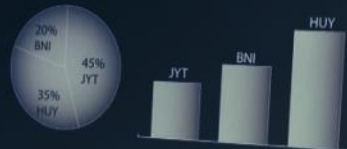


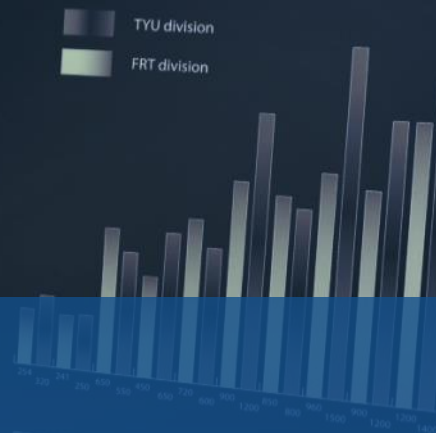
# MOVR

## Mobile Overview Report July-September 2014

Distribution marketing participation in the securities market.



Revenue growth divisions.



Distribution of the securities market key players



	TYU division		FRT division	
	TYU	FRT	TYU	FRT
GHI	254	550	254	154
RDW	650	320	273	825
TRG	241	450	144	364
RTG	254	650	874	954
WEF	784	145	124	125
HRT	453	784	954	241

scientiamobile

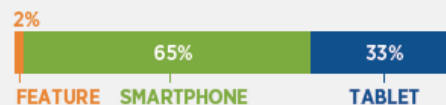
*The first step in a great mobile experience*

# ASIA

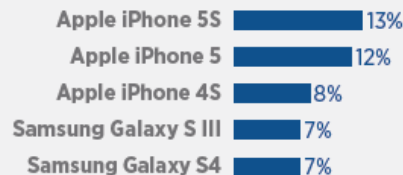
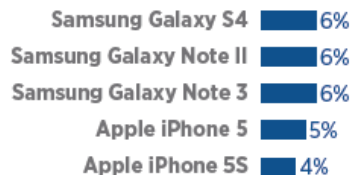
# NORTH AMERICA

# EUROPE

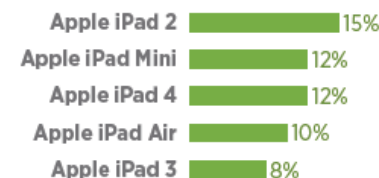
## Form Factor



## Top 5 Smartphones



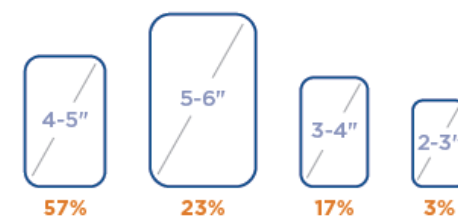
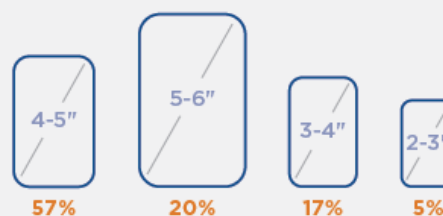
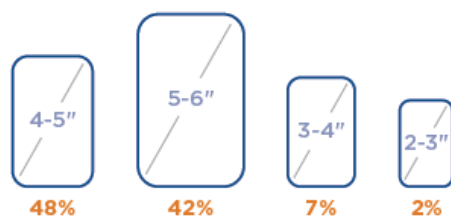
## Top 5 Tablets



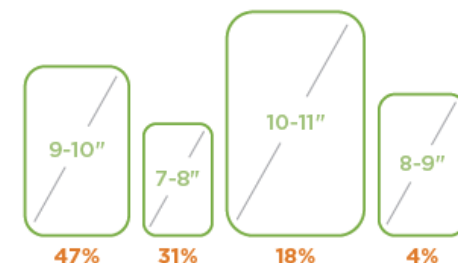
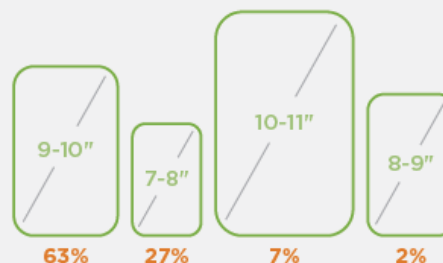
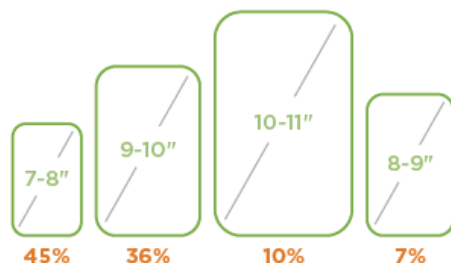
## Smartphone OS



## Smartphone Diagonal Size



## Tablet Diagonal Size

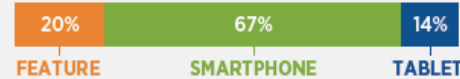


## SOUTH AMERICA

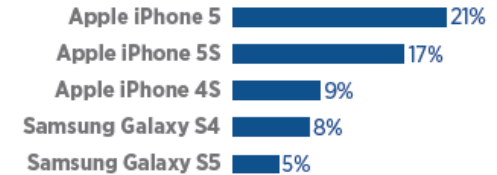
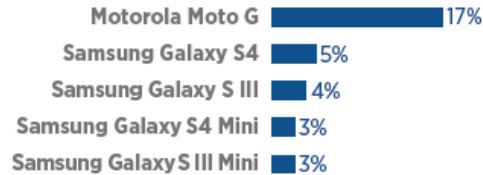
## AFRICA

## OCEANIA

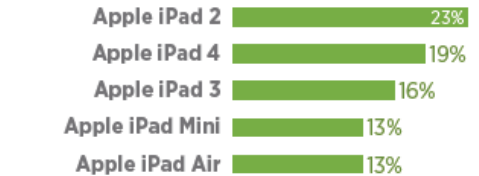
### Form Factor



### Top 5 Smartphones



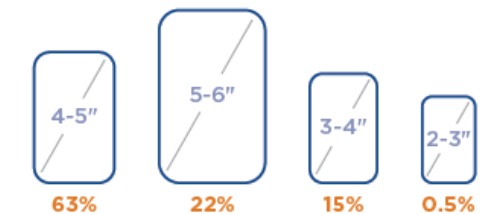
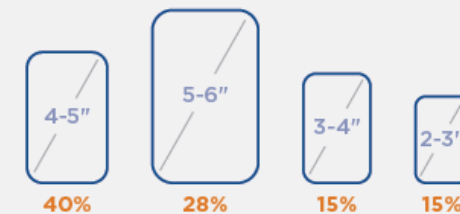
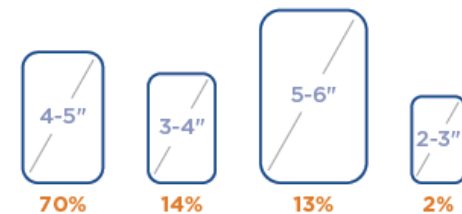
### Top 5 Tablets



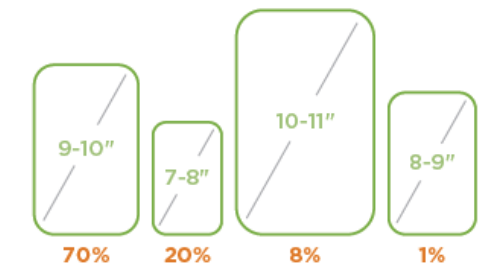
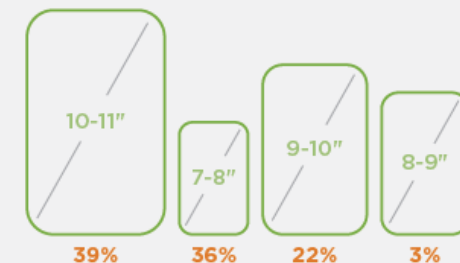
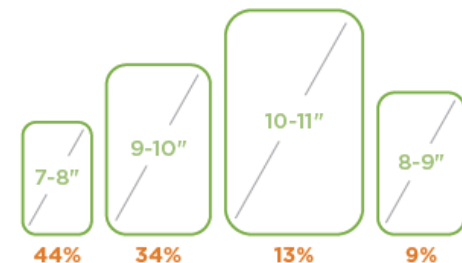
### Smartphone OS



### Smartphone Diagonal Size



### Tablet Diagonal Size



## Report Specifications

### • Purpose of Report

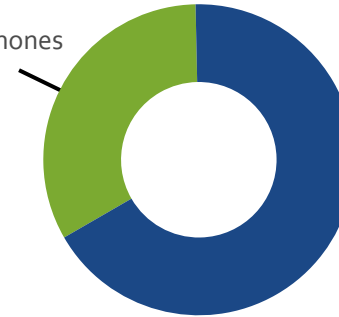
- ScientiaMobile has published MOVR to provide the mobile Web community with timely information on mobile Web device usage.
- We hope to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.

### • 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 2.5 billion requests from April 2014 to end of September 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](http://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.

## 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 and tablets with glowing green and orange lines representing data flow or connectivity. The text is overlaid on the right side of the image.

**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

scientiamobile

## Comparison of Continents

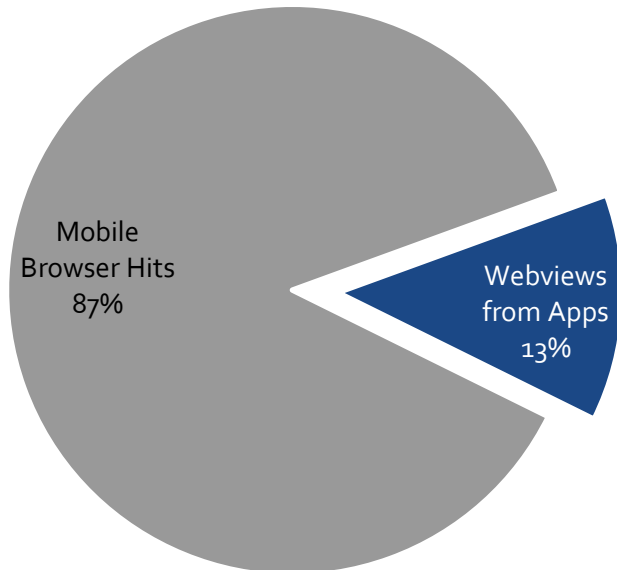




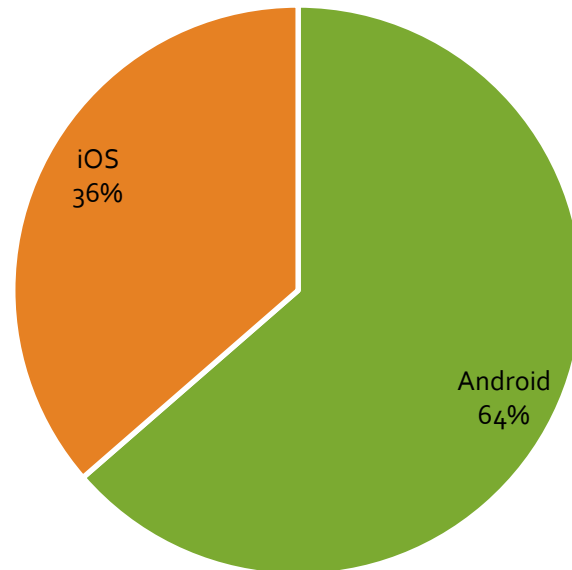
## Webviews from App Traffic

- Hits from browsers embedded in Apps ( App Webviews) are excluded from most MOVR analysis to focus on Mobile Web traffic.
- However, for every ~4.5 mobile browser hits, there is one webview from a browser embedded in an App. This trend has implications for developers and advertisers.
- Of the App webviews, 36% comes from Apps running iOS, and remainder (64%) is from Android.

### Mobile Browser vs. Webviews from Apps



### App Webviews by Operating System



Source: ScientiaMobile

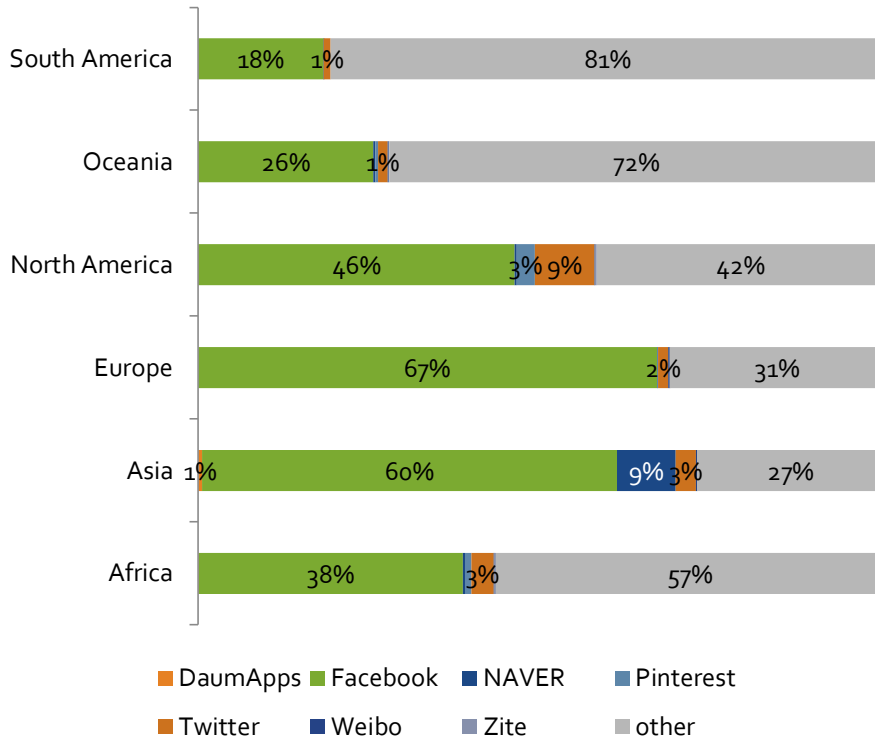
Note: These figures do not reflect an EWS methodology



