5.8%	1.7%	0.2%	0.4%	5.4%



Global Smartphone OS Release

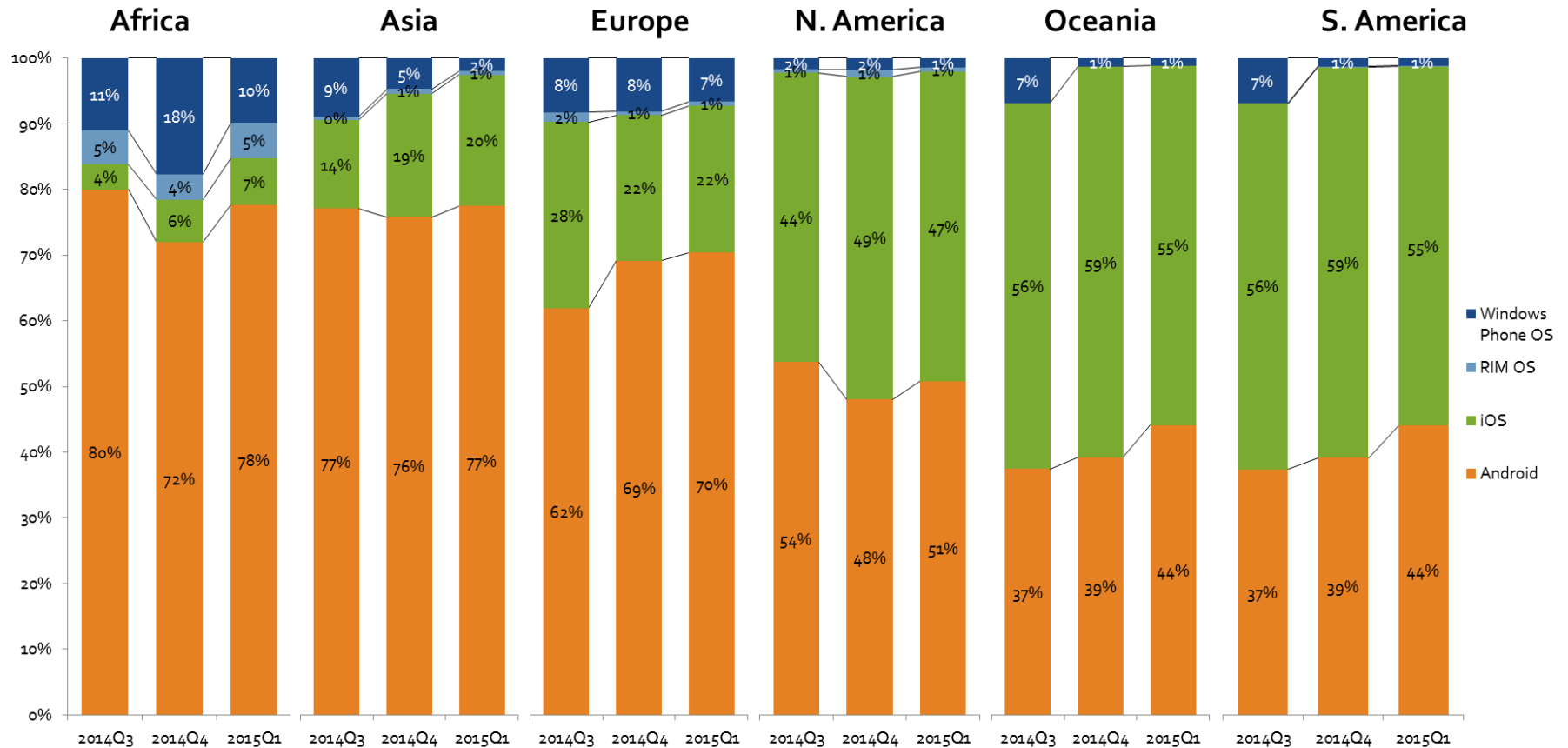
- Android holds 68% of the global smartphone OS market. Android 4.4 is the largest with 32%. Newer OS versions (5.0 and 5.1) have only gained 4% share at this stage.
- Apple is the second largest with 27%. iOS 8.1 is the most popular version, with 14%.
- Windows Phone is a distant third with only 5%, and all others account for less than 1%.





