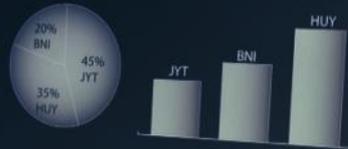


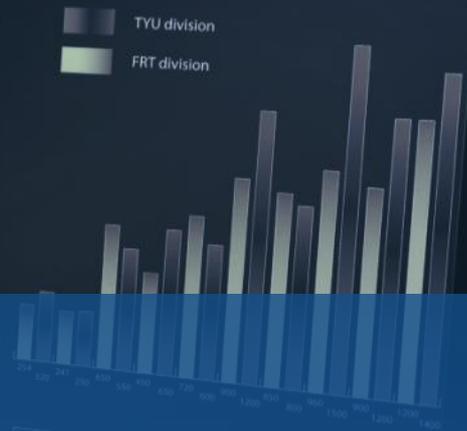
MOVR

Mobile Overview Report July – September 2015

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	154	415
RDW	650	320	254	273	825	154
TRG	241	450	144	364	954	124
RTG	254	650	874	657	125	274
WEF	784	145	124	752	741	759
HRT	453	784	954	241	741	345

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The first step in a great mobile experience

ASIA

NORTH AMERICA

EUROPE

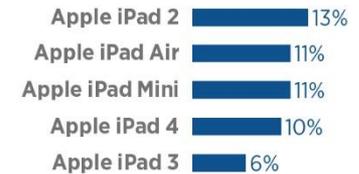
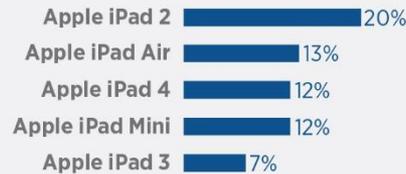
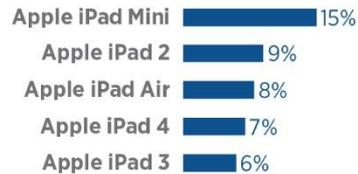
Form Factor



Top 5 Smartphones



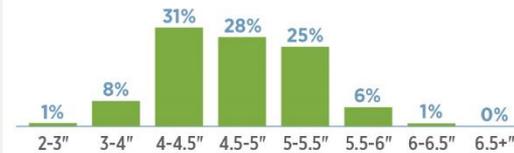
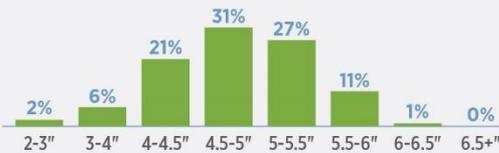
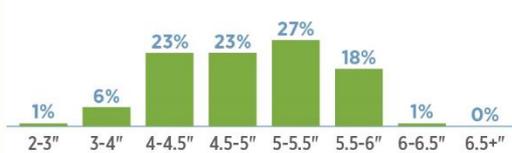
Top 5 Tablets



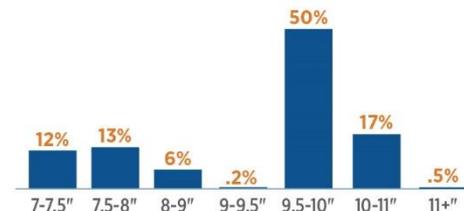
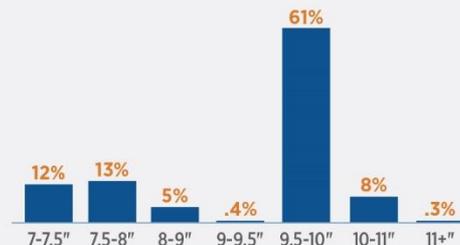
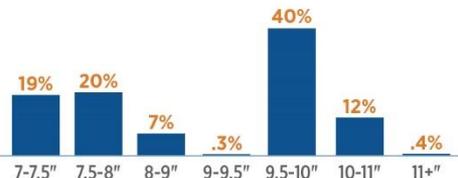
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size

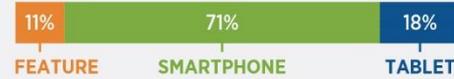
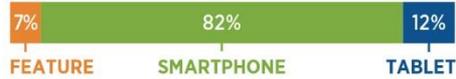


SOUTH AMERICA

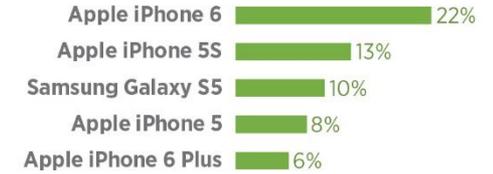
AFRICA

OCEANIA

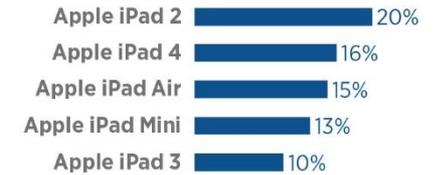
Form Factor



Top 5 Smartphones



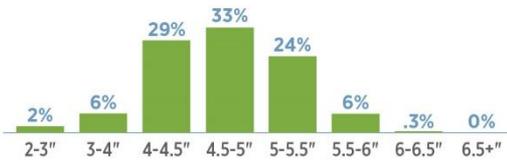
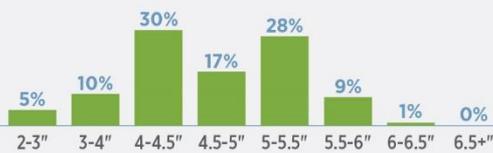
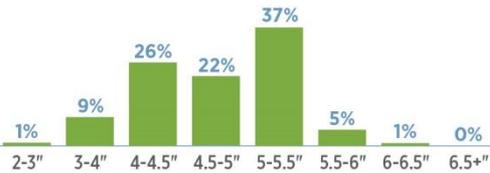
Top 5 Tablets



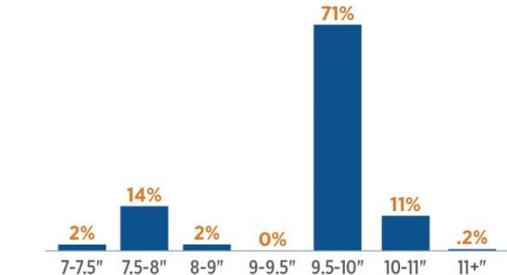
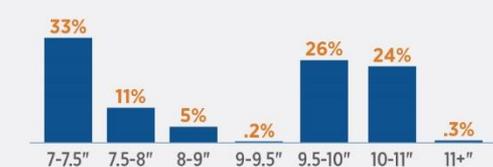
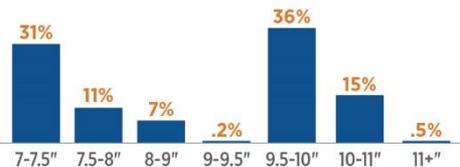
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



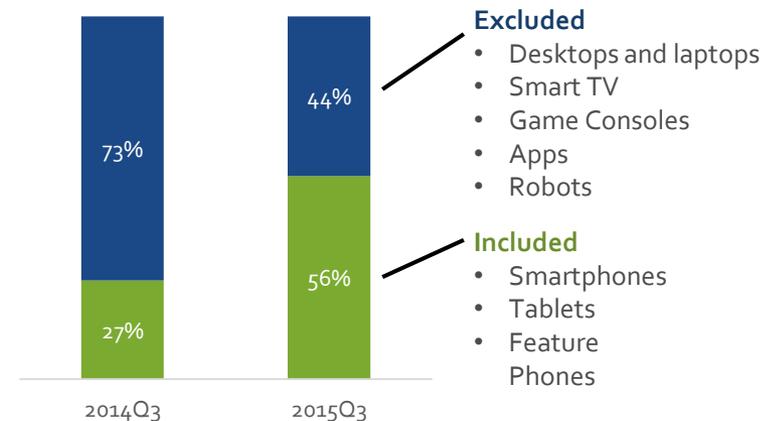
Report Specifications

• 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 over 16 billion requests from April 2014 to end of September 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