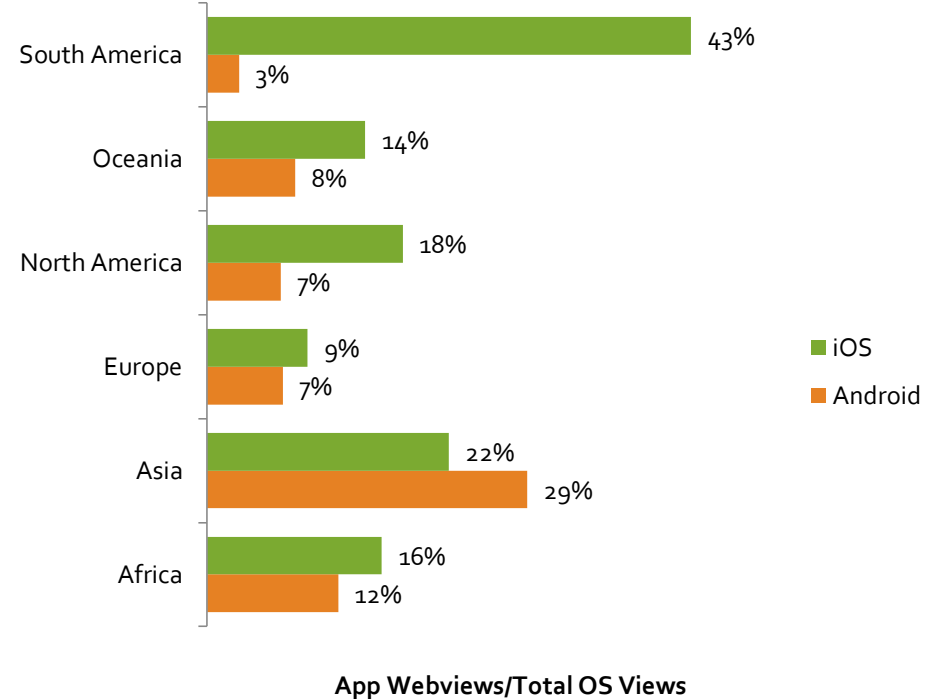
## Ratio of Browser vs. App Webview by OS by Continent

- Most of the App Webviews come from social media apps (e.g. Facebook, Twitter, Pinterest).
- While iOS represents a smaller total pool of devices relative to Android, iOS generates a higher frequency of App webviews in all continents except Asia.

### Sources of App Webviews



### App Webview Frequency by OS



Source: ScientiaMobile



## Form factor

### Feature Phones

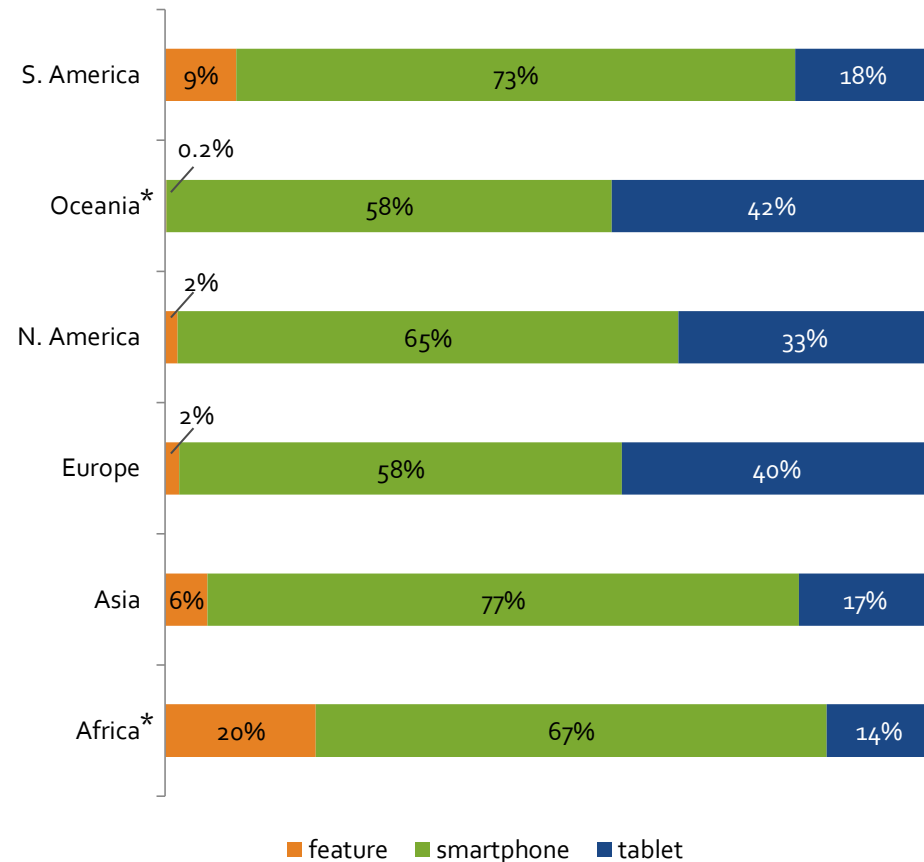
- Africa (20%) and S. America (9%) show this largest penetration of feature phones.

### Smartphones

- All continents are over 50% smartphone penetration, showing that the dominance of the smartphone form factor.
- Asia (77%) and South America (73%) lead usage.
- North America (65%) and Europe (58%) usage is lower, primarily because of their higher penetration of tablets.

### Tablets

- North America (33%) and Europe (40%) exhibit a high amount of tablet traffic.
- Asia still exhibits relatively low proportion of hits from tablets (17%), but it is on the rise.

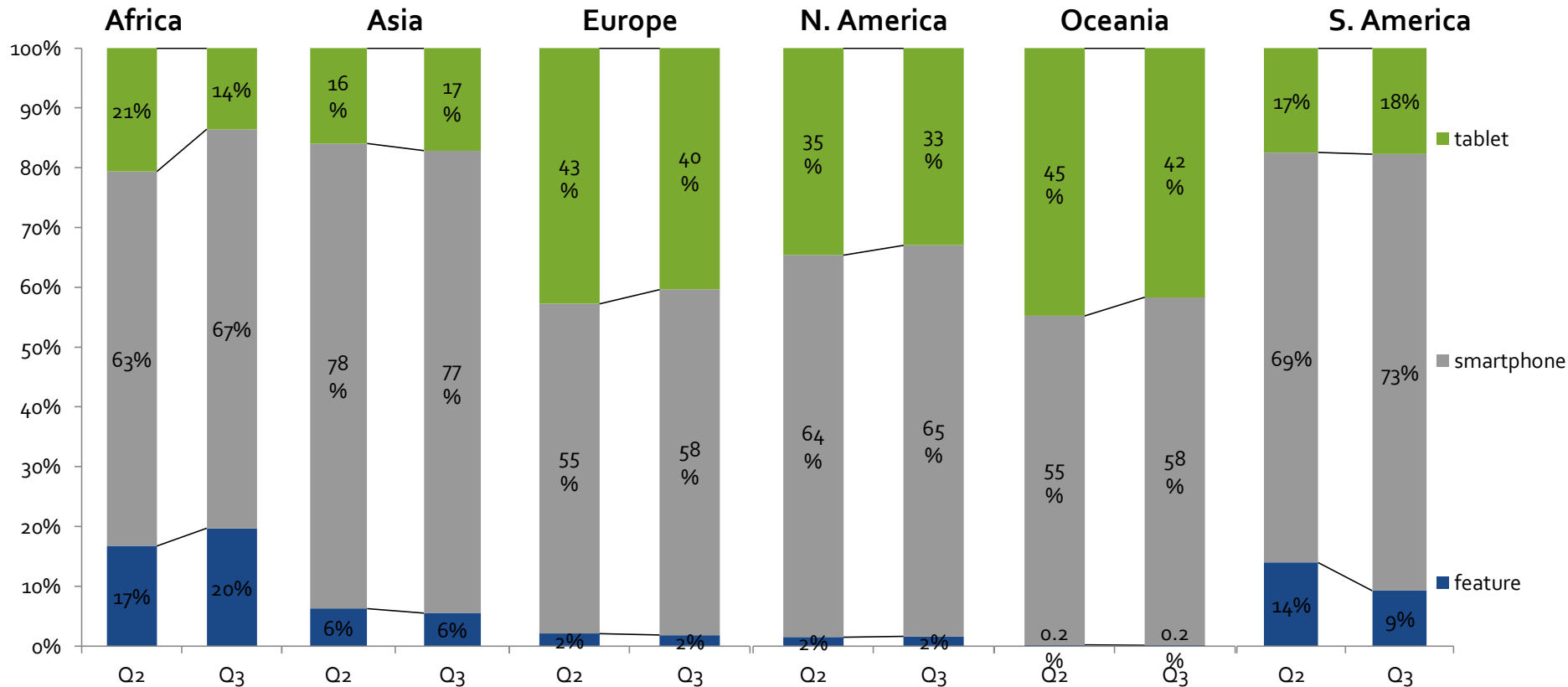


\*Oceania and Africa reflects a small sample size



## Form Factor Trends

- Tablet growth in Asia is proceeding, but it remains small in comparison to Europe and N. America. In many ways, the Asian preference for larger smartphones may provide a substitute for tablets.
- S. America is showing a drop in feature phones and growth in smartphones.

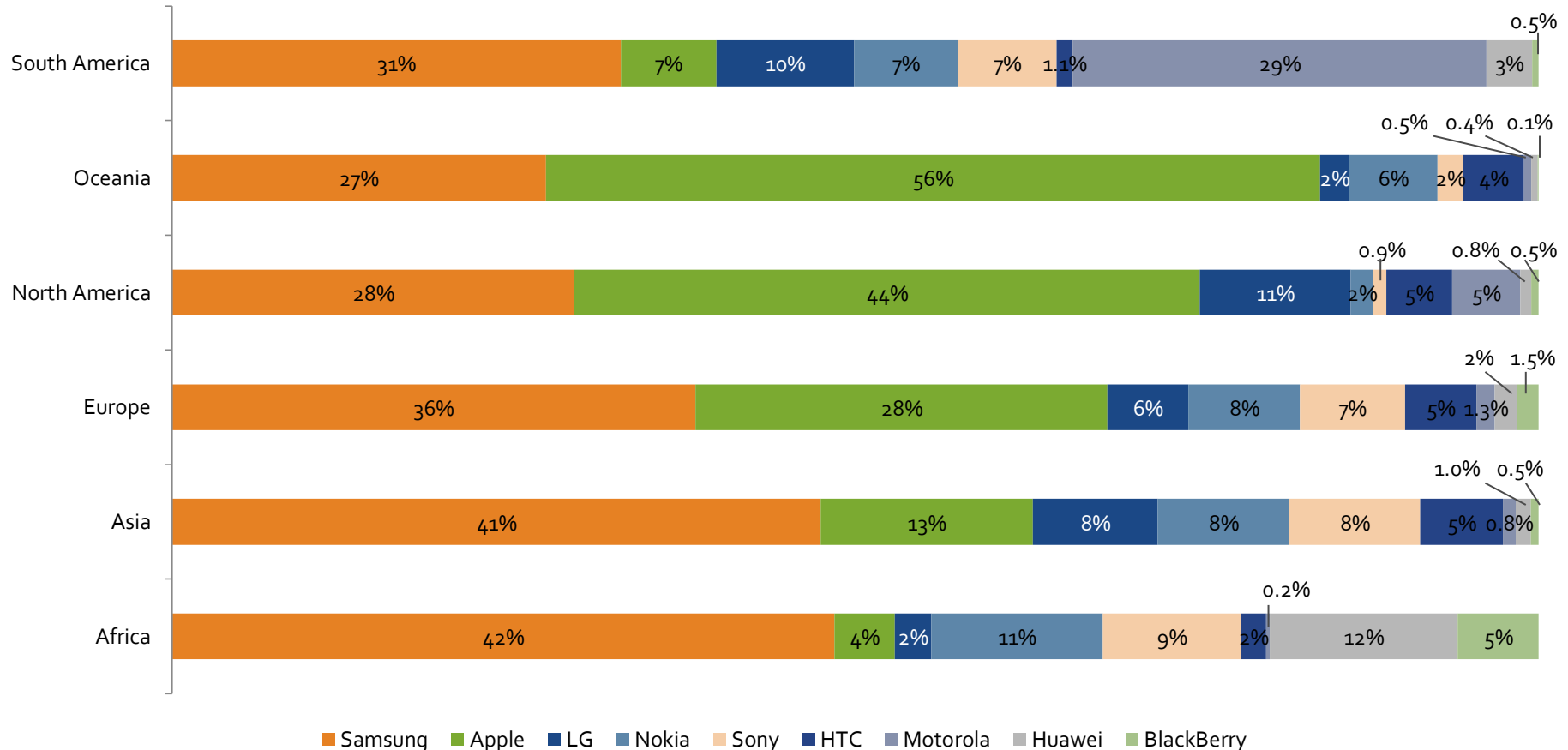


Source: ScientiaMobile



## Smartphone Manufacturers

- Samsung and Apple continue to be the #1 and #2 manufacturers in most continents, together generating over 50% and in some cases over 70% of traffic.
- Nokia, LG, Motorola, HTC, Sony, Huawei, and BlackBerry individually rarely account for over 15% of hits in most continents.



Source: ScientiaMobile



## Manufacturer Trend

- Samsung and Apple continue to grow share in Asia at the expense of smaller manufacturers.
- In Europe and N. America, Apple shows a small drop, with LG, Samsung, and Sony (Europe only) growing share.
- Motorola and Nokia are growing in S. America, while Samsung drops.