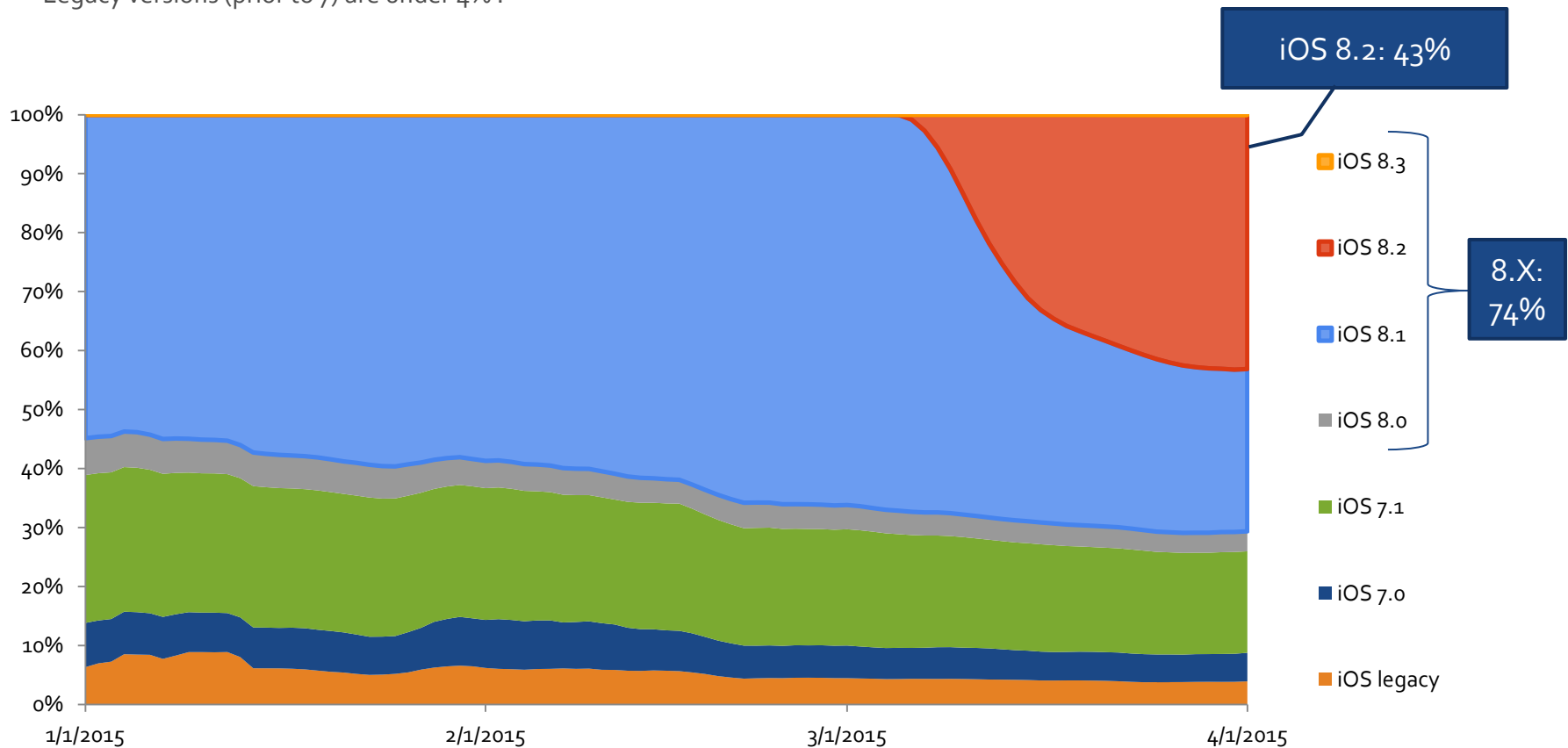
Smartphone OS by Continent

- Android has over 50% of hits in all continents except Oceania. Apple's iOS is a close second to Android in N. America with 47%.
- Apple is growing its presence in Asia, moving up from 14% in 2014 Q3, to 20% in 2015 Q1.
- RIM has less than 1% on all continents except Africa at this stage.
- Windows Phone OS has its largest developed market in Europe (7%).