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 and tablets with glowing green and orange lines representing data or connectivity. 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 a smaller, blue font 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, orange 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



With Business Edition, You Get:

- Over 20 of WURFL's most [popular capabilities](#)
- Browser caching for improved performance
- Customer SSL certificate support
- Packages that scale to meet your needs
- Commercial license
- SLA and high reliability
- Helpdesk support

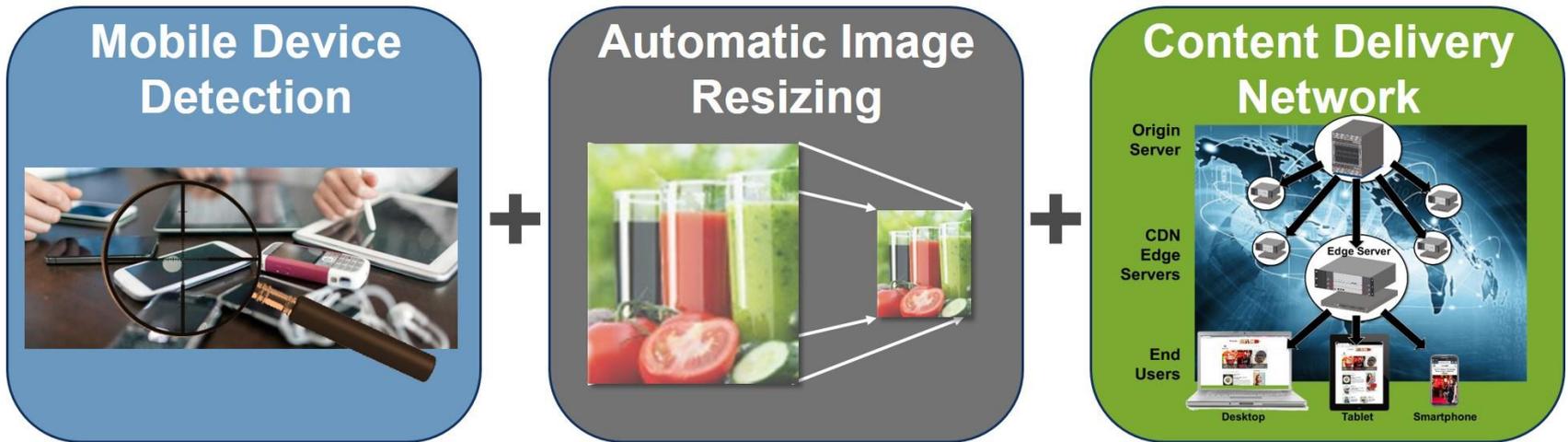
[WURFL.js Business Edition](#) provides front-end developers with an easy-to-use JavaScript-based device detection solution that includes critical business features.

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.

Image Engine: A Mobile Image Optimization and Resizing Service



Is



Achieve 60% Payload Reduction and Load Time Improvement

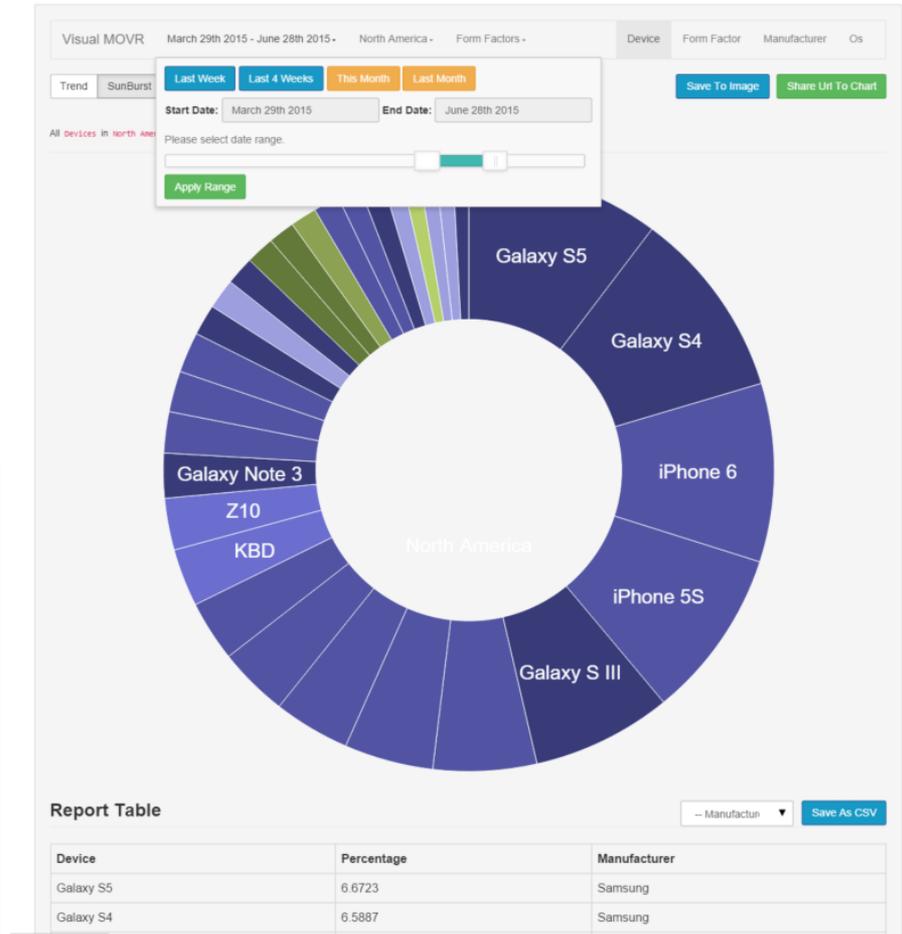
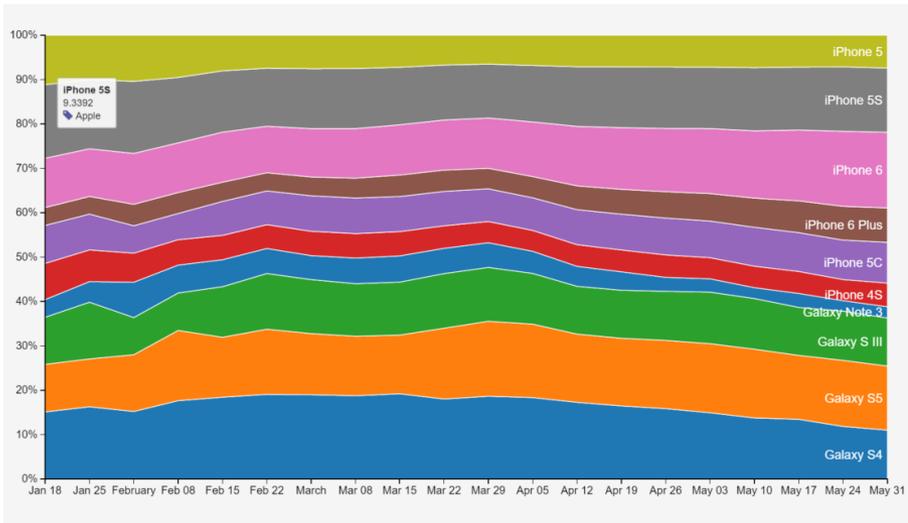
Start a Trial of ImageEngine Lite today