Manufacturer	Africa	Asia	Europe	North America	Oceania	South America
Apple	-0.55%	2.29%	-2.24%	-2.00%	-0.08%	0.89%
BlackBerry	1.69%	-0.14%	-0.35%	-0.21%	-0.06%	-0.08%
HTC	-0.38%	-2.12%	-0.23%	-1.25%	0.00%	-0.25%
Huawei	4.65%	-0.11%	0.09%	0.06%	-0.19%	-0.03%
LG	0.39%	0.71%	0.22%	1.66%	-0.06%	-0.83%
Motorola	0.10%	0.20%	0.22%	-0.54%	0.10%	1.85%
Nokia	-6.21%	-0.74%	0.09%	-0.05%	-0.03%	4.57%
Samsung	-5.43%	2.33%	0.93%	1.97%	0.57%	-5.94%
Sony	0.84%	-2.25%	1.40%	-0.04%	0.00%	0.53%



High Growth



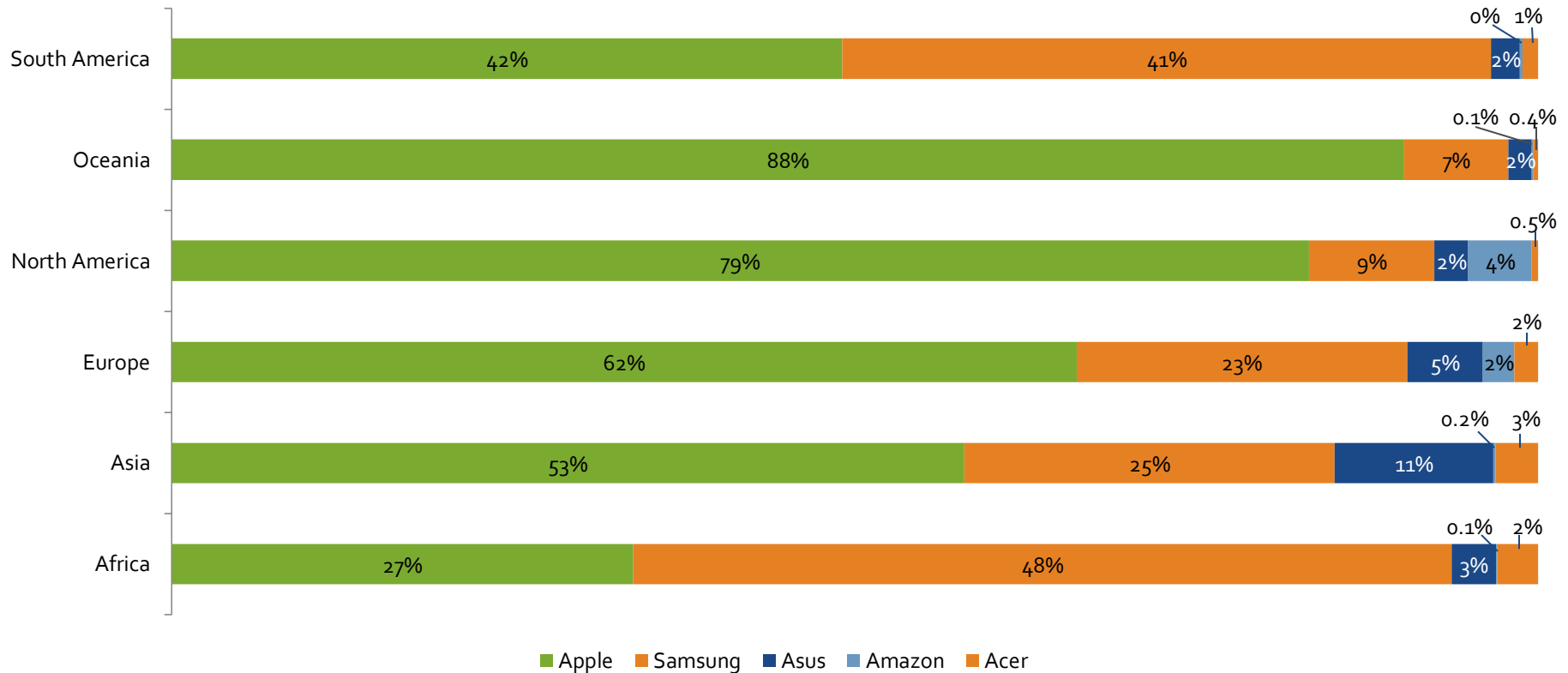
High Reduction

Source: ScientiaMobile



## 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

- Tablet share by manufacturer is relatively steady, with Apple and Samsung maintaining their sizeable leads.

manufacturer	Africa	Asia	Europe	North America	Oceania	South America
Acer	1.1%	1.3%	0.0%	-0.1%	0.0%	-0.5%
Amazon	-2.1%	-0.1%	-0.4%	0.6%	0.0%	-0.1%
Apple	11.3%	0.3%	-0.9%	2.6%	-0.6%	1.6%
Asus	1.5%	-0.8%	-1.0%	0.1%	-0.8%	-1.3%
HP	0.1%	0.1%	0.0%	-0.2%	-0.1%	2.0%
Huawei	1.4%	-0.9%	0.0%	0.0%	0.0%	0.0%
LENOVO	-14.8%	-0.3%	0.2%	0.0%	0.1%	-0.4%
Microsoft	0.1%	-0.2%	0.0%	0.1%	0.1%	0.0%
Samsung	1.0%	0.4%	1.9%	-2.7%	1.1%	-1.0%
Sony	-1.6%	0.1%	0.2%	0.0%	0.0%	0.5%

High Growth
High Reduction

Source: ScientiaMobile



## Top Smartphones

- Across six continents, the combined list of top 10s generates only 24 devices, showing a consensus in popularity.
- Recent Apple iPhones and Samsung Galaxy models are popular across all continents.
- Some devices show strength on certain continents: Moto G (S. America); Nokia Lumia 520 (Asia, S. America); Huawei Y220-Uoo (Africa); Blackberry Curve 9320 (Africa), Alcatel One Touch Pixi (Africa).

Top Smartphones	Africa	Asia	Europe	North America	Oceania	South America
Alcatel One Touch Pixi 4007X	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Apple iPhone 4	0.3%	1.0%	3.7%	2.7%	3.7%	0.9%
Apple iPhone 4S	0.6%	2.5%	6.5%	7.5%	9.0%	1.6%
Apple iPhone 5	1.3%	4.9%	8.4%	12.4%	20.9%	1.8%
Apple iPhone 5C	0.2%	0.6%	1.4%	5.4%	3.3%	0.5%
Apple iPhone 5S	1.2%	4.5%	7.6%	13.2%	16.6%	1.7%
Apple iPhone 6	0.0%	0.1%	0.4%	1.7%	2.1%	0.0%
HTC One	0.2%	1.5%	1.4%	1.0%	2.1%	0.5%
Huawei Y220-Uoo	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LG Optimus L5 II	0.1%	0.0%	0.3%	0.1%	0.0%	2.4%
Motorola Moto G	0.2%	0.4%	0.9%	1.0%	0.3%	16.9%
Motorola Moto X	0.0%	0.1%	0.0%	0.7%	0.0%	3.3%
Motorola RAZR D1	0.0%	0.0%	0.0%	0.1%	0.0%	2.3%
Nokia Lumia 520	5.3%	3.1%	2.8%	0.3%	2.0%	3.1%
RIM BlackBerry Curve 9320	2.5%	0.0%	0.5%	0.0%	0.0%	0.1%
Samsung Galaxy Note 3	3.4%	5.7%	2.0%	2.7%	2.1%	0.8%
Samsung Galaxy Note II	1.2%	5.8%	1.4%	1.3%	1.3%	0.5%
Samsung Galaxy S III	3.7%	4.1%	5.3%	7.1%	2.3%	3.9%
Samsung Galaxy S III Mini	3.6%	0.7%	3.1%	0.6%	0.2%	3.3%
Samsung Galaxy S4	11.7%	6.5%	8.0%	6.7%	7.9%	5.3%
Samsung Galaxy S4 Mini	4.8%	0.5%	2.7%	0.5%	0.8%	3.4%
Samsung Galaxy S5	3.8%	1.8%	2.7%	3.7%	4.9%	1.6%
Sony Xperia L	0.3%	0.4%	0.6%	0.1%	0.0%	2.6%
SonyEricsson Xperia Z	1.1%	1.8%	1.5%	0.2%	0.9%	0.2%



## Smartphone Trends

- In N. America and Europe, the Apple iPhone 5 has seen a sizeable drop, but the iPhone 5C and iPhone 6 picked up most of that drop.
- The Samsung S5 has also grown substantially across most continents.

Smartphone Trends	Africa	Asia	Europe	North America	Oceania	South America
Alcatel One Touch Pixi 4007X	3.35%	0.00%	0.00%	0.00%	0.00%	0.00%
Apple iPhone 4	-0.03%	0.31%	0.45%	0.31%	-0.86%	0.27%
Apple iPhone 4S	-0.14%	0.45%	-0.44%	0.23%	-2.45%	0.25%
Apple iPhone 5	-0.33%	-0.05%	-4.86%	-5.93%	-2.36%	-0.02%
Apple iPhone 5C	0.10%	0.36%	0.14%	3.27%	2.21%	0.21%
Apple iPhone 5S	-0.22%	0.25%	-1.60%	-1.61%	0.28%	0.17%
Apple iPhone 6	0.03%	0.08%	0.36%	1.66%	2.05%	0.02%
HTC One	-0.30%	-0.28%	-0.21%	0.07%	0.05%	-0.11%
Huawei Y220-Uoo	5.62%	0.00%	0.01%	0.00%	0.00%	0.00%
LG Optimus L5 II	-0.05%	-0.01%	0.02%	-0.01%	-0.01%	-0.13%
Motorola Moto G	0.15%	0.08%	0.20%	0.16%	0.04%	2.96%
Motorola Moto X	0.00%	0.04%	0.01%	-0.01%	0.01%	-0.03%
Motorola RAZR D1	0.00%	0.00%	0.00%	-0.03%	0.00%	-0.65%
Nokia Lumia 520	-3.84%	0.07%	0.00%	0.01%	0.29%	1.76%
RIM BlackBerry Curve 9320	0.45%	0.00%	-0.25%	-0.02%	0.00%	0.00%
Samsung Galaxy Note 3	-0.15%	0.49%	0.02%	0.22%	0.22%	0.04%
Samsung Galaxy Note II	-0.40%	-0.03%	-0.21%	-0.20%	-0.18%	-0.23%
Samsung Galaxy S III	-1.11%	-0.49%	-0.44%	0.46%	-0.39%	-1.77%
Samsung Galaxy S III Mini	-4.09%	-0.02%	-0.09%	-0.25%	-0.06%	-2.20%
Samsung Galaxy S4	-1.42%	0.55%	0.41%	-0.30%	-0.10%	-1.30%
Samsung Galaxy S4 Mini	-1.94%	0.05%	0.34%	-0.01%	0.30%	-0.31%
Samsung Galaxy S5	1.07%	0.94%	1.38%	1.64%	2.04%	0.61%
Sony Xperia L	-0.23%	-0.26%	0.08%	-0.03%	-0.01%	0.16%
SonyEricsson Xperia Z	-1.31%	-0.86%	-0.31%	-0.01%	-0.10%	0.06%

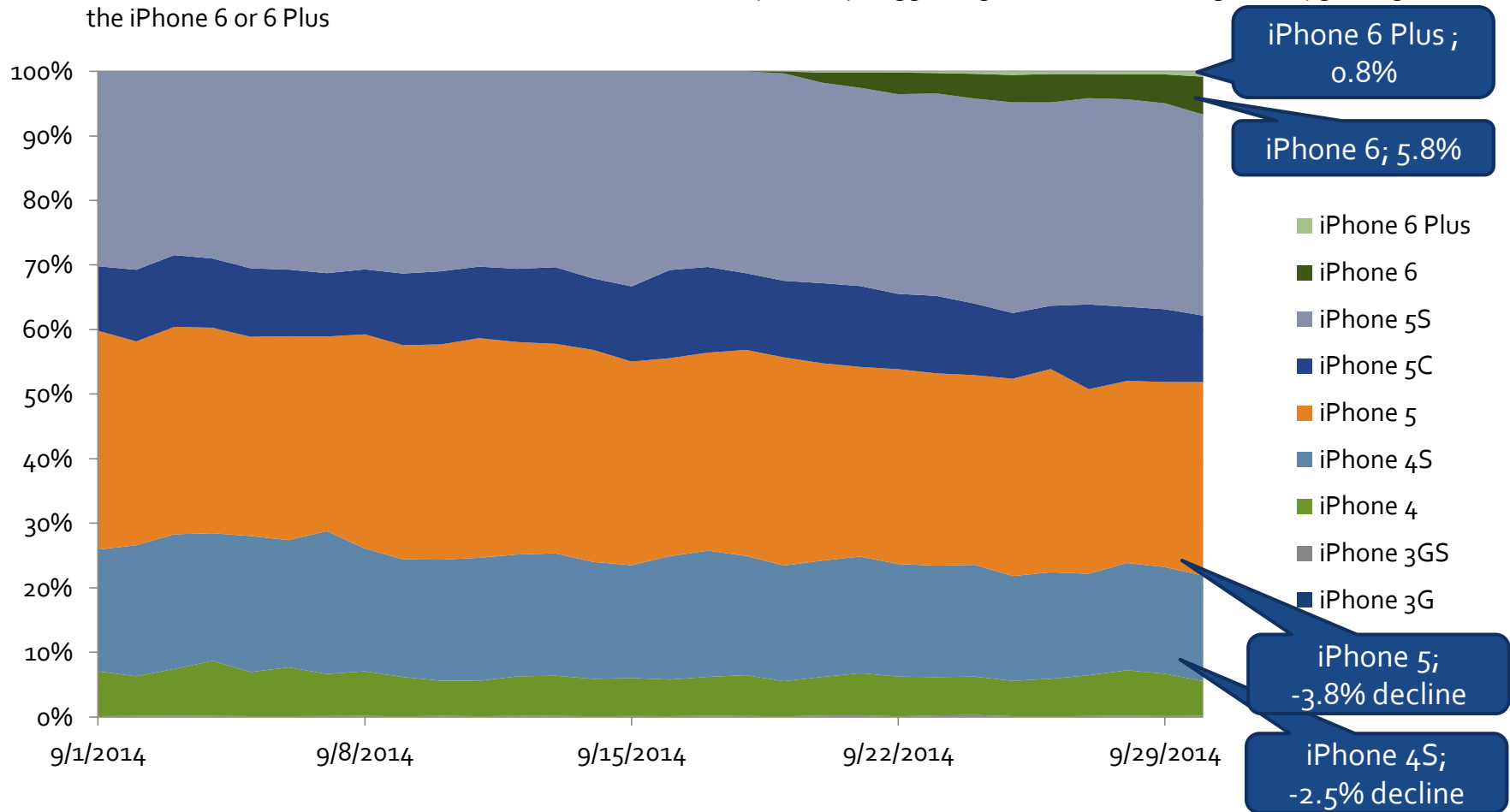






## Spotlight on iPhone 6 in North America

- iPhone 6 accounted for 5.8% of all daily Apple hits in North America by end of Q3 in N. America
- iPhone 6 Plus represented 0.8% by the end of September
- iPhone 5 and iPhone 4S show a -3.8% and -2.5% decline respectively, suggesting that these users might be upgrading to the iPhone 6 or 6 Plus