iOS Trend, Global

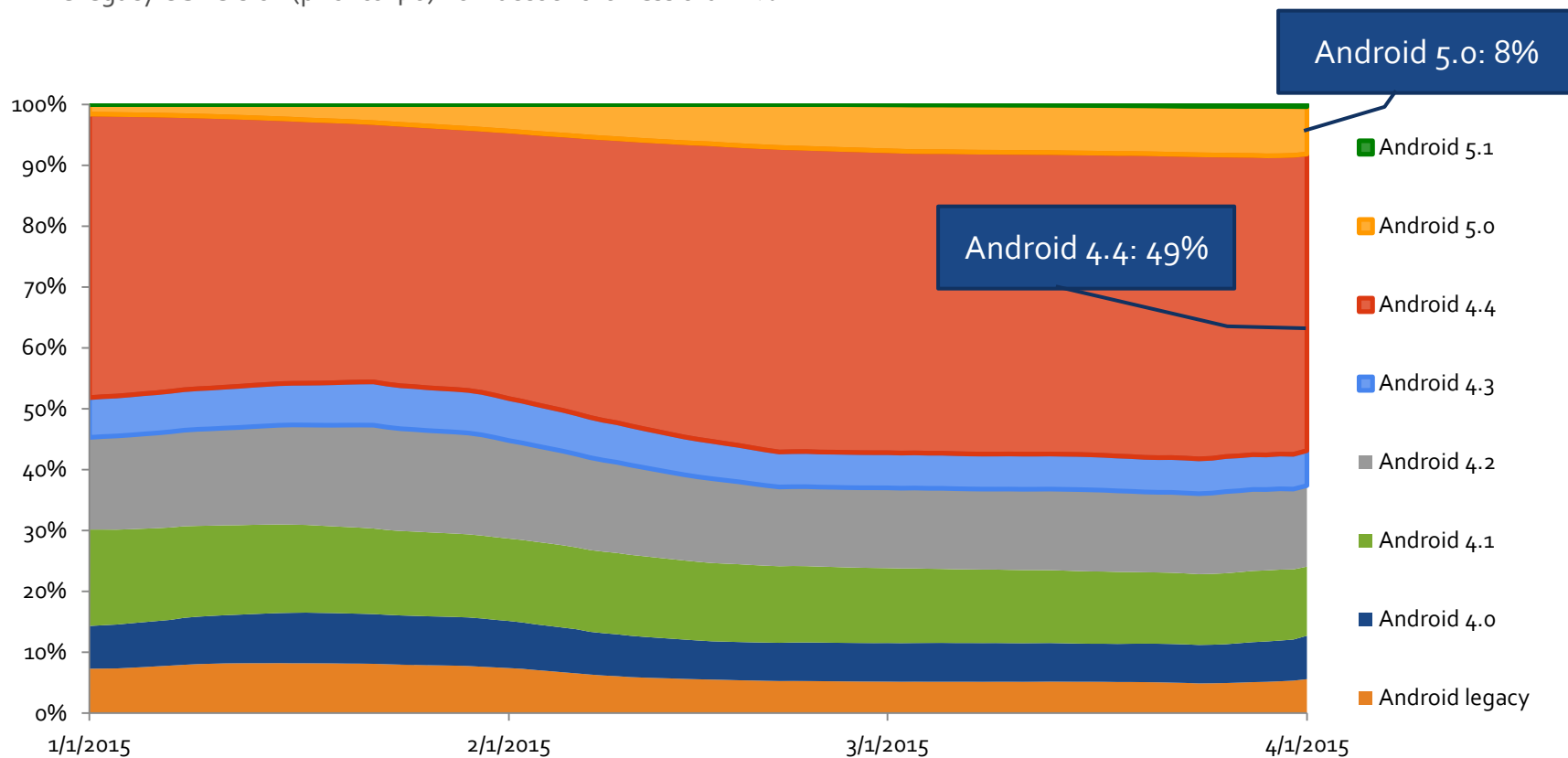
- Within one month, iOS 8.2 became the most popular version, with over 43% by the end of Q1
- Versions of 8.x are coming quickly. Together, these 8.x versions account for 74% of traffic by the end of quarter.
- Versions 7.x accounts for 22%, and dropped over -10% during the quarter.
- Legacy versions (prior to 7) are under 4% .