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Coming Soon: MOVR Visualization Tool

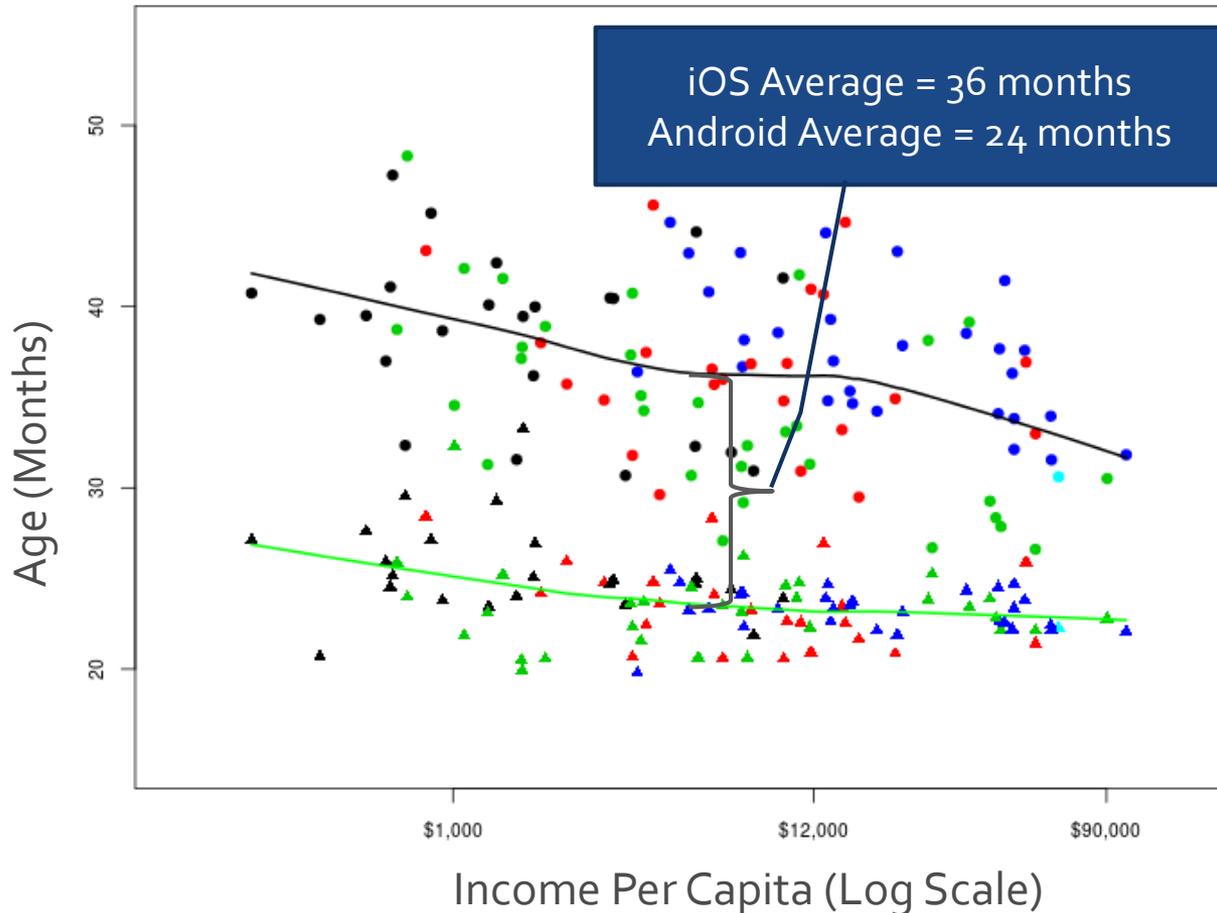
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Age of Smartphones

Average Age of Smartphones in Use Relative To Income Per Capita by Country

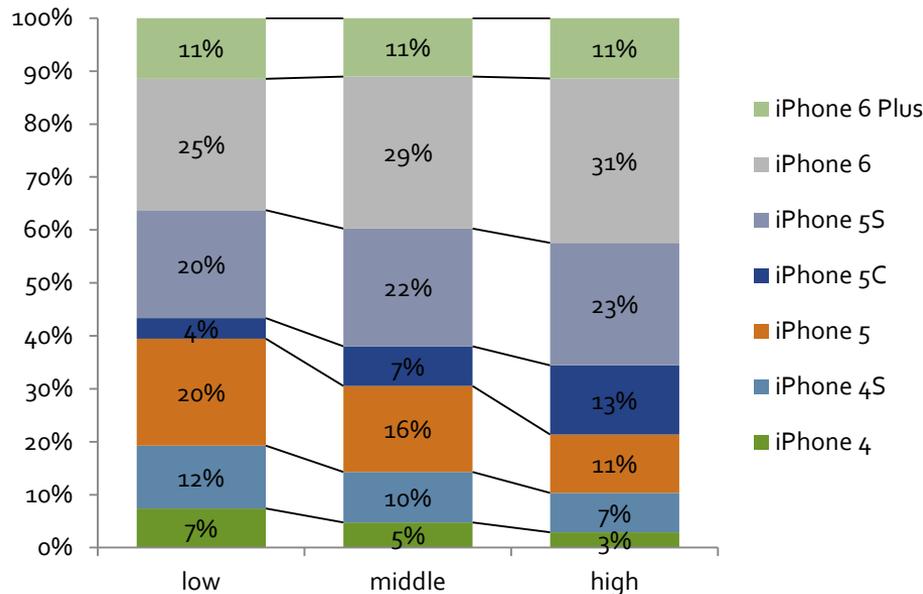


- By combining MOVR data that includes the age of the device, we can ascertain the average age of devices that are browsing in any country.
- The World Bank provides an open set of income per capita for each country.
- Smartphones running iOS have an average age that is 36 months, whereas Android is 24 months.
- Both OS reflect a greater age in lower income market.
- This longer life could reflect both the secondary market for phones in these countries and the tendency to hold onto relatively expensive devices.

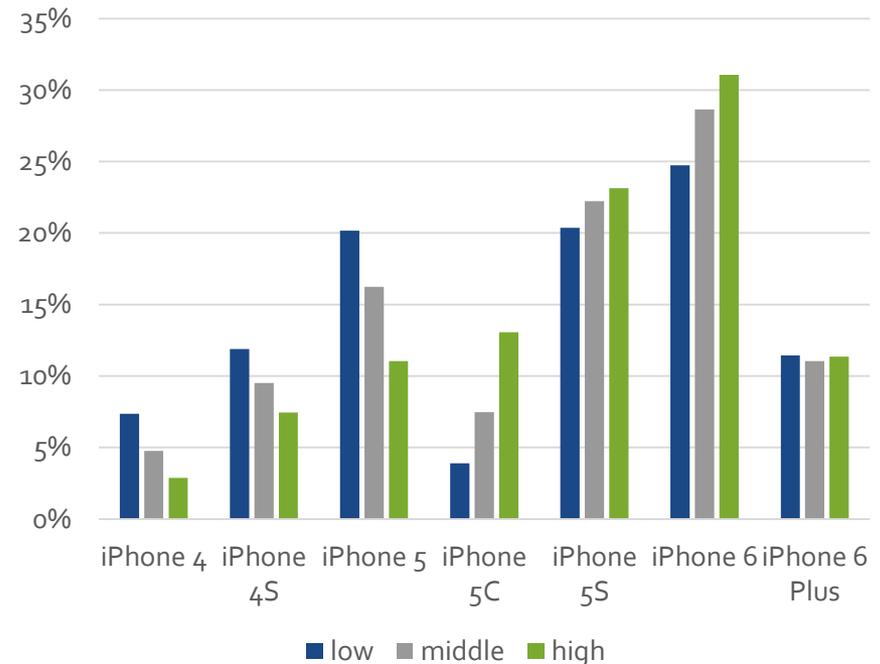
Older iPhones Find Longer Life in Countries With Lower Income