Source: ScientiaMobile



## Top Tablets

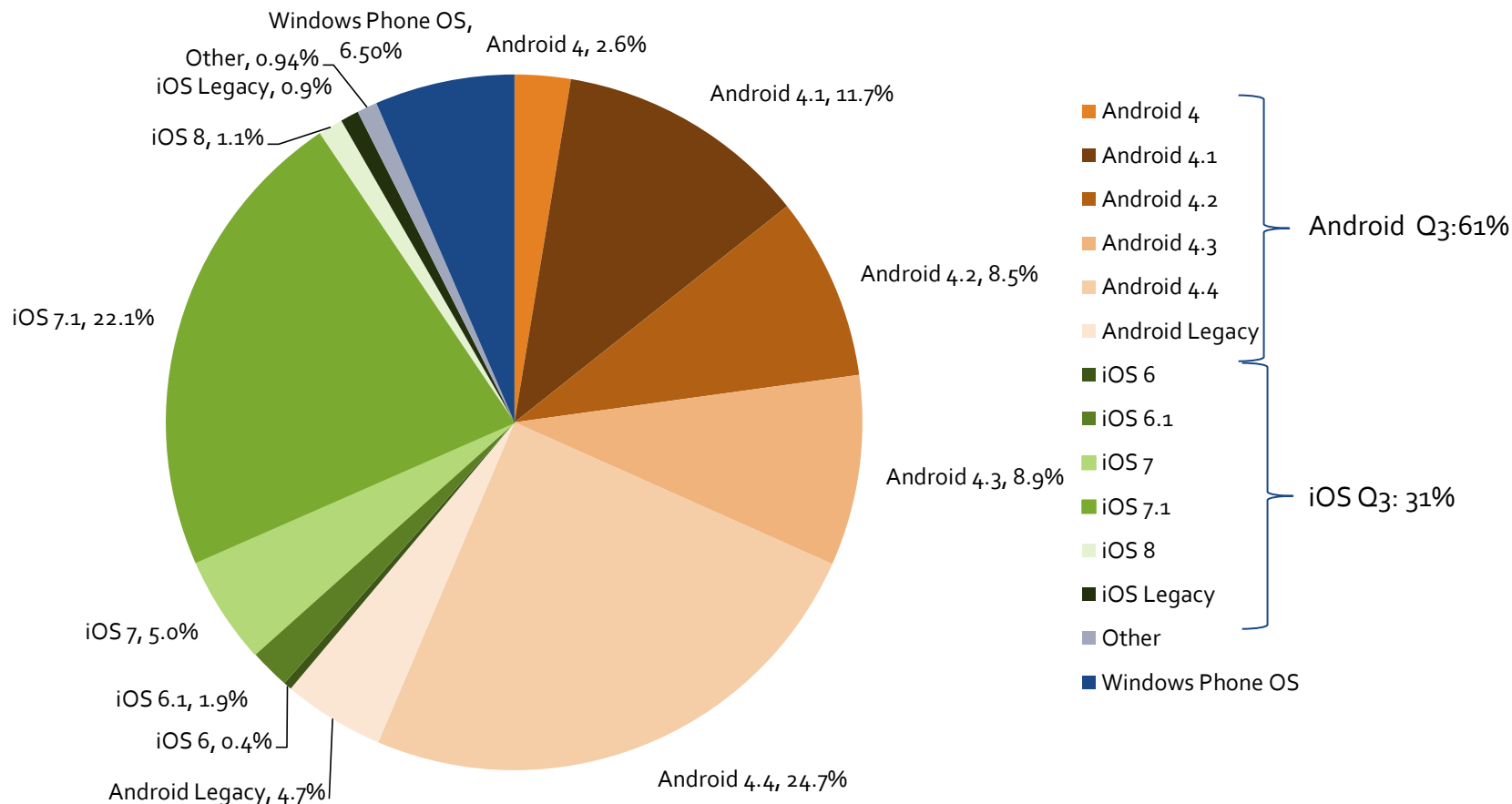
- Like smartphones, there is a consensus on 19 tablets making up the top 10 tablets across all continents.
- Apple's iPads continue to be the most popular tablets on most continents, with the Mini models showing strength in Asia.
- Samsung has many models and sizes that round out the remainder of the top lists, with the Google Nexus 7, Amazon Kindle Fire HD 7, and the Lenovo S6000L-F as the few exceptions to the Apple and Samsung dominance.

Top Tablets	Africa	Asia	Europe	North America	Oceania	South America	
Amazon Kindle Fire HD 7		0.03%	0.06%	0.99%	1.42%	0.07%	0.06%
Apple iPad 2		6.97%	7.93%	14.77%	24.10%	23.11%	13.23%
Apple iPad 3		4.10%	9.63%	8.38%	11.01%	15.65%	6.64%
Apple iPad 4		5.97%	9.56%	12.21%	14.79%	18.61%	8.51%
Apple iPad Air		4.17%	8.40%	10.47%	12.12%	12.63%	4.67%
Apple iPad Mini		4.73%	12.30%	12.32%	12.86%	13.18%	6.55%
Apple iPad Mini Retina		1.13%	5.22%	3.48%	3.67%	4.64%	1.84%
Google Nexus 7		1.95%	5.40%	2.70%	1.83%	1.11%	1.10%
Lenovo S6000L-F		5.40%	0.00%	0.06%	0.00%	0.00%	0.00%
Samsung Galaxy Note 10.1		2.31%	1.84%	1.69%	0.48%	1.13%	3.27%
Samsung Galaxy Note 8.0		2.48%	3.00%	0.41%	0.27%	0.43%	2.81%
Samsung Galaxy Tab		0.70%	0.49%	0.09%	0.10%	0.03%	3.56%
Samsung Galaxy Tab 2 10.1		5.62%	1.13%	5.05%	2.63%	1.29%	3.54%
Samsung Galaxy Tab 2 7.0		5.44%	3.79%	3.36%	0.86%	0.25%	6.61%
Samsung Galaxy Tab 3 10.1		0.48%	0.82%	3.31%	0.73%	1.70%	1.34%
Samsung Galaxy Tab 3 10.1 3G		12.60%	0.46%	0.74%	0.03%	0.04%	0.40%
Samsung Galaxy Tab 3 7.0		0.75%	1.32%	2.12%	1.52%	0.24%	5.37%
Samsung Galaxy Tab 3 7.0 3G		7.60%	3.70%	0.25%	0.04%	0.04%	0.96%
Samsung Galaxy Tab 3 Lite		1.56%	1.69%	0.50%	0.21%	0.09%	6.21%



## Global Smartphone OS Release

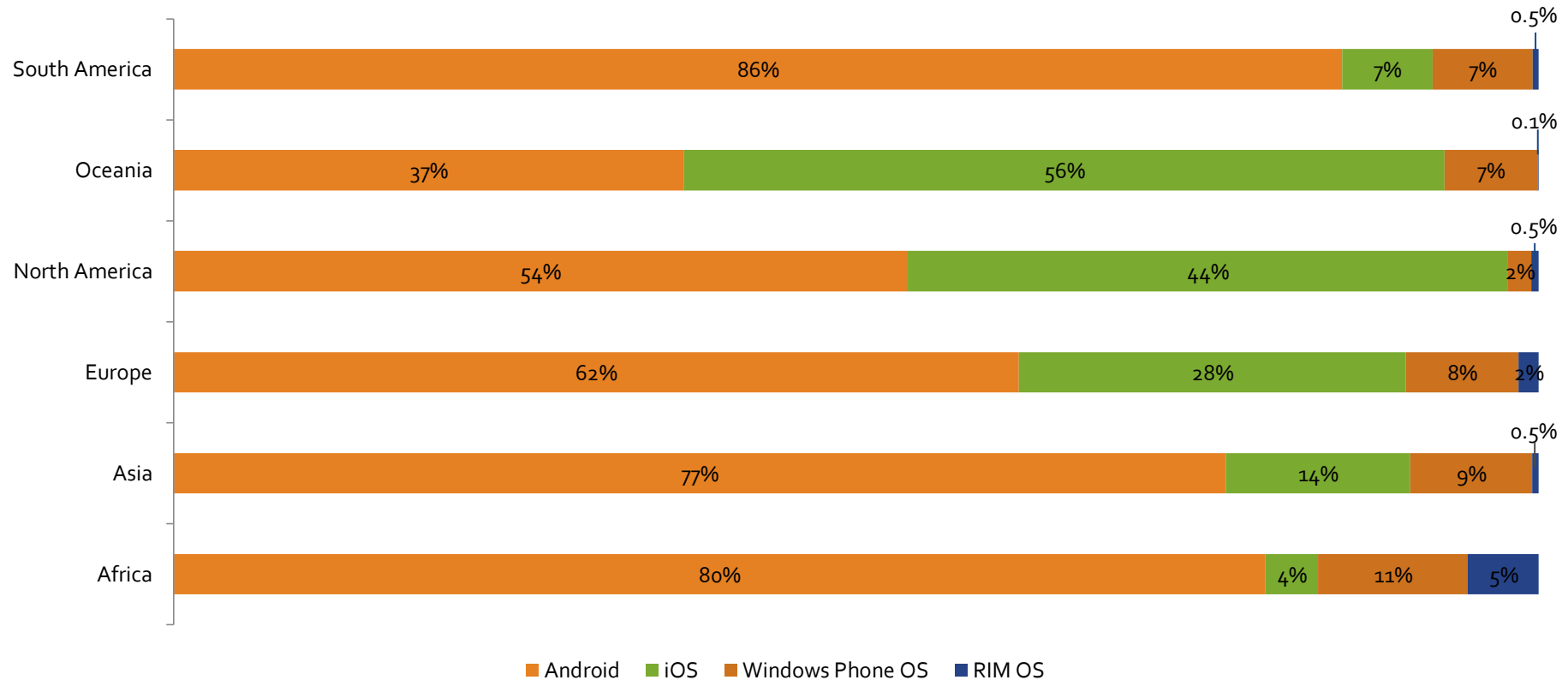
- Globally, Android still holds a strong #1 position at 61%, but it has reduced.
- Apple (31%) and Windows Phone OS (6.5%) have grown.





## Smartphone OS Family Share

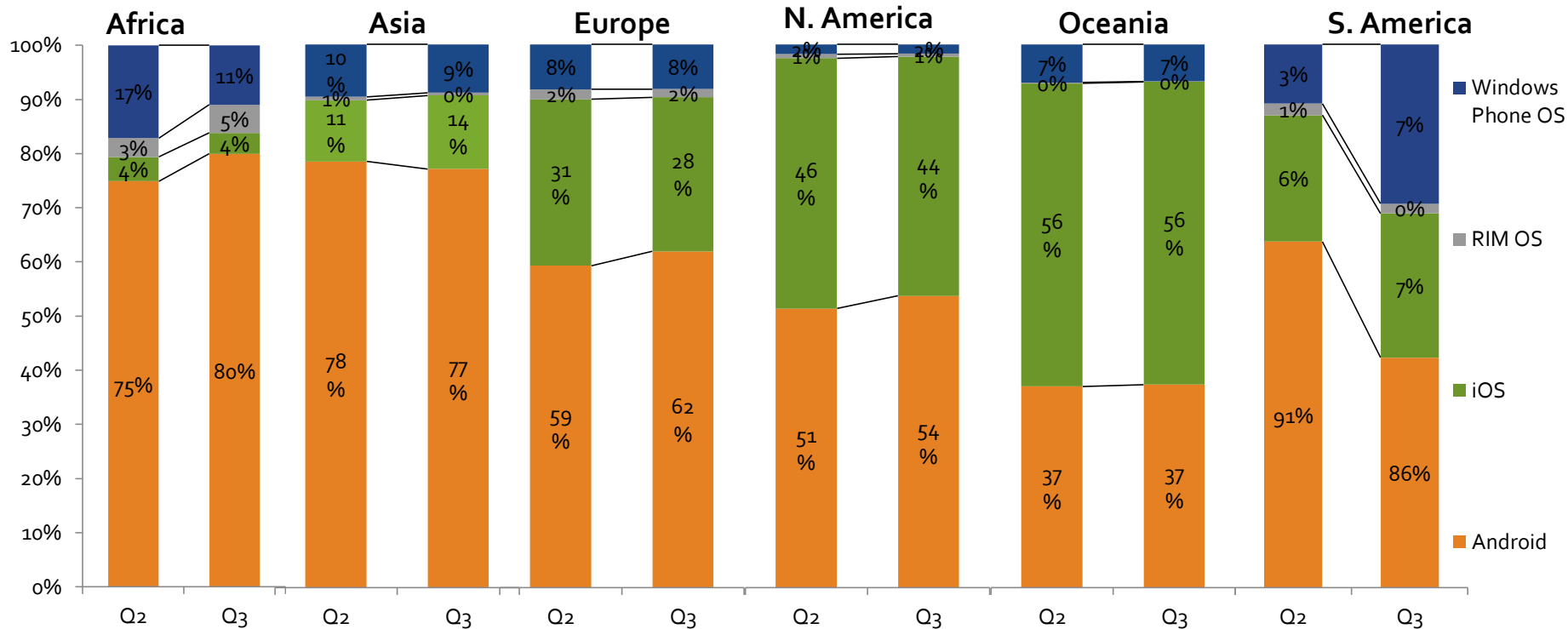
- Android has over 60% of traffic in S. America, Europe, Asia, and Africa.
- N. America continues to be a large market for iOS at 44%.
- Windows Phone OS has established 9% of hits in Asia, and 7% in S. America and Oceania.