Android OS Trend, Global

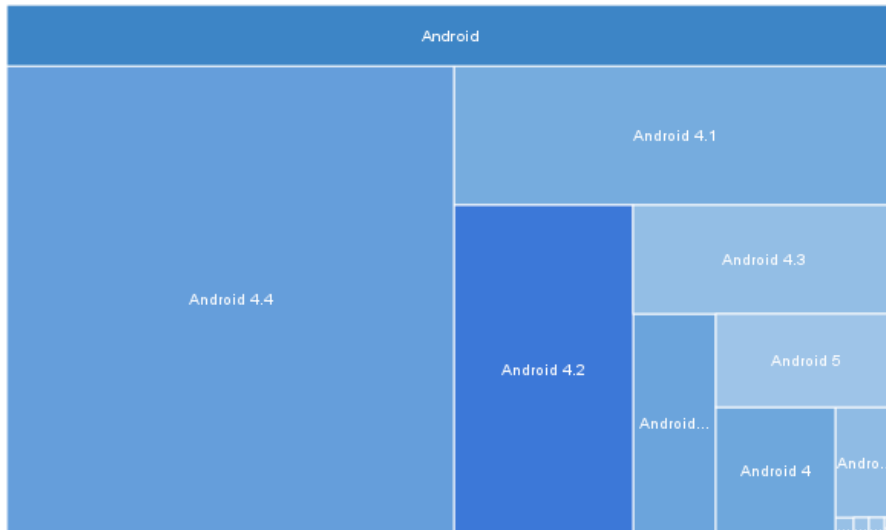
- Android 4.4 is the most popular version, with 49% at the end of March.
- While 5.0 got off to a slow start, momentum is starting to gain, finishing Q1 with 8%, gain 6% over the quarter.
- Version 5.1 has been spotted in the wild, but it is under 1% of hits.
- Only 4.4 and 5.0 are growing. The largest drop came from version 4.1 – losing over 4%.
- The legacy OS version (prior to 4.0) now account for less than 6%.



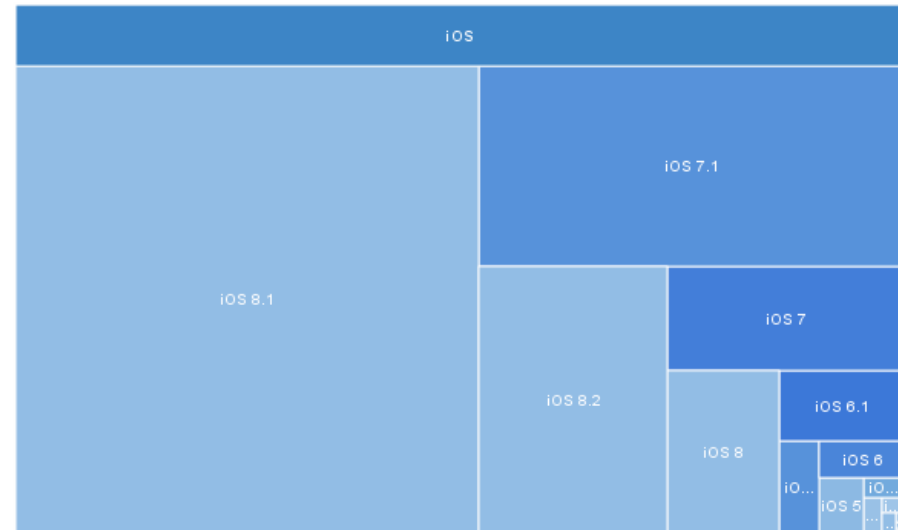
Android vs. iOS Version Fragmentation

- Android 4.4 accounted for 47%, trailed by 4.2 (14%) and 4.1 (13).
- The new version 5.0 is growing, but it is still the 5th most popular.
- Over the entire quarter, iOS 8.1 was the most popular version, accounting for 51%
- With the number of iOS 8.x and 7.x releases, there is actually a fair amount of fragmentation in iOS family right now. In fact, it is not dissimilar to Android's current fragmentation picture.