- Using the World Bank's Low, Medium, High income definitions, we can see the prevalence of various iPhone devices that drive the average age.
- The newer iPhones (6 and 6 Plus) are well represented in all regions (36% in low income).
- The low income has almost twice the percent of iPhone 4, 4S, and 5.
- The iPhone 5S and iPhone 6 show a direct relationship to the income, i.e. higher incomes drive ability to buy more expensive, new phones.
- The prevalence of iPhone 4, 4S, and 5 in low income indicates an active reseller market for these older phones.
- Interestingly, the iPhone 6 Plus is consistent across all incomes.

iPhone Mix by Income Level



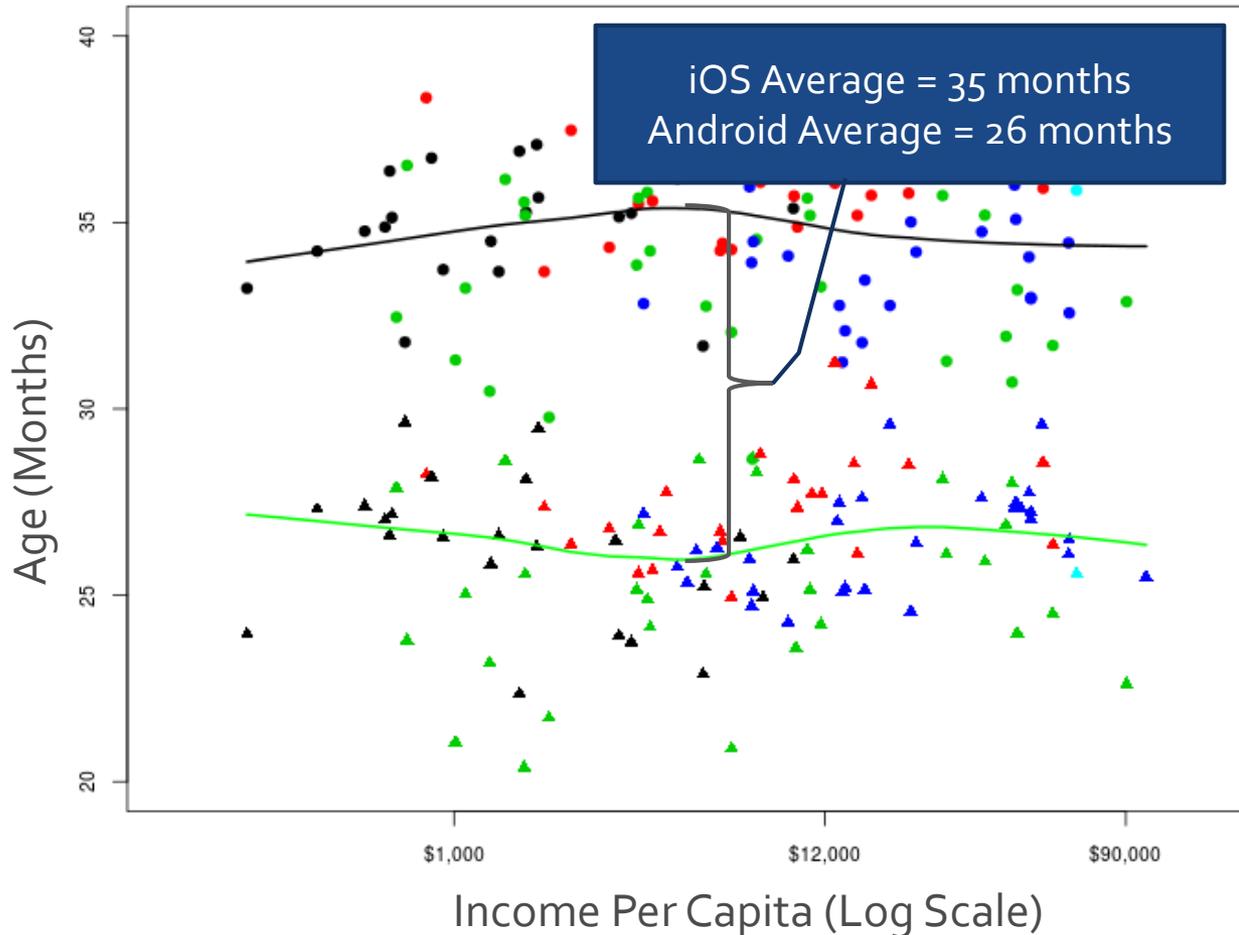
iPhone Model Usage Across Income Level



http://api.worldbank.org/countries/all/indicators/NY.GNP.PCAP.KD?date=2014&format=JSON&per_page=500

Age of Tablets

Average Age of Tablets in Use Relative To Income Per Capita by Country



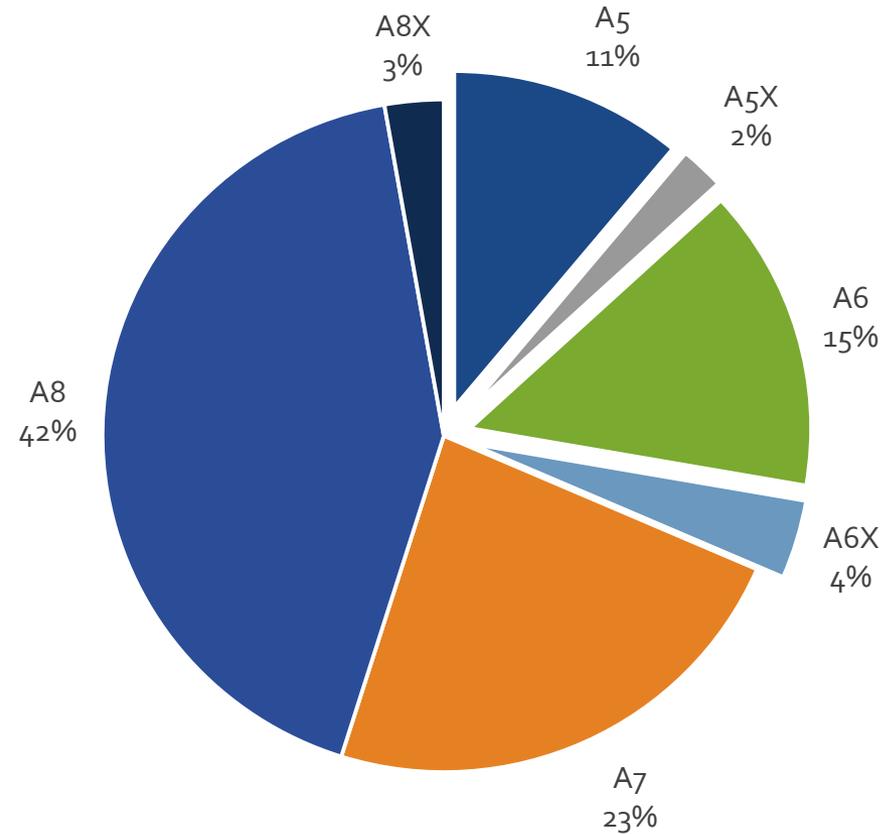
- The average life of both iOS (35 months) and Android (26 months) tablets are very similar to smartphones.
- However, the slope coefficients of the lines is statistically insignificant, indicating that income is not related the age of tablets.
- This could mean that the buyers of tablets in these countries are wealthy enough that income does not impact the purchase and lifespan of the tablet.
- Alternatively, it could signify that there is no major resale market for tablets that would transfer older devices to lower income markets.