## Operating System Trends

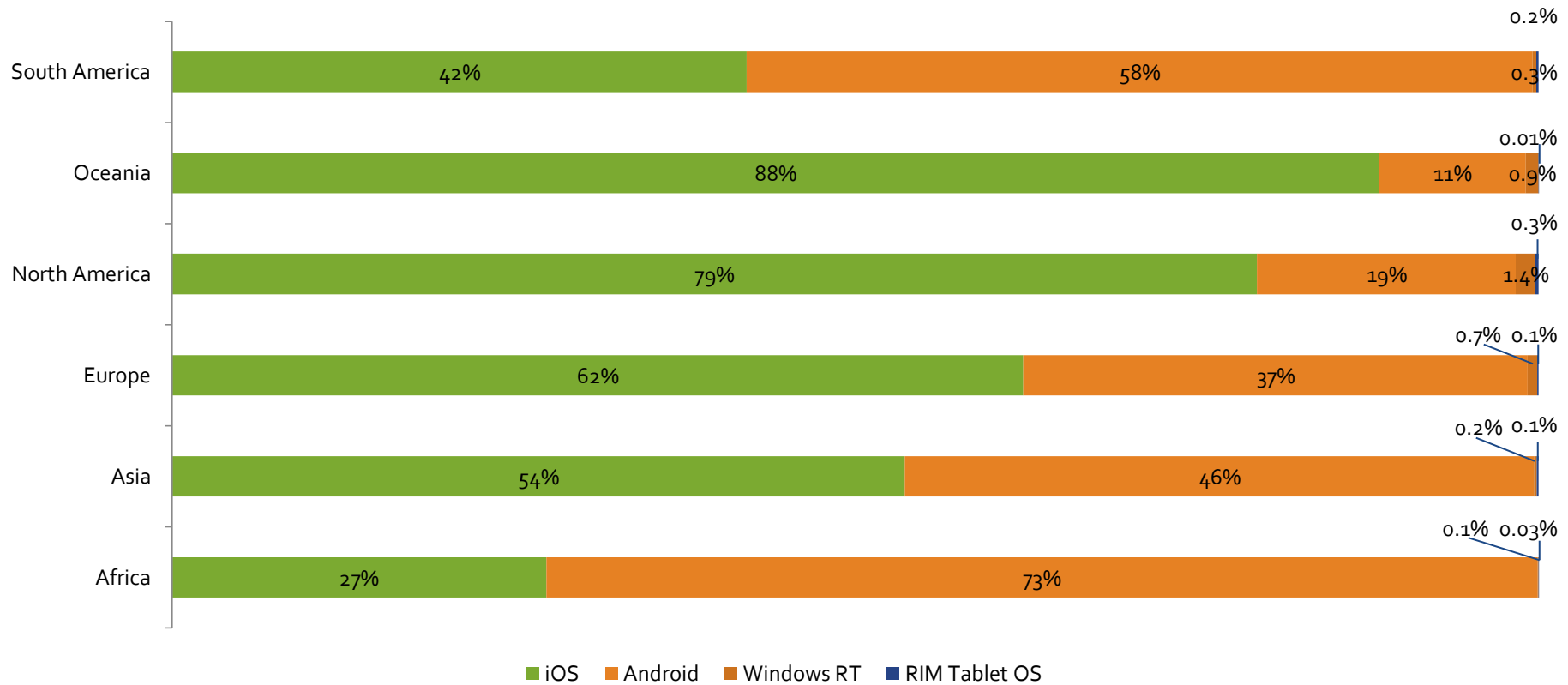
- Android continues to grow in Europe and N. America.
- iOS has grown slightly in Asia.
- In S. America, Windows Phone OS has grown dramatically, to 7%.





## Tablet OS Family Share

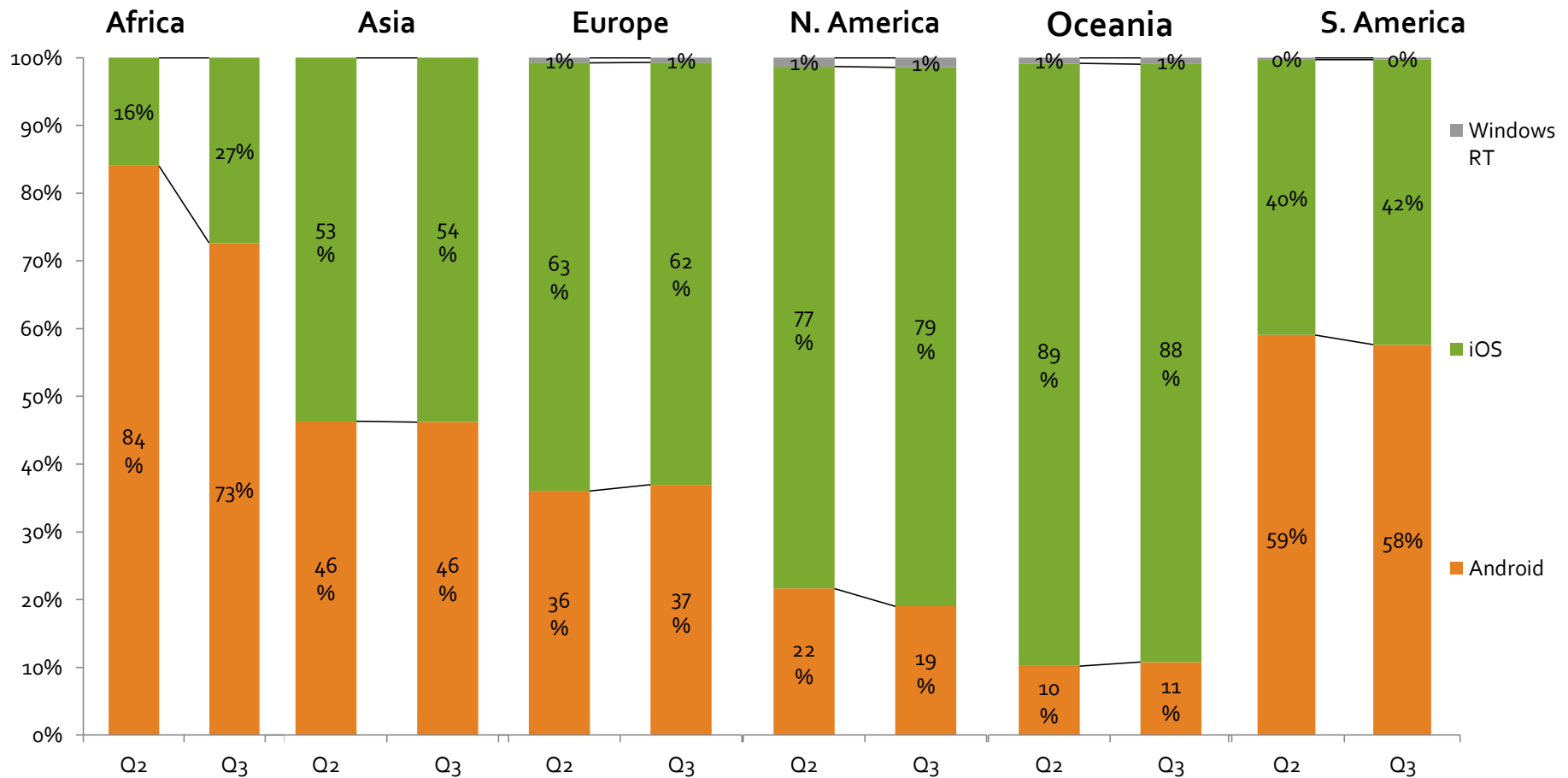
- iOS is the predominant OS for tablets with over 60% of hits in most continents.
- Android holds the remaining share, with substantial positions outside of N. America





## Tablet OS Trends

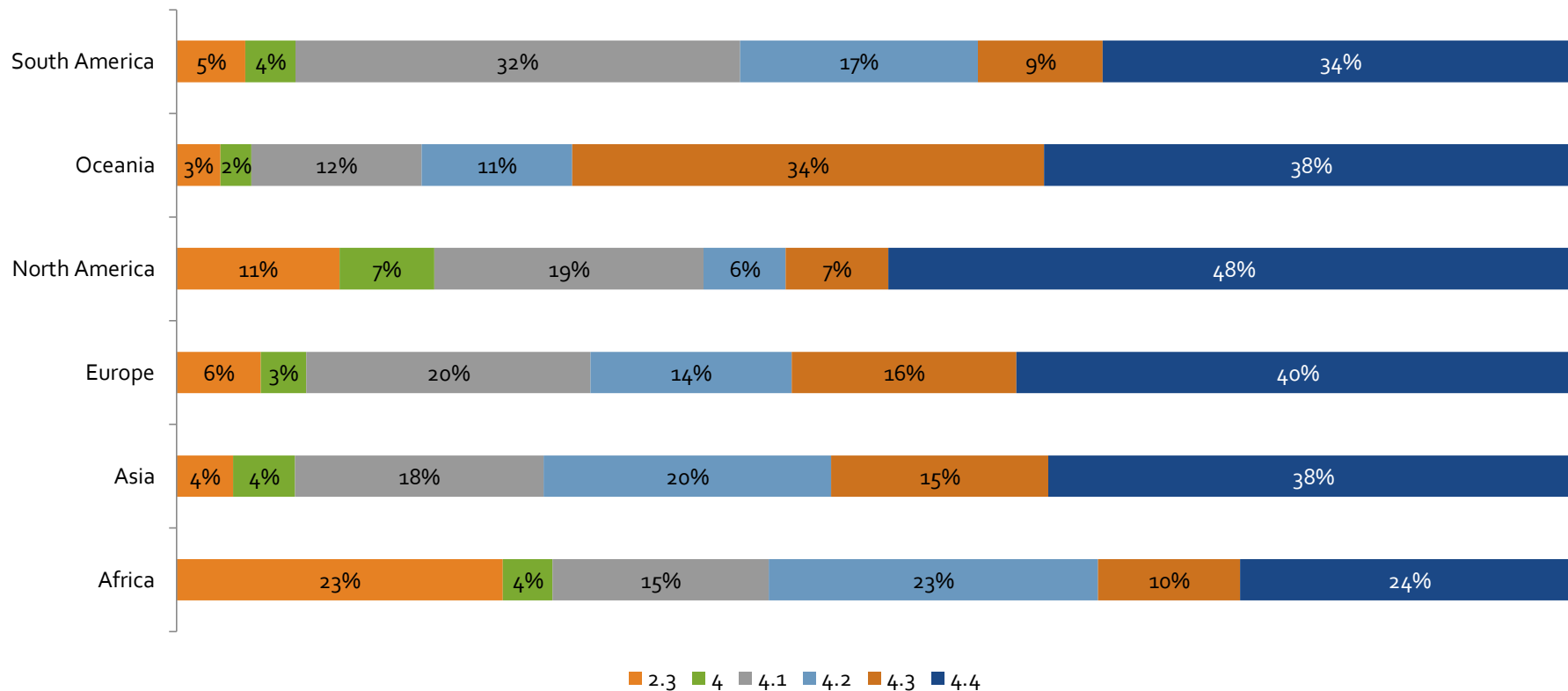
- iOS tablet share continues to be strong in most markets, and gaining share to 79% in N. America.
- Windows RT has 1% share in Europe, N. America, and Oceania.





## Android OS Release Version for Smartphones

- Android 4.4 is the leading release for all continents.
- However, there is still a great deal of fragmentation, with no release showing more than 50%.