Android Version Fragmentation



iOS Version Fragmentation

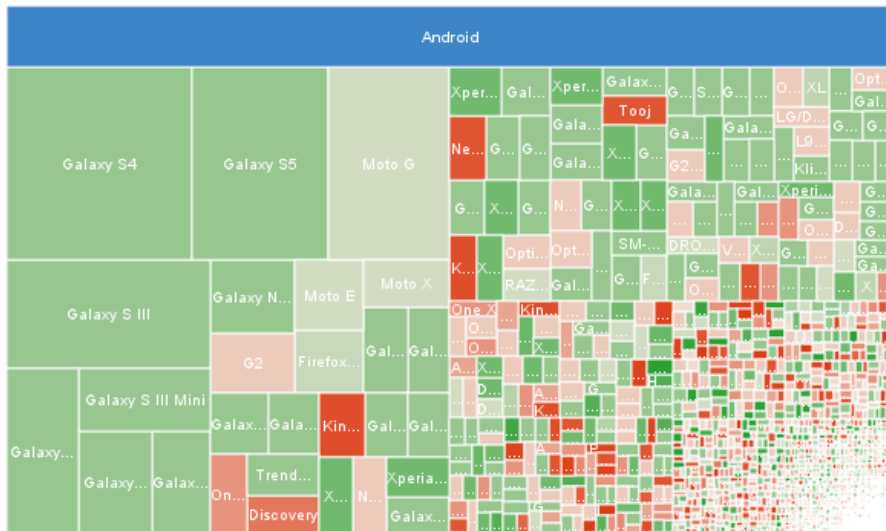




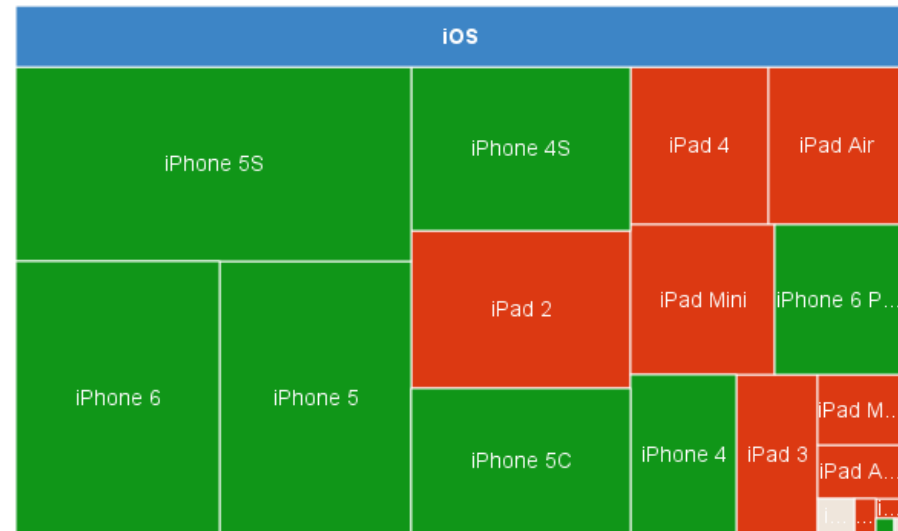
Android Devices vs. iOS Devices Fragmentation

- While OS version fragmentation is currently similar between Android and iOS, when viewed by the device option, the contrast is stark.
- Android exhibited over 5,600 devices in 2015 Q1 across smartphones, tablets, and feature phones around the globe
- In contrast, Apple had only 24 devices appearing – and this includes the iPod Touch.

Over 5,600 Devices in the Android Universe...



...vs. Only 24 Devices in Apple



scientiamobile

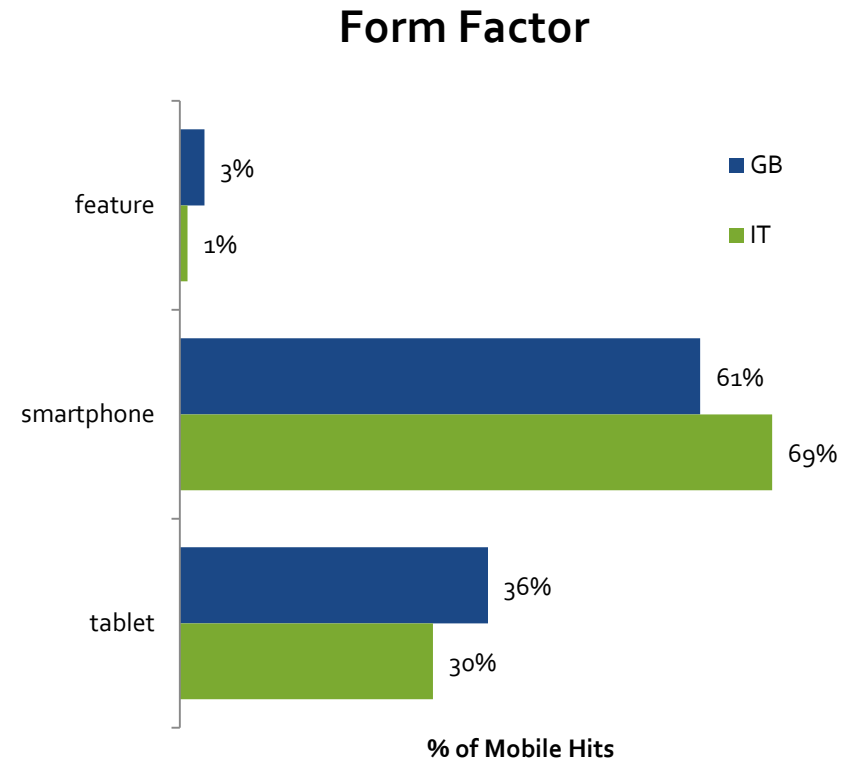
Italy vs. Great Britain





Form Factor

- Great Britain and Italy have both moved strongly away from feature phones, with under 3% in both countries.
- Italy favors browsing on a smartphone (69%) slightly more than tablets (30%).
- Great Britain's tablet usage (36%) is slightly higher than Italy (30%).