Running iOS 9 Does Not Always Mean Latest Processor

- Apple has been very successful at upgrading devices to the latest iOS version – today 9. This means developers cannot assume devices running iOS 9 are running new, more powerful processors.
- Older A5, A5X, A6 and A6X processors make up 35% of the devices running iOS 9.

Form Factor	Device	Chip
Smartphone	Apple iPhone 4S	A5
	Apple iPhone 5	A6
	Apple iPhone 5C	A6
	Apple iPhone 5S	A7
	Apple iPhone 6	A8
	Apple iPhone 6 Plus	A8
Tablet	Apple iPad Gen 2	A5
	Apple iPad mini Gen 1	A5
	Apple iPad Gen 3	A5X
	Apple iPad Gen 4	A6X
	Apple iPad Air	A7
	Apple iPad mini Gen 2	A7
	Apple iPad mini Gen 3	A7
	Apple iPad Air 2	A8X

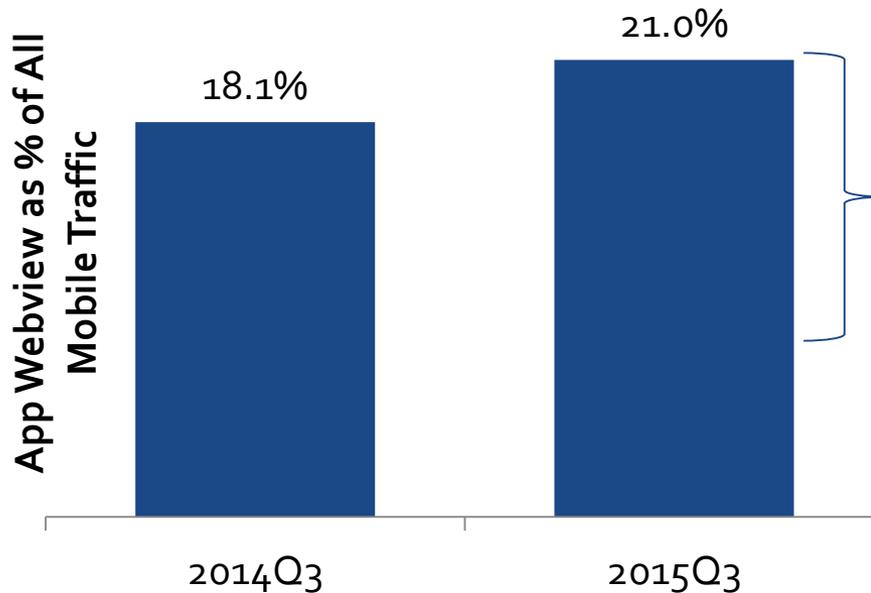
Processors of Devices Running iOS 9



App Webviews

- Hits from browsers embedded in Apps (App Webviews) are excluded from most MOVR analysis to focus on Mobile Web traffic.
- WURFL has significantly improved its ability to detect App Webviews in the last year.
- Apps are a significant and growing source of traffic, reaching 21% of all Mobile traffic.
- Facebook is the largest contributor by far, generating over 50% of App Webview.
- This trend has implications for developers and advertisers.

App Webviews As Percent of Mobile Traffic*



Over 50% of App Webviews are generated by Facebook

* Based on iOS traffic. App Webview definition excludes apps that have the sole purpose of being a browser, e.g. Chrome for iOS.

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Comparison of Continents





Form Factor

Feature Phones

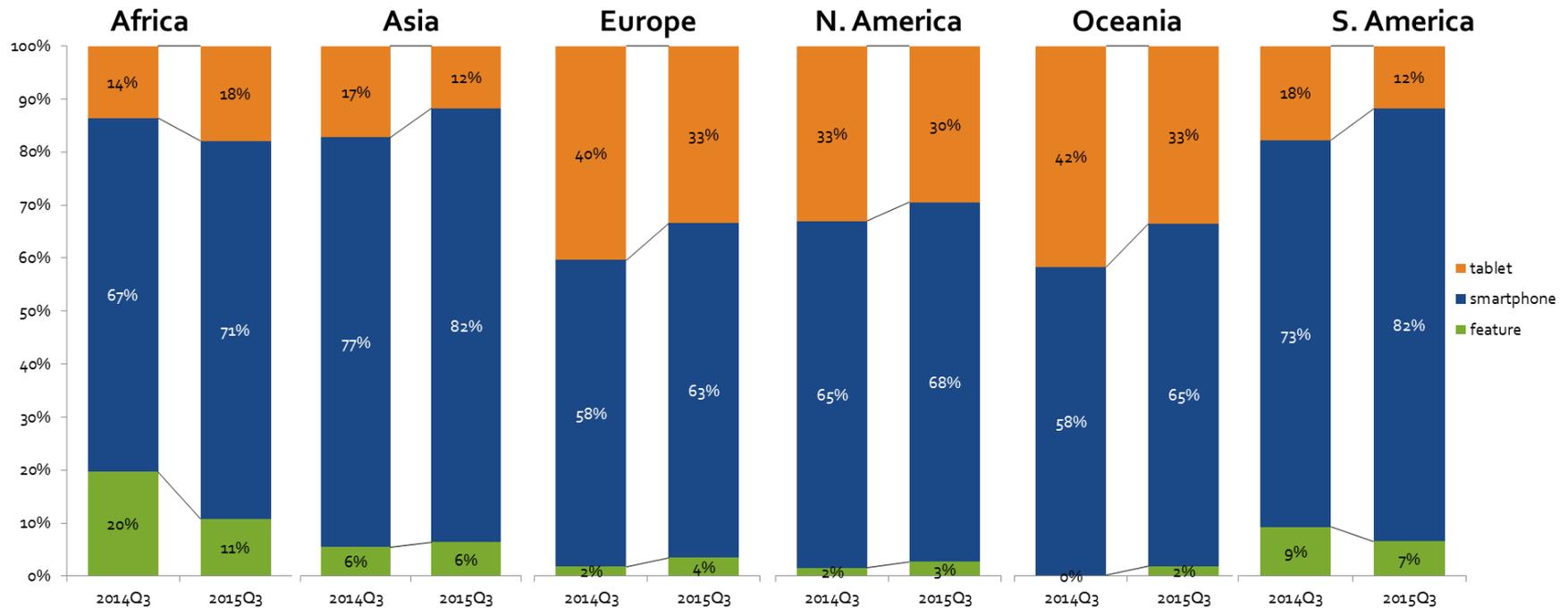
- Feature phones continue to decline in continents where they are still used broadly, with Africa down to 11%, Asia at 6%, and S. America down to 7%.

Smartphones

- All continents show over 63% of browsing from smartphones.
- In the last year, all continents have seen increases in smartphones as a percent of total traffic.

Tablets

- In the last year, tablet traffic has dropped a percent of total traffic in all continents except Africa.
- It should be noted that tablet browsing has grown dramatically, but it is growing ~30% less than traffic growth coming from smartphones.