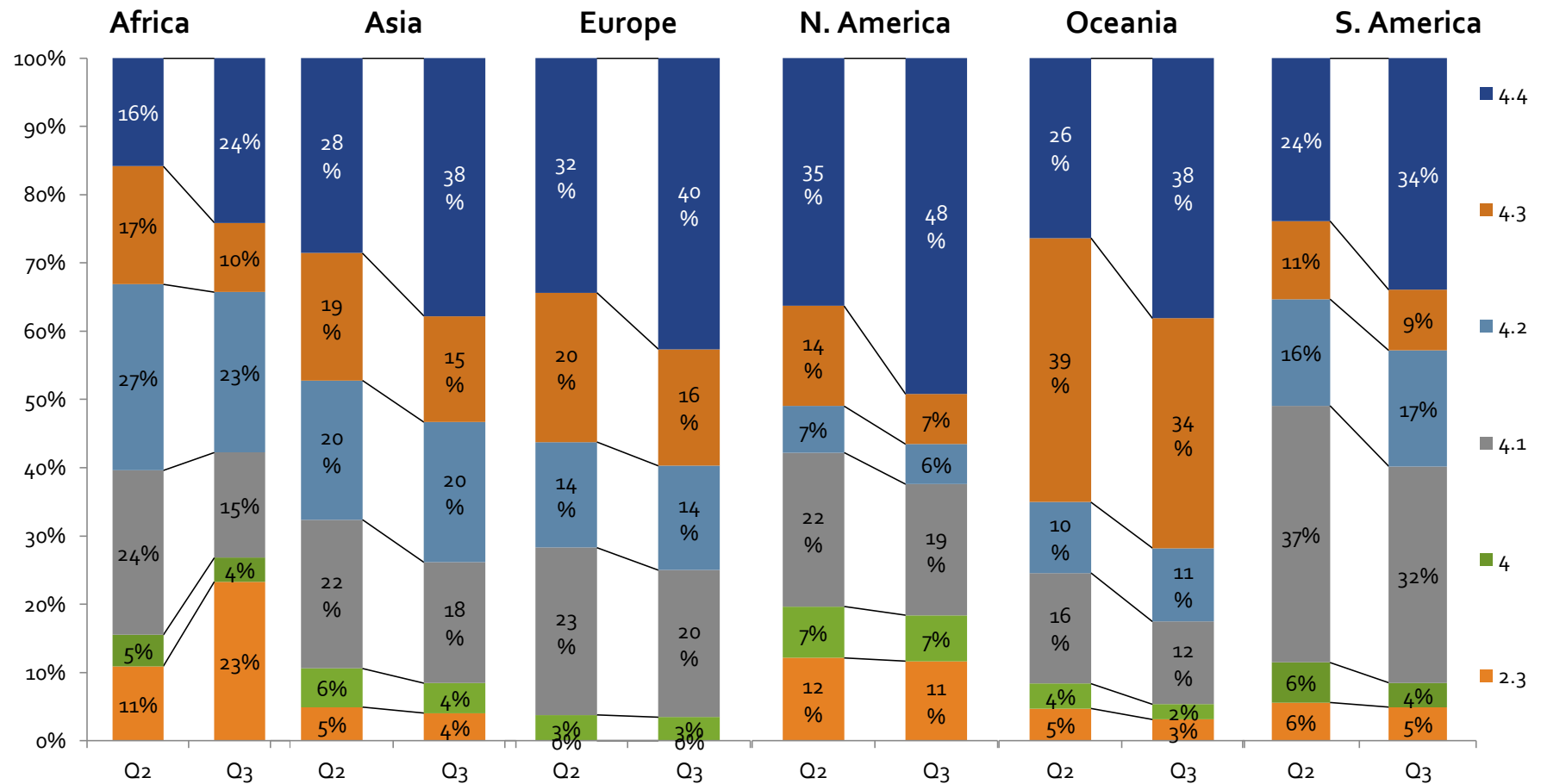






## Android OS Release Trends

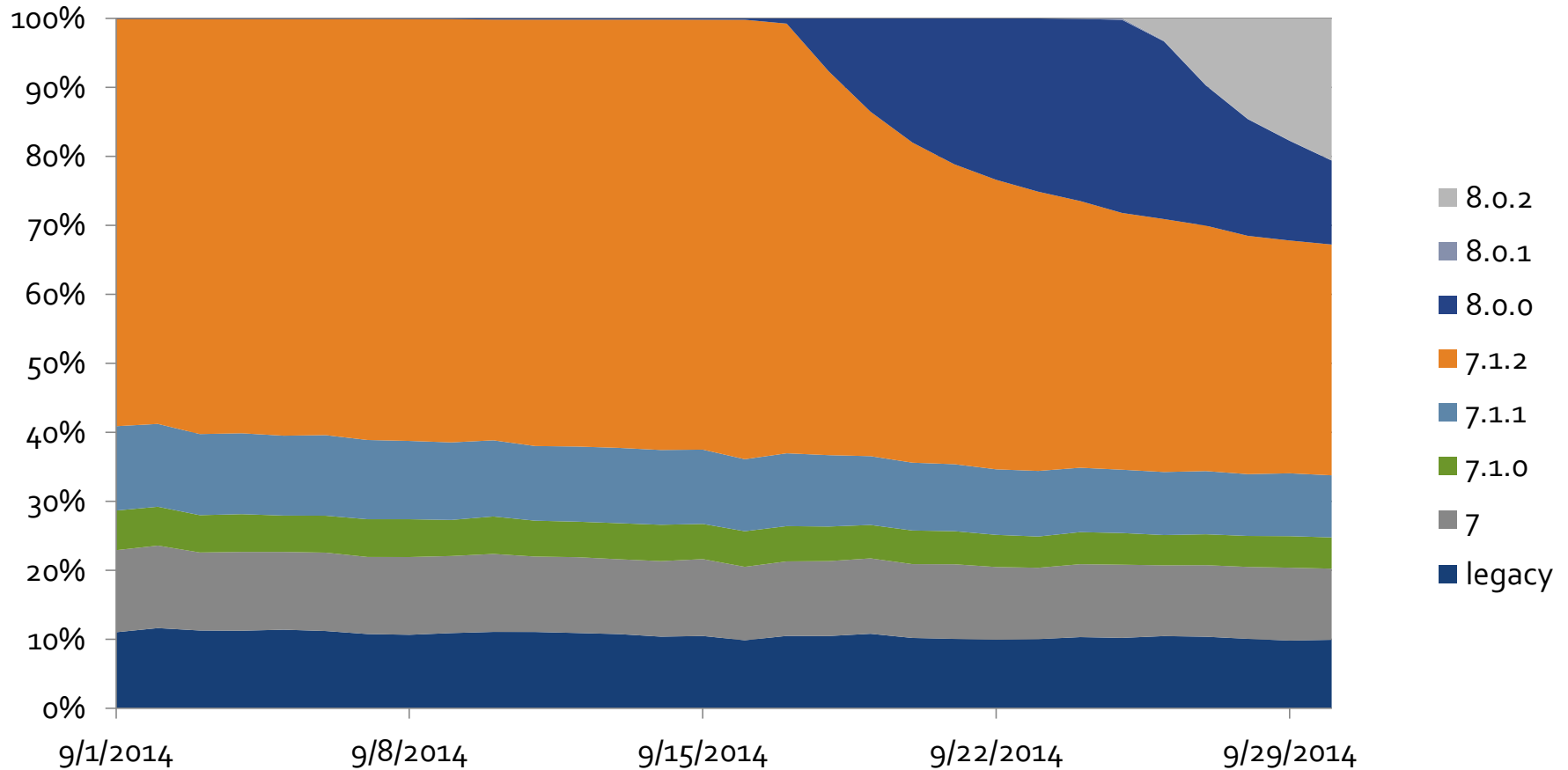
- Android 4.4 is growing to be the dominant version , with significant growth in all continents.
- Release version 2.3 is at 11% or lower in most continents





## Spotlight on iOS 8 Penetration, Global

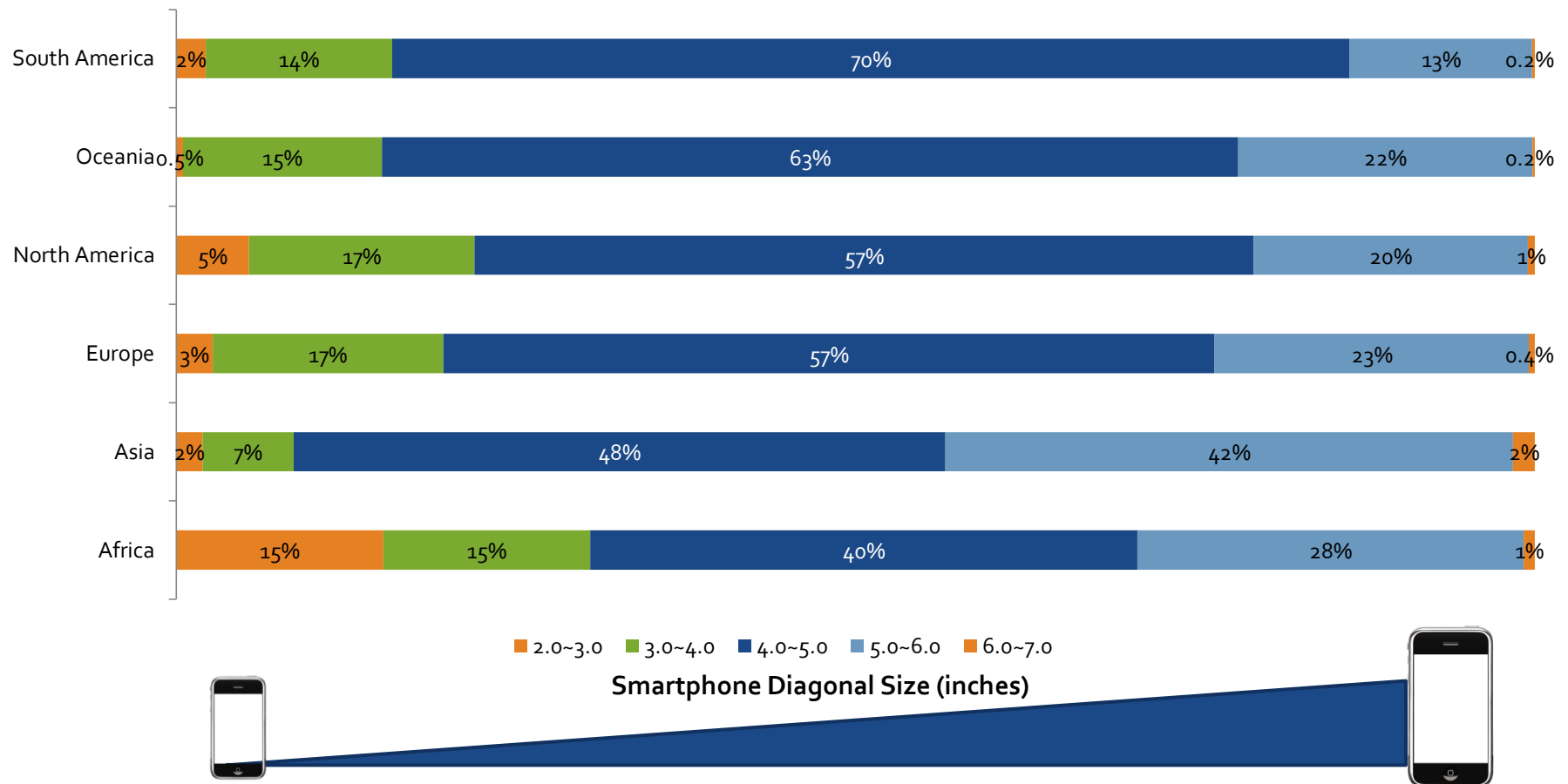
- Starting in mid September, iOS released several versions of iOS 8 to smartphones and tablets.
- By the end of September, iOS 8 versions account for almost 30% of hits.
- 7.1 is still the predominant version, but rapidly diminishing.





## Diagonal Size Smartphone

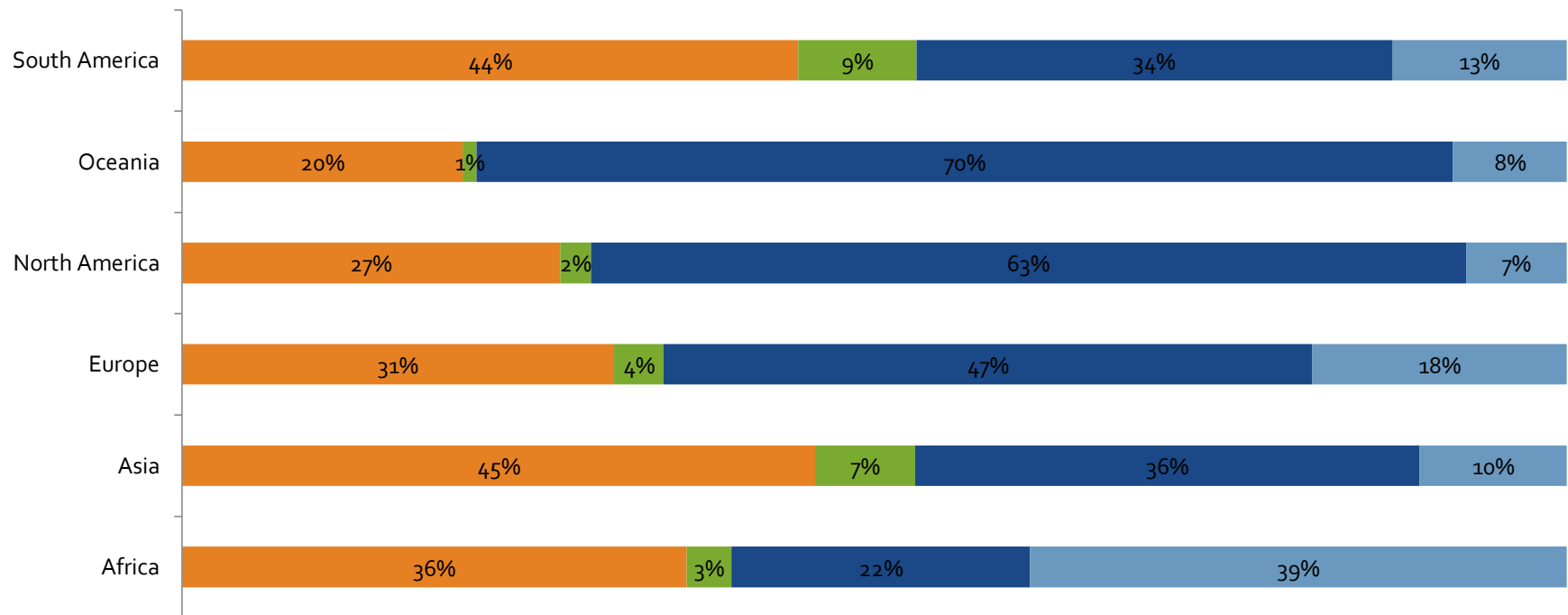
- Asia continues to exhibit a higher preference for larger phones (5-6 inches).
- Other continents are continuing to trend toward larger phones, with large devices like Samsung S5, various Samsung Note, and new iPhone 6 Plus driving this trend.





## Diagonal Size Tablet

- Asia (45%) and S. America (44%) show a preference for smaller tablets (7-8 inches).
- North America (63%) exhibits a preference for the original iPad's larger dimensions (9-10 inches).