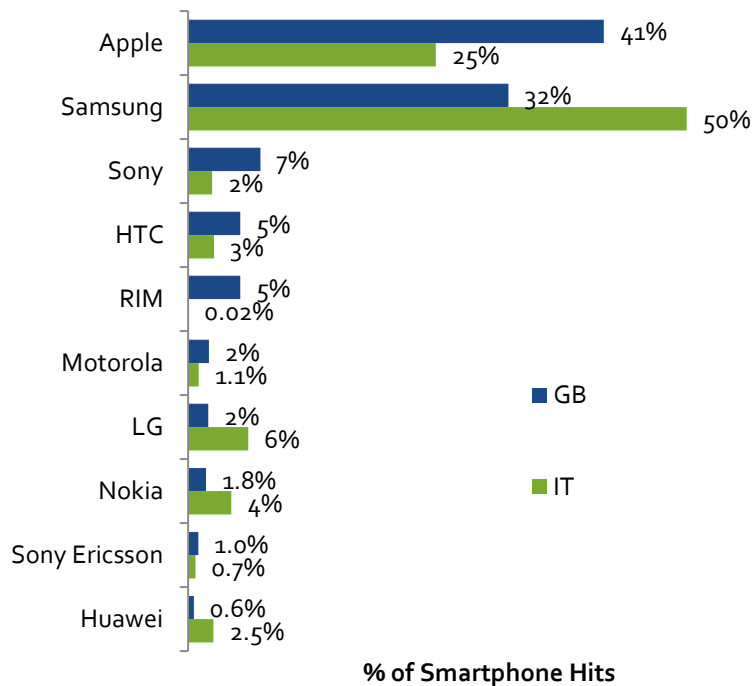




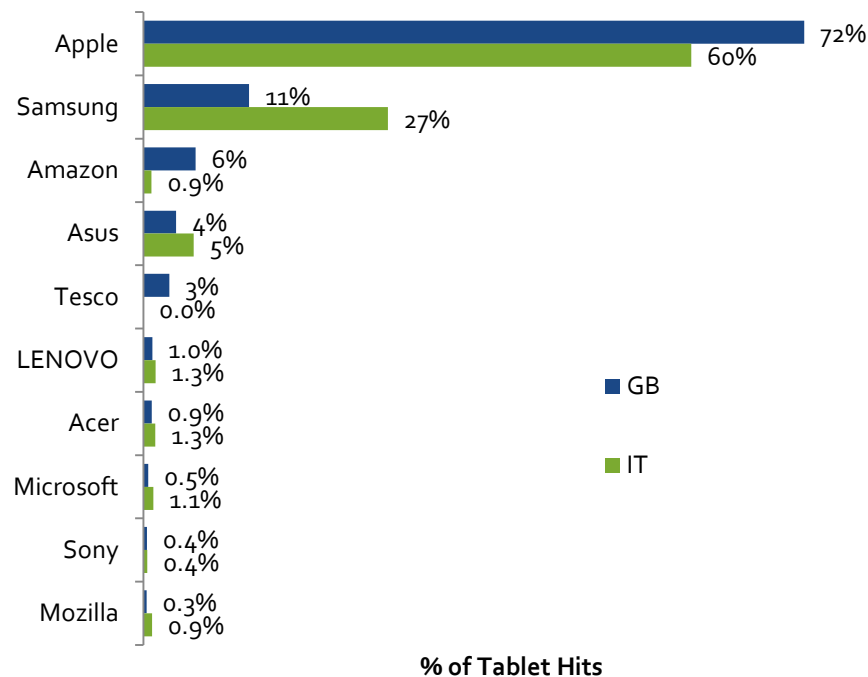
Top Manufacturer

- Apple iPhone has much larger presence in Great Britain (41%) relative to Italy (25%).
- Samsung is the dominant manufacturer in Italy (50%).
- RIM still has 5% of the smartphones in Great Britain.
- Apple iPads are also more popular in Great Britain (72%) relative to Italy (60%).
- Samsung is a very distant second with only 11% in Great Britain, but fares better in Italy with 27%.