*Oceania and Africa reflect a small sample size

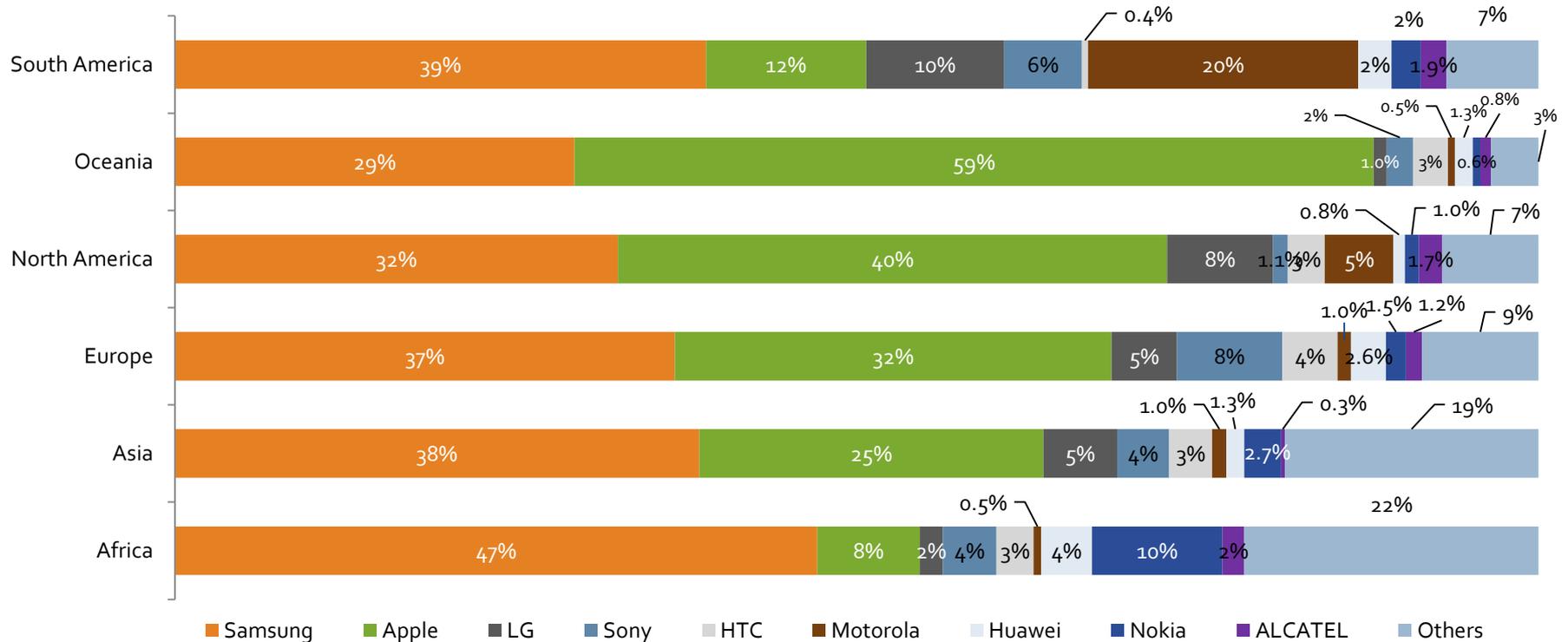
Source: ScientiaMobile



Smartphone Manufacturers

- Samsung and Apple continue to hold the #1 and #2 manufacturer spots in all continents, frequently generating over 60% of hits.
- In Europe, Apple (32%) trails Samsung (37%) by only 5%.
- Sony, Motorola, HTC, and LG have pockets of strengths in some markets, but rarely account for more than 10% individually.
- South America continues to be a strong market for Motorola with 20% of usage.
- “Outside top 10” account for less than 10% in all continents except Asia and Africa, indicating a consolidated market, particularly among markets for higher end smartphones.

Smartphone Manufacturers





Smartphone Manufacturer Trend (2015 Q3 vs. 2015 Q2)

- Apple grew strongly in Asia (5%) but lost share in all other continents in 2015 Q3.
- Conversely Samsung grew across all continents except Asia (-3.5%).

Manufacturer	Africa	Asia	Europe	North America	Oceania	South America
ALCATEL		0.1%	-0.2%	-0.2%	-0.4%	0.09%
Apple		-1.7%	5.0%	-2.4%	-9.6%	-3.1%
Asus		0.0%	-0.3%	0.08%	0.0%	0.1%
BlackBerry		-0.8%	0.0%	-0.1%	-0.1%	0.0%
HTC		-0.7%	0.2%	0.0%	0.1%	0.2%
Huawei		-1.1%	0.0%	0.3%	-0.1%	0.2%
Infinix		1.5%	0.0%	0.0%	0.0%	0.0%
LENOVO		0.1%	-0.7%	0.2%	0.0%	0.0%
LG		-0.4%	0.4%	-0.3%	2.1%	0.1%
Micromax		0.0%	-0.12%	0.0%	0.0%	0.0%
Motorola		0.0%	-0.5%	0.09%	0.7%	-1.28%
Nokia		0.6%	-0.2%	-0.32%	0.15%	0.2%
RIM		-0.3%	-0.01%	0.0%	0.0%	0.0%
Samsung		4.5%	-3.5%	1.9%	6.0%	2.74%
Sony		-0.4%	-0.8%	0.3%	0.34%	-0.1%
Sony Ericsson		-0.4%	-0.3%	-0.4%	0.0%	-0.1%
ZTE		-0.3%	0.1%	-0.1%	0.08%	0.1%
others		0.1%	1.4%	1.7%	1.4%	0.4%