7.0~8.0 8.0~9.0 9.0~10.0 10.0~11.0

Tablet Diagonal Size (inches)

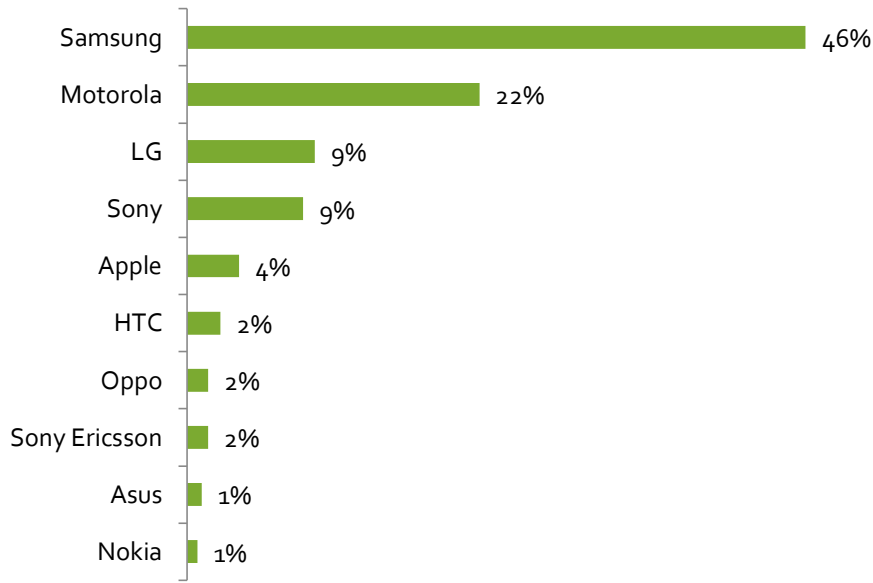




## Spotlight: Chrome Browser by Smartphone Manufacturer

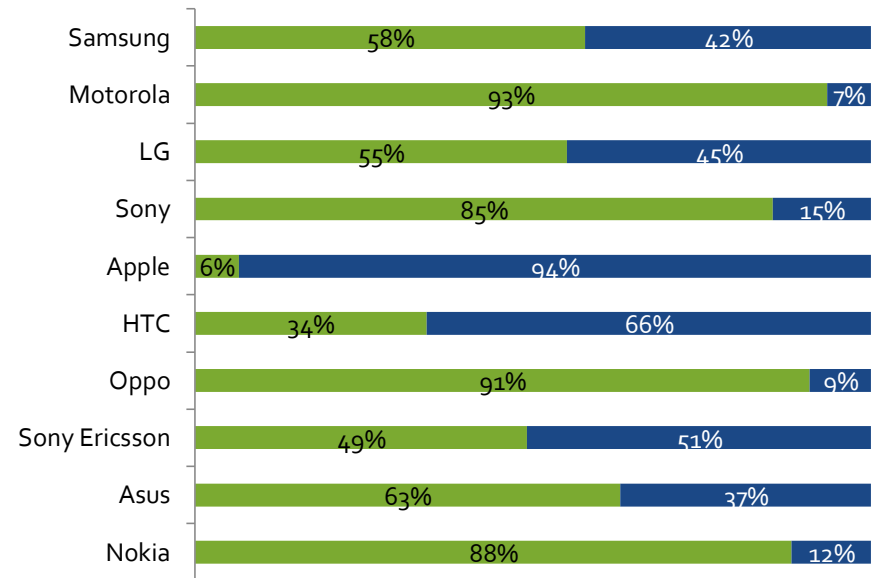
- Samsung (46%) and Motorola (22%) are the biggest contributors to Chrome's browsing volumes.
- For Manufacturers like Motorola, Oppo and Nokia, Chrome generates ~90% of their hits via the Chrome browser.
- Chrome is usually considered a browser for primarily Android devices. Nevertheless, Apple devices generate 4% of all Chrome hits, and 6% of all hits from Apple smartphones originate via Chrome.

### Smartphone Manufacturers Ranked by Chrome Hits



% of Total Smartphone Chrome Hits

### Top Smartphone Manufacturer Hits by Browser



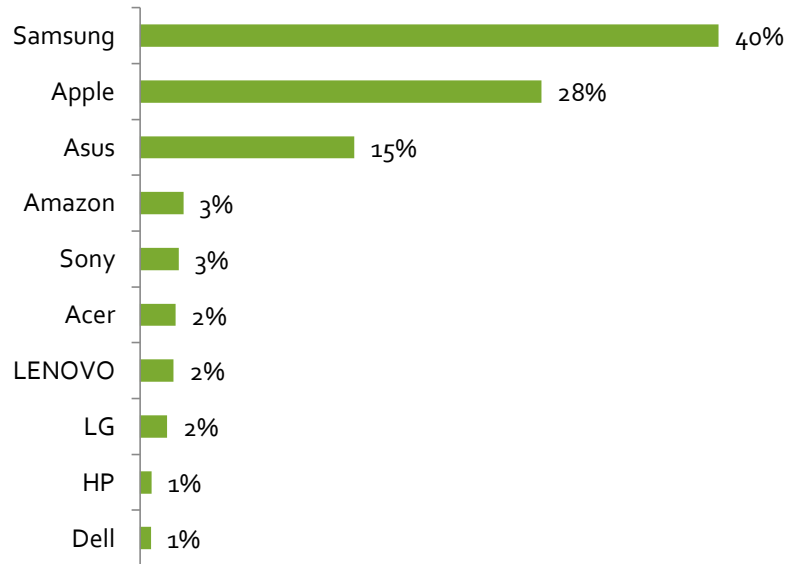
■ Chrome ■ Other Browser



## Spotlight: Chrome Browser by Tablet Manufacturer

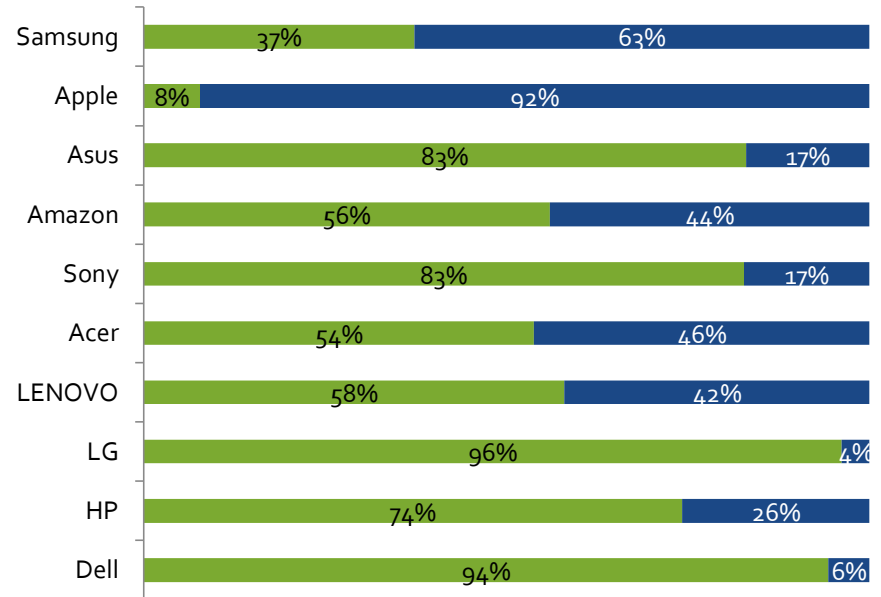
- Samsung (40%) and Apple (28%) are the biggest contributors to Chrome browsing volumes.
- Apple iPads generate 28% of all Chrome hits, and 8% of all hits from Apple iPads originate via Chrome.

### Tablet Manufacturers Ranked by Chrome Hits



% of Total Tablet Chrome Hits

### Chrome vs. Other Browsers by Manufacturer



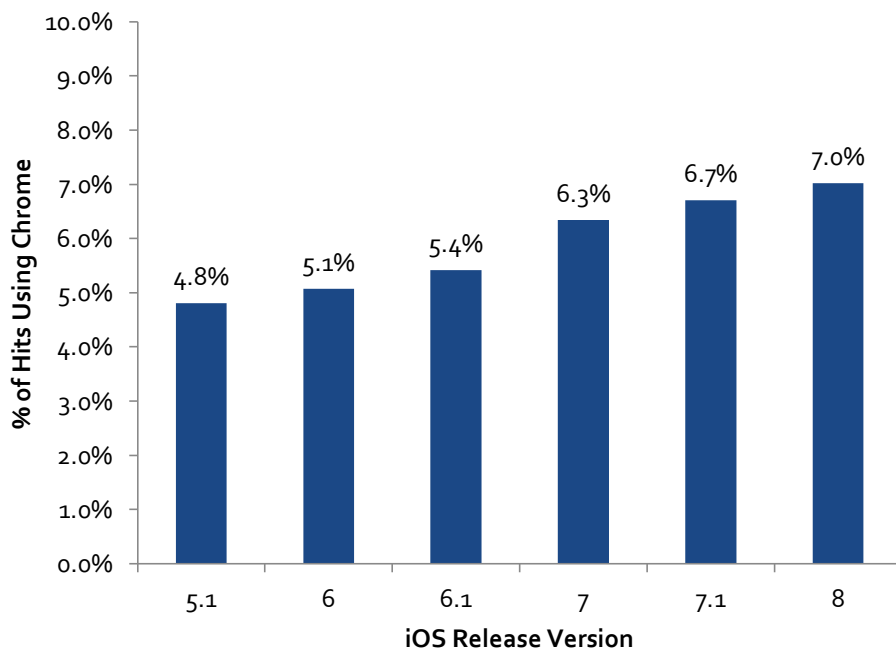
■ Chrome ■ Other Browser



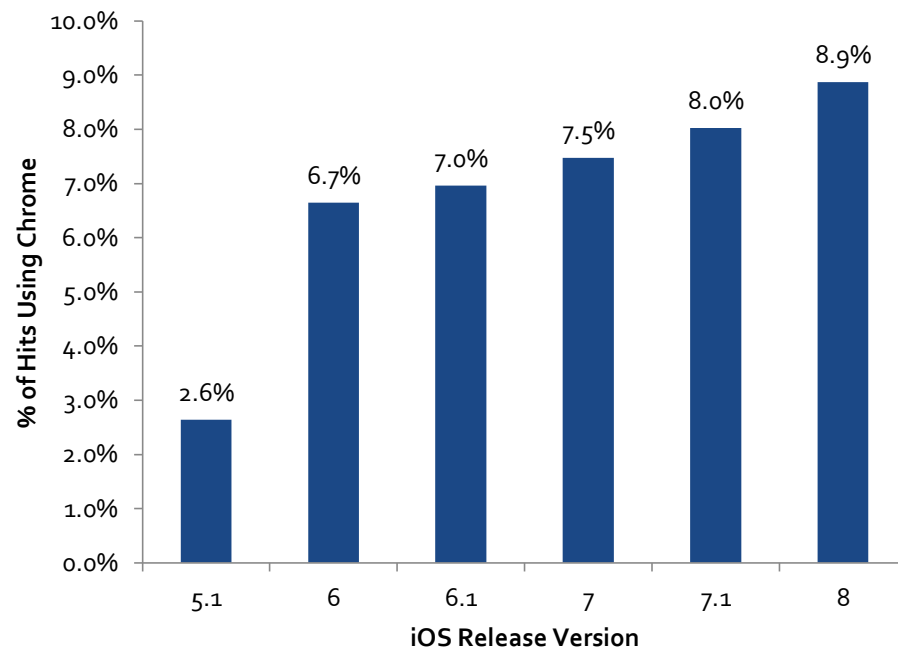
## Spotlight on Chrome on iOS

- iPad users are more slightly likely to use Chrome than iPhone users.
- Users of more recent versions of iOS are also more likely to use Chrome.

**Chrome Browser as % of iOS Smartphone Hits by Release Version**



**Chrome Browser as % of iOS Tablet Hits by Release Version**



scientiamobile

## Brazil Compared to North America

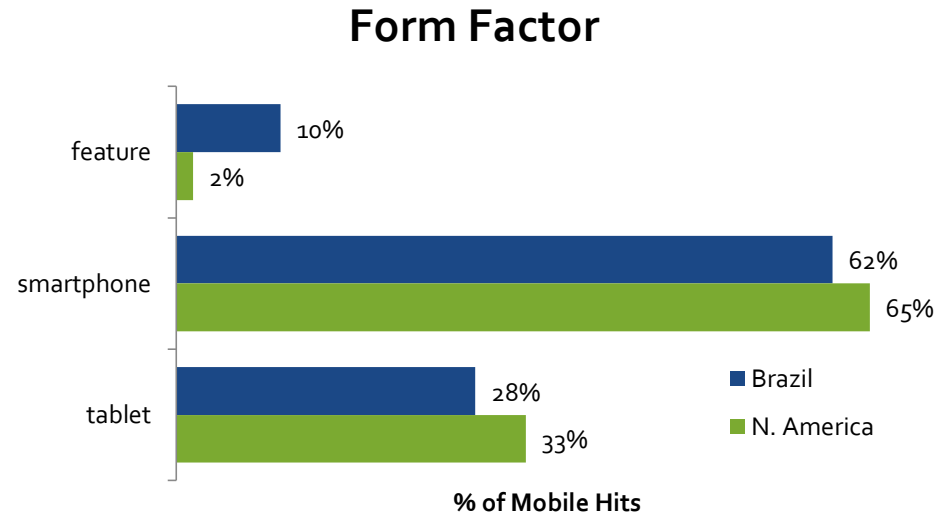






## Percent of Mobile Hits by Form Factor

- Brazil has a much higher percent of feature phones, at 10%.
- Smartphone traffic is the predominant source of hits (62%).
- Brazilian tablet (28%) penetration trails N. America (33%).



Source: ScientiaMobile

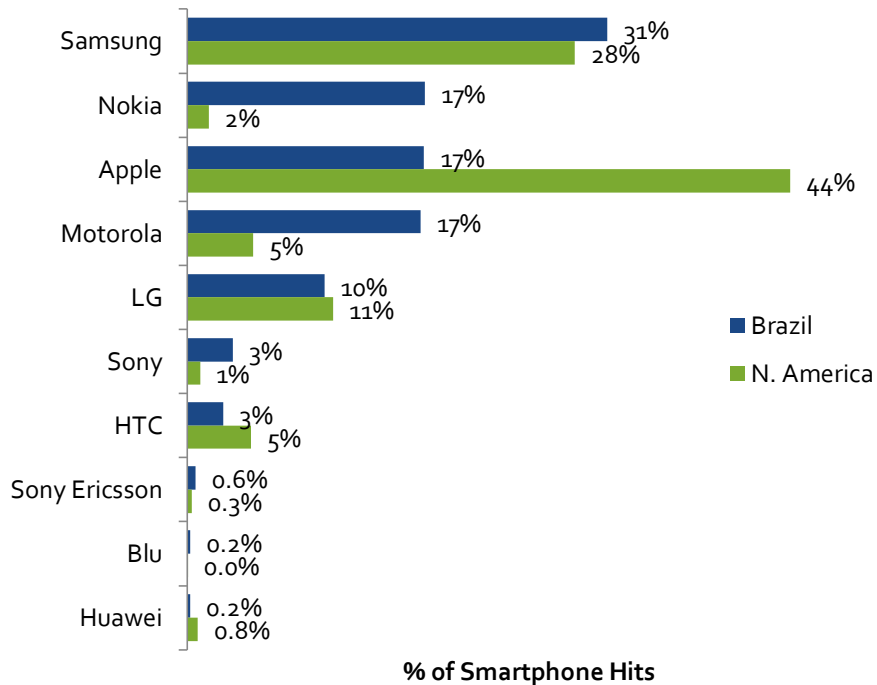


## Whose Devices Drive Usage?

- Samsung (31%) holds the top spots in Brazil.
- Nokia, Apple, and Motorola tie for third place with 17%.