Smartphone Manufacturer



Tablet Manufacturer

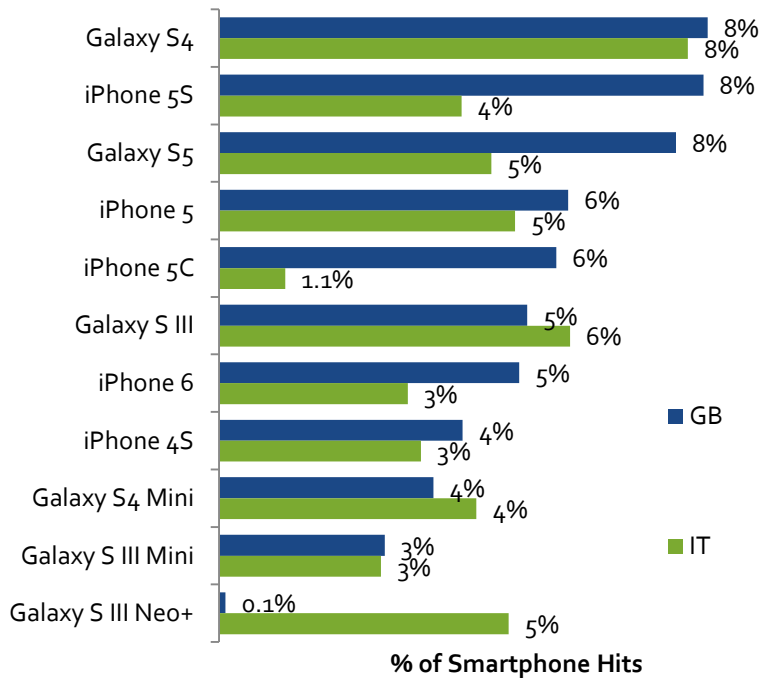




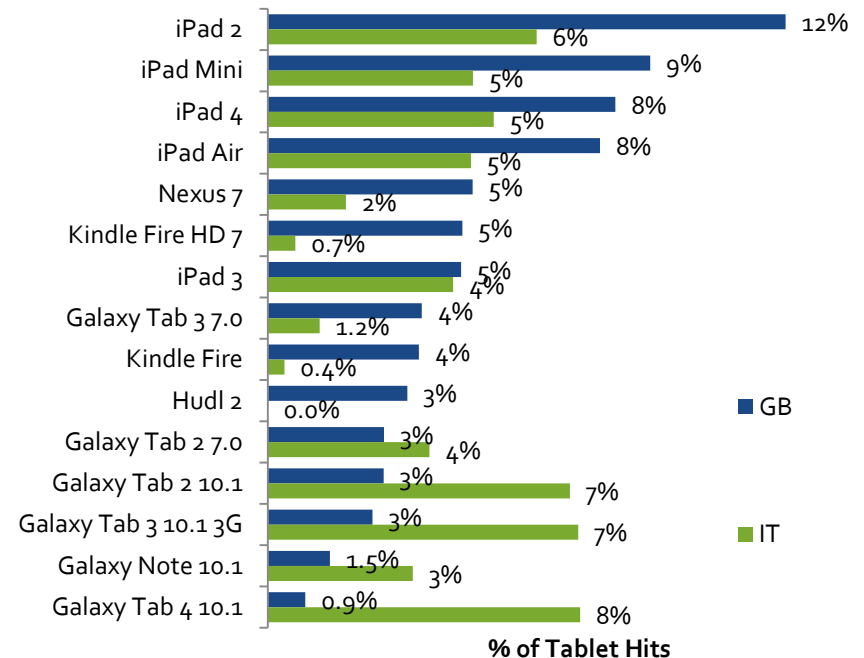
Top Devices

- Samsung S4 is the most popular model in both Great Britain and Italy with 8%.
- Samsung and Apple split the top 10, with 5 devices each.
- The iPhone 6 already holds the # 7 position.
- iPad 2 is still the most popular tablet in Great Britain and Italy.
- Apple holds 5 of the top 10 positions.
- Nexus 7, Kindle HD 7, Galaxy Tab 3 7.0, Kindle Fire, and Hudl 2 all are smaller tablets (under 9").
- Samsung tablets are more popular in Italy,