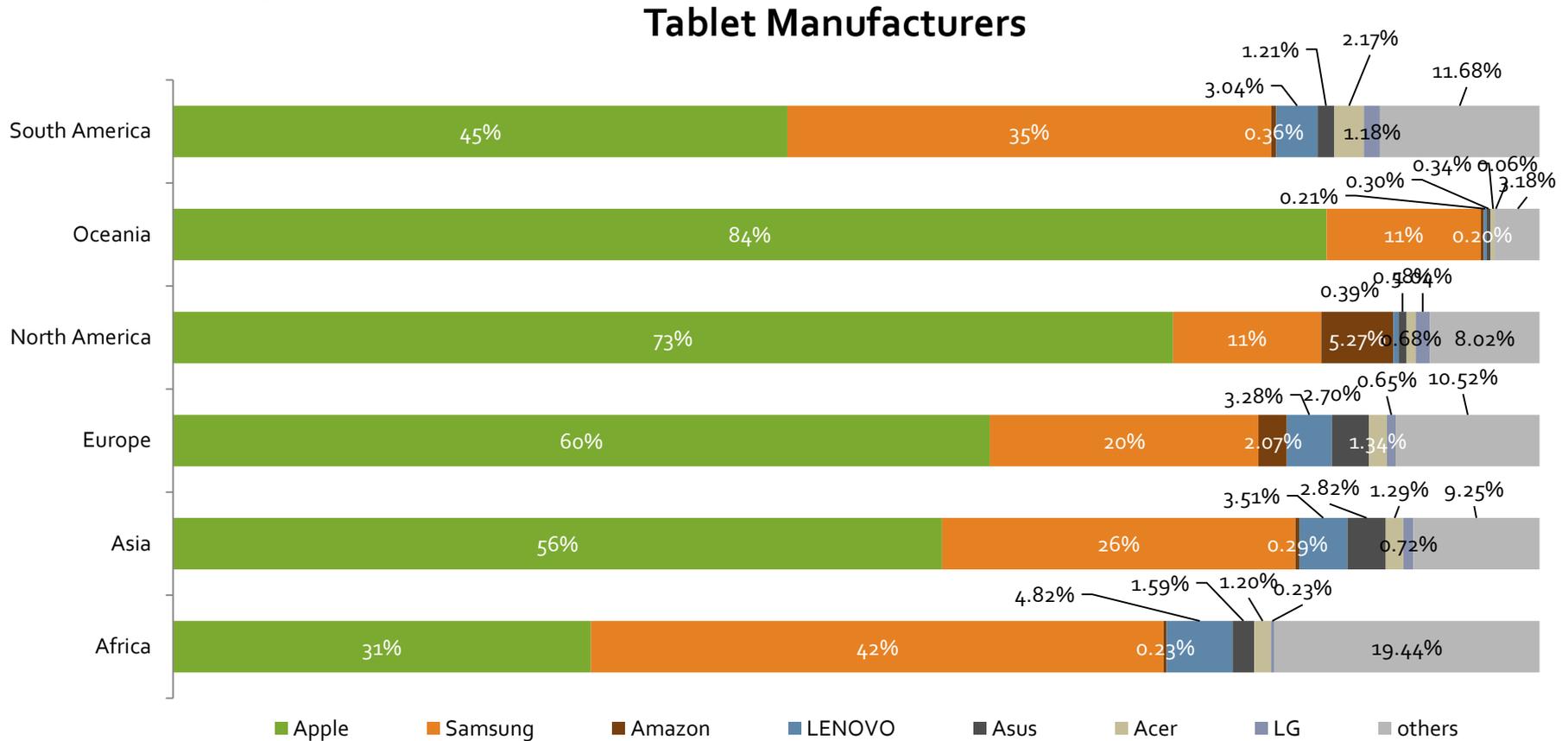
 High Growth

 High Reduction



Tablet Manufacturers

- Apple continues to hold a majority of most markets, with over 55% in all continents except Africa and S. America.
- Samsung holds a distant second place in most continents, the remaining manufacturers accounting for less than 15% of the market in most continents.
- There do appear to be a number of smaller tablet manufacturers, but they do not seem to be picking up significant share relative to Apple and Samsung.





Tablet Manufacturer Trend (2015 Q3 vs. 2015 Q2)

- Apple grew its share in Asia by 7.4% in 2015 Q3 to 56%. In Europe, N. America, and Oceania, Apple lost small share (-2.3% and less).
- Samsung picked up a portion of the losses by Apple, except in Asia, where Samsung lost -3.6%

Manufacturer	Africa	Asia	Europe	North America	Oceania	South America	
ALCATEL		-0.2%	-0.1%	-0.1%	0.0%	0.01%	-0.22%
Acer		0.1%	-0.3%	0.0%	0.1%	0.0%	0.1%
Amazon		-0.1%	0.1%	0.43%	0.7%	0.1%	-0.1%
Apple		-5.4%	7.4%	-2.3%	-0.4%	-0.1%	0.2%
Asus		0.6%	-0.1%	0.0%	-0.1%	-0.1%	0.1%
HP		0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Huawei		0.0%	0.0%	0.0%	0.0%	0.0%	-0.2%
LENOVO		0.6%	0.5%	0.0%	0.1%	0.0%	0.1%
LG		0.1%	0.3%	0.3%	0.3%	0.0%	0.5%
Microsoft		-0.4%	-0.21%	-0.2%	-1.5%	0.0%	-0.1%
RCA		0.1%	0.0%	0.00%	0.0%	0.0%	-0.03%
Samsung		7.4%	-3.6%	1.38%	0.82%	1.1%	2.6%
Sony		-0.4%	-0.18%	0.0%	0.0%	-0.1%	-1.8%
Xiaomi		0.0%	0.0%	0.0%	0.0%	0.00%	0.0%
others		-0.9%	-0.6%	1.6%	0.44%	-0.6%	-0.1%



Top Smartphones

- The list of top 10 smartphones grew to 22 devices across 6 continents.
- New to the list this quarter are: Moto G (2nd Gen), Samsung Galaxy Grand Neo, Samsung Galaxy Grand Prime, Samsung Galaxy Note₄, and Samsung S6.
- Dropping off the list are the Blackberry Z10, Apple iPhone 4.

Device	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 4S		0.6%	1.9%	3.2%	2.7%	1.5%
Apple iPhone 5		1.2%	4.1%	4.3%	3.9%	1.7%
Apple iPhone 5C		0.4%	0.8%	4.4%	5.3%	1.5%
Apple iPhone 5S		1.9%	5.3%	8.2%	8.8%	3.0%
Apple iPhone 6		2.5%	7.9%	8.5%	12.6%	2.5%
Apple iPhone 6 Plus		0.7%	4.1%	1.4%	5.4%	0.5%
Motorola Moto E		0.0%	0.3%	0.1%	0.3%	2.6%
Motorola Moto G		0.1%	0.3%	0.4%	0.9%	7.9%
Motorola Moto G (2nd Gen)		0.02%	0.3%	0.1%	0.2%	4.2%
Nokia Lumia 520		3.3%	0.3%	0.2%	0.1%	0.5%
Samsung Galaxy Grand Neo		2.7%	0.9%	0.7%	0.1%	1.2%
Samsung Galaxy Grand Prime		0.9%	0.9%	0.60%	0.57%	3.3%
Samsung Galaxy Grand Quattro		0.3%	0.5%	0.0%	0.0%	2.2%
Samsung Galaxy Note 3		2.6%	3.3%	1.3%	1.5%	0.5%
Samsung Galaxy Note 4		1.5%	2.0%	0.9%	2.7%	0.3%
Samsung Galaxy Note II		1.3%	2.7%	0.6%	0.7%	0.8%
Samsung Galaxy S III		2.6%	2.5%	2.6%	2.6%	1.8%
Samsung Galaxy S4		5.6%	4.4%	5.1%	4.7%	3.3%
Samsung Galaxy S4 Mini		2.0%	1.0%	3.1%	0.6%	2.6%
Samsung Galaxy S5		4.8%	2.3%	6.0%	7.2%	2.8%
Samsung Galaxy S6		0.4%	0.4%	0.6%	1.8%	0.3%
Samsung Trend Plus		2.3%	0.4%	0.8%	0.0%	0.1%
Others		62.5%	53.4%	46.8%	37.2%	54.6%



Top Smartphone Trends (2015 Q3 vs. 2015 Q2)