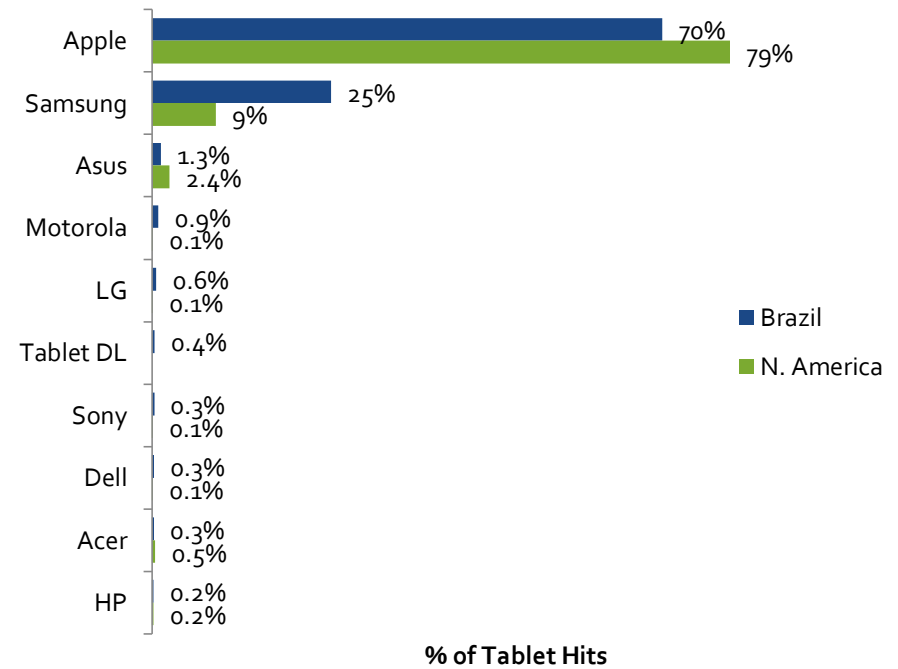
- Apple holds a clear leadership position for tablets with 70% of traffic in Brazil.
- Samsung, with 25% of hits, is the second largest.
- Remaining tablets manufacturers have very low Brazilian share.

### Smartphone Manufacturers



Source: ScientiaMobile

### Tablet Manufacturers



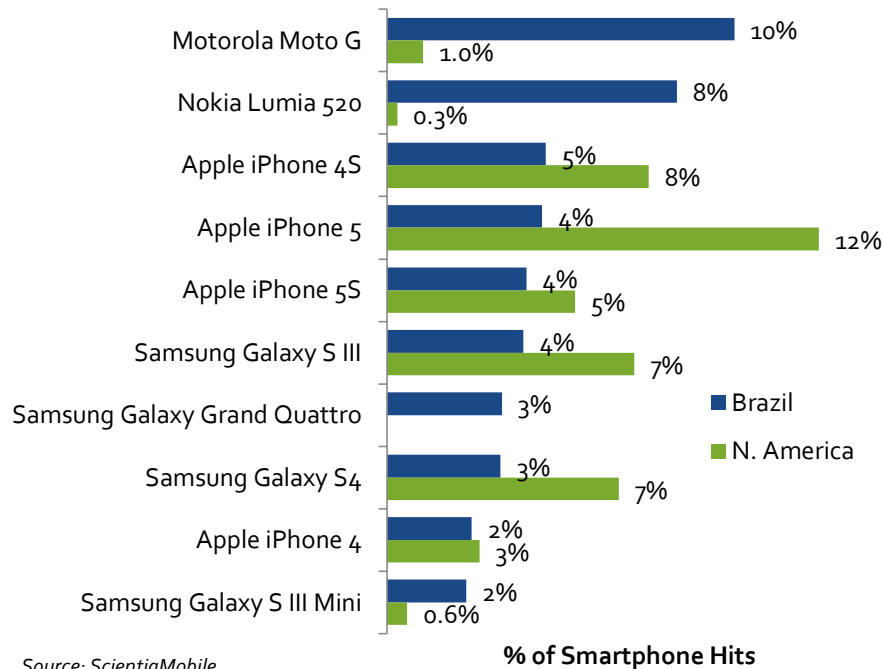
Source: ScientiaMobile



## What Are The Top Models By Usage?

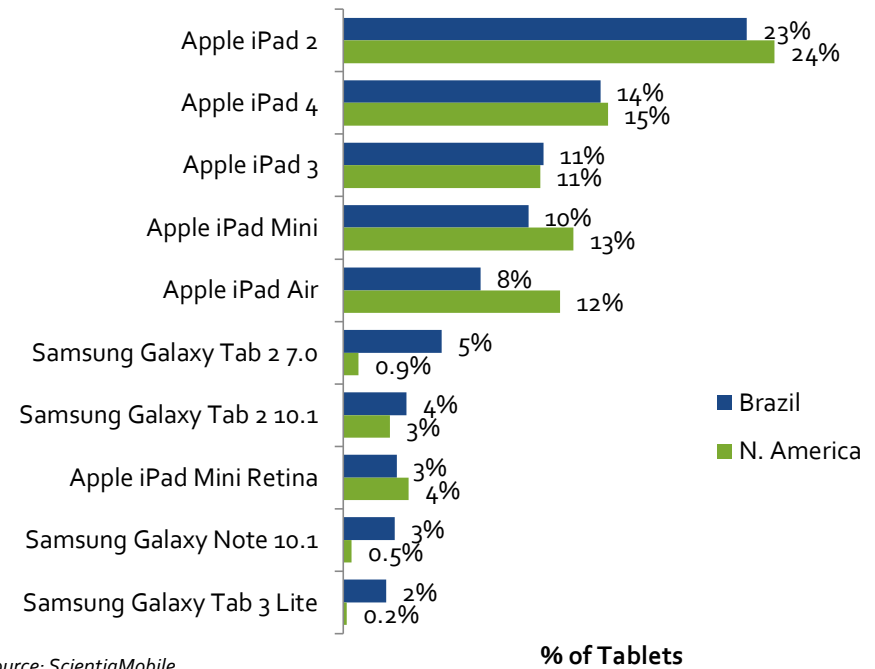
- Motorola's Moto G (10%) is the most popular smartphone in Brazil measured by hits. Likewise, the Nokia Lumia 520 holds second place.
- Apple and Samsung hold remainder of the top 10 positions.
- Samsung's Grand Quattro, Duos and SIII Mini are significantly more popular in Brazil than N. America.

### Top Smartphones



- iPads are the most popular tablets, particularly the iPad 2 (23%).
- Samsung's tablets, particularly the smaller Tab 2 7.0 (5%) have larger share in Brazil than in N. America.

### Top Tablets

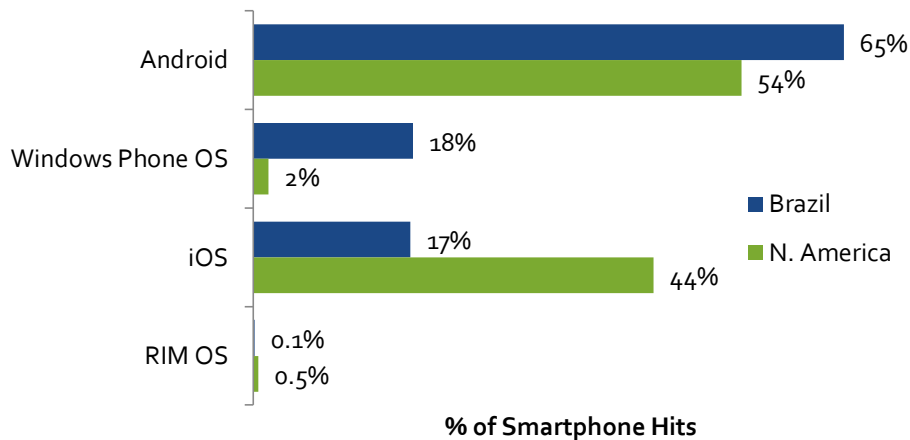




## Smartphone Market Share by Operating System

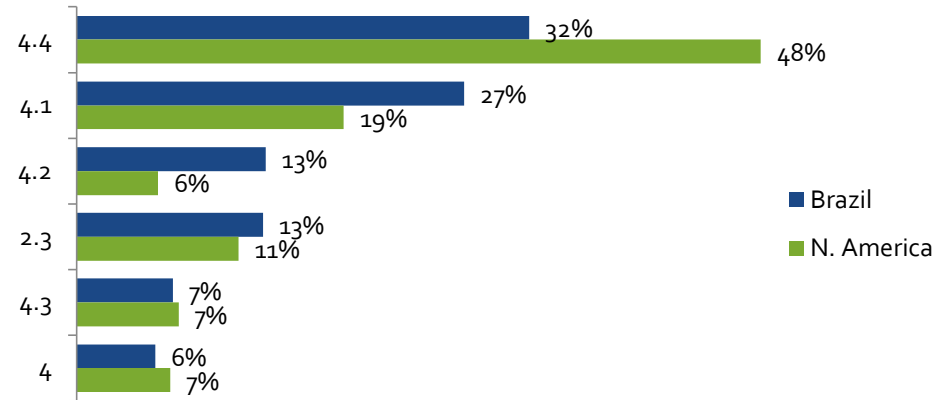
- Android (65%) has a larger share of Smartphone OS in Brazil, compared to N. America (54%).
- iOS has 17% of the Brazilian hits, much smaller than North America (44%).
- Windows Phone also has significant share with 18%.
- Release version patterns are similar, with Android exhibiting fragmentation, vs. iOS users quickly upgrading their release version.

### Smartphone OS

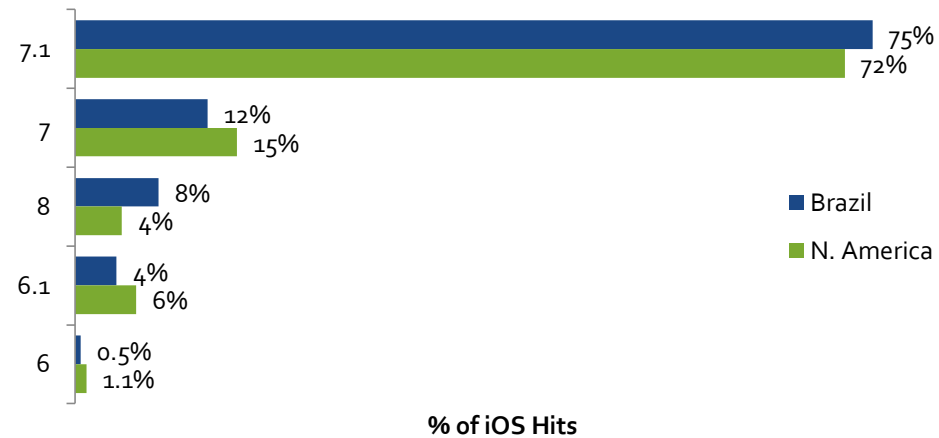


Source: ScientiaMobile

## Android Release Version



## iOS Release Version



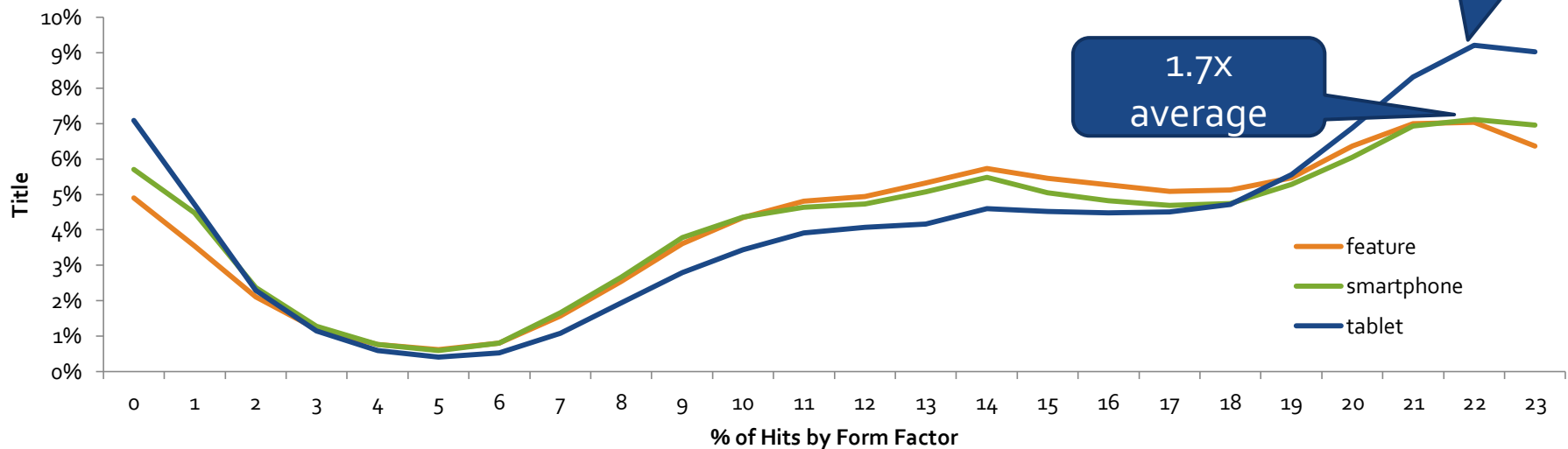
Source: ScientiaMobile



## How Does Usage Vary During The Day?

- Traffic coming from mobile devices peaks in the evening.
- Smartphones have a more constant usage, exhibiting a peak hour traffic that is 1.7x the average.
- Tablets are used less frequently during the morning and daytime.
- Tablets have a more pronounced peak hour that is 2.2x the average traffic.

### Peak Hour - Brazil



Source: ScientiaMobile

## About ScientiaMobile

- ScientiaMobile provides the industry's most accurate and flexible device detection solution, helping customers deliver great web experiences and manage the increasingly fragmented mobile device ecosystem. ScientiaMobile sells WURFL, a constantly-updated repository that catalogues thousands of devices and their capabilities and provides access to them via range of API languages. The WURFL framework enables many organizations, including Fortune 500 companies, to effectively design and analyze web experiences for an ever-growing range of smartphones, tablets, smart TVs and game consoles.
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