Top Smartphones



Top Tablets

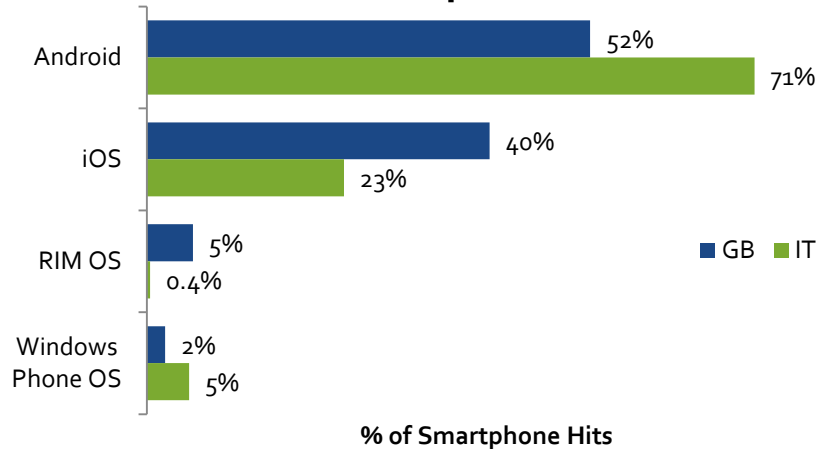




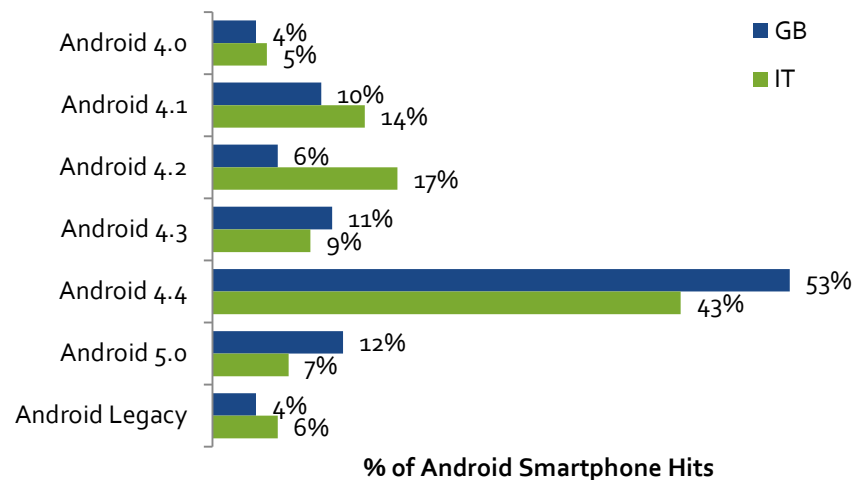
OS Smartphones

- Android has 52% in Great Britain, but much more in Italy with 71%.
- RIM has a small share of Great Britain (5%), as does Windows Phone OS in Italy.
- Android 4.4 is the most popular version. In general, Great Britain is showing quicker adoption of 4.4 and 5.0 in comparison to Italy.
- iOS version 8.1 is the majority of iOS users in both countries.
- Italy is showing a slightly faster adoption of 8.x iOS versions.

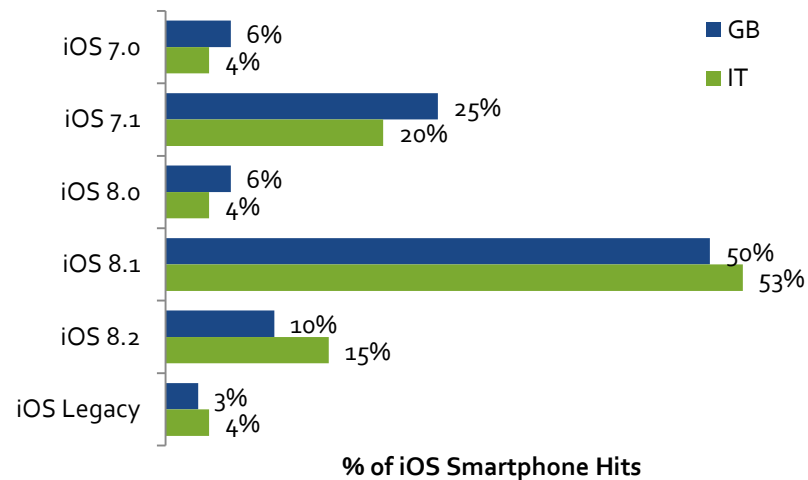
Smartphone



Android Version



iOS Version





Connection Type by Hour of Day

- Italy has a higher use of Mobile Network Operator (MNO) connections relative to Great Britain, and higher than the Global average.
- MNO connections peak at 9 AM in Italy, representing 1.4x the Global average.
- MNO connections peak at Noon in Great Britain, account for only .77x the Global average.
- Wi-Fi connections represent the majority of hits in all cases, but are more likely in the early morning or evening.
- Wi-Fi availability, MNO pricing tariffs, and commuting patterns may all impact these variances between Italy and Great Britain.