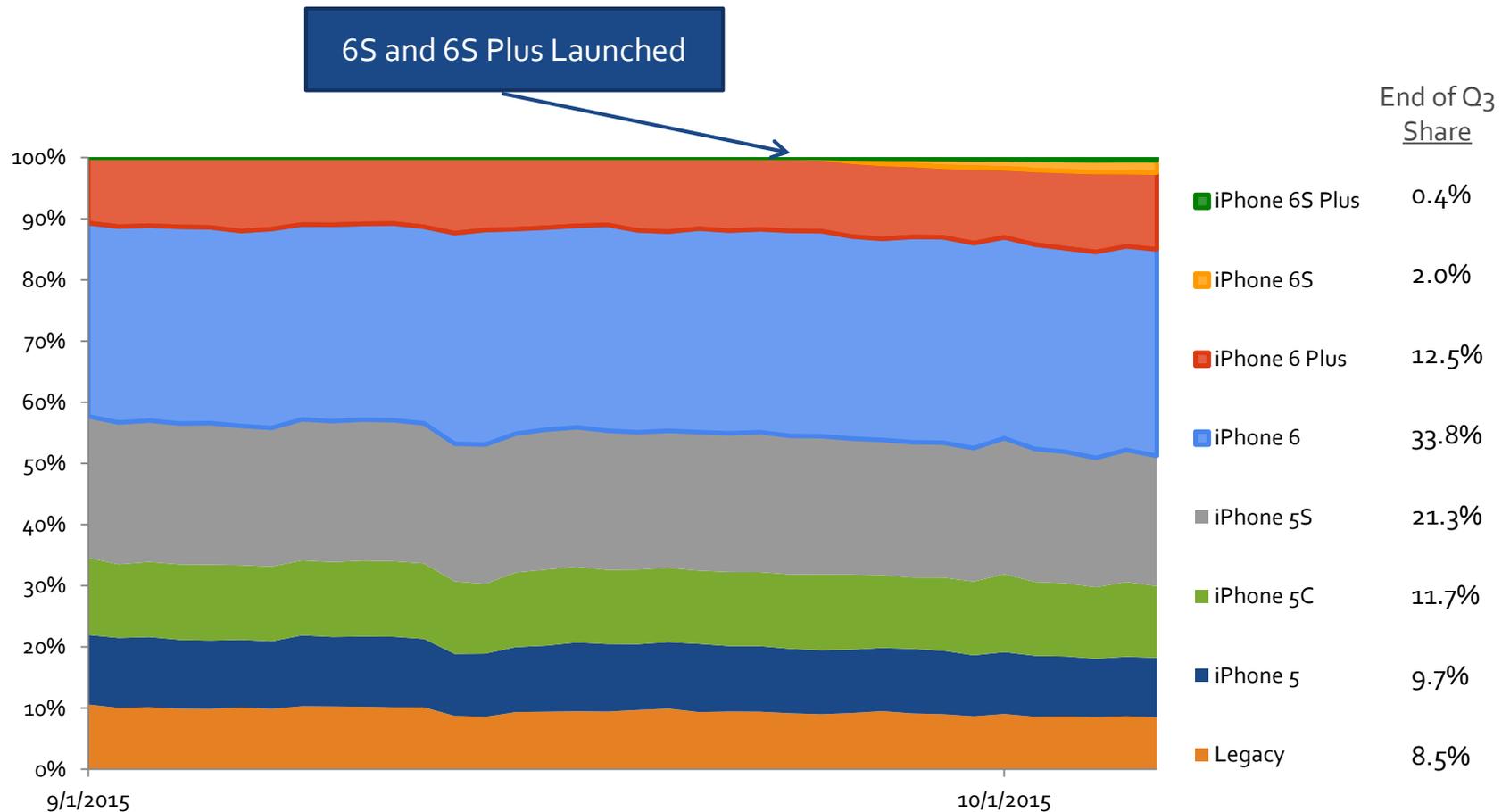
- Apple iPhone 6 and 6 Plus continue to grow, particularly in Asia. A fair amount of iPhone 6 Asian growth appears to come from the drop of several Samsung devices.
- In South America, the Moto G 2nd Gen appears to have users upgrading from the original Moto G.

Device	Africa	Asia	Europe	Global	North America	Oceania	South America
Apple iPhone 4S		-0.2%	-0.2%	-1.0%	-0.9%	-1.5%	-3.07%
Apple iPhone 5		-0.5%	-0.3%	-1.2%	-1.2%	-2.1%	-2.9%
Apple iPhone 5C		-0.1%	0.3%	-0.24%	-0.5%	-1.7%	-1.1%
Apple iPhone 5S		-0.6%	0.2%	-0.6%	-1.0%	-2.8%	-0.7%
Apple iPhone 6		0.0%	3.3%	1.5%	1.4%	-0.2%	5.4%
Apple iPhone 6 Plus		0.0%	2.0%	0.2%	0.4%	-0.1%	0.8%
Motorola Moto E		0.0%	-0.1%	0.0%	0.0%	0.0%	0.0%
Motorola Moto G		0.0%	-0.6%	-0.1%	-0.3%	-0.1%	-0.1%
Motorola Moto G (2nd Gen)		0.0%	0.3%	0.1%	0.3%	0.2%	0.1%
Nokia Lumia 520		0.0%	0.01%	-0.1%	-0.1%	0.0%	0.0%
Samsung Galaxy Grand Neo		1.2%	0.1%	0.10%	0.1%	0.0%	0.0%
Samsung Galaxy Grand Prime		0.4%	-0.2%	0.34%	0.32%	0.36%	0.0%
Samsung Galaxy Grand Quattro		0.2%	-0.37%	0.0%	-0.1%	0.0%	0.0%
Samsung Galaxy Note 3		0.1%	-1.2%	0.1%	-0.1%	0.2%	-0.18%
Samsung Galaxy Note 4		0.2%	0.8%	0.2%	0.60%	1.37%	0.4%
Samsung Galaxy Note II		0.0%	-0.8%	0.0%	-0.13%	-0.14%	-0.2%
Samsung Galaxy S III		-0.1%	-0.2%	-0.5%	-0.49%	-0.85%	-0.1%
Samsung Galaxy S4		0.3%	-1.2%	-0.1%	-0.32%	-0.30%	-0.9%
Samsung Galaxy S4 Mini		-0.6%	0.2%	0.1%	0.01%	-0.01%	0.1%
Samsung Galaxy S5		0.6%	-0.3%	1.0%	0.81%	0.83%	0.9%
Samsung Galaxy S6		0.2%	0.1%	0.2%	0.40%	0.98%	0.8%
Samsung Trend Plus		-0.8%	0.0%	-0.3%	-0.19%	-0.02%	0.1%
Others		-0.3%	-1.8%	0.3%	0.9%	5.9%	0.6%



Spotlight on iPhone 6s and 6 Plus Globally

- During September 2015, Apple launched the iPhone 6S and 6S Plus. Combined, they had over 2% by the end of the quarter.
- The iPhone 6 is now the most popular device, ending at 34%.
- All of the older generation iPhones (5S and before) continue to shrink.





Top Tablets

- The iPad 2 continues to hold a substantial part of the market across all continents, frequently holding the #1 spot. The iPad 4, Air and Mini are also holding strong positions.
- Samsung has many models, but few have at least 3% in most markets.

Top Tablets	Africa	Asia	Europe	North America	Oceania	South America	
Apple iPad 2		6.8%	9.5%	13.4%	19.7%	19.6%	10.6%
Apple iPad 3		4.8%	6.3%	5.8%	6.6%	9.8%	5.3%
Apple iPad 4		5.3%	6.9%	10.2%	12.0%	16.5%	7.4%
Apple iPad Air		4.9%	8.1%	11.5%	13.0%	14.6%	6.4%
Apple iPad Air 2		1.7%	3.6%	3.8%	5.3%	5.9%	2.5%
Apple iPad Mini		5.1%	14.7%	10.8%	11.9%	12.8%	8.9%
Apple iPad Mini Retina		1.6%	5.6%	3.6%	3.7%	4.2%	3.3%
Google Nexus 7		0.5%	1.4%	1.9%	1.6%	0.7%	0.9%
Samsung Galaxy Note 8.0		1.12%	2.0%	0.3%	0.3%	0.4%	1.5%
Samsung Galaxy Tab		4.1%	1.9%	0.1%	0.1%	0.0%	0.6%
Samsung Galaxy Tab 2 10.1		2.3%	0.9%	2.2%	0.7%	1.1%	2.3%
Samsung Galaxy Tab 2 7.0		1.6%	2.5%	1.24%	0.55%	0.24%	3.9%
Samsung Galaxy Tab 3 10.1 3G		3.9%	0.6%	2.6%	0.6%	0.9%	0.9%
Samsung Galaxy Tab 3 7.0		2.5%	1.8%	1.2%	1.4%	0.2%	4.1%
Samsung Galaxy Tab 3 Lite		5.1%	1.9%	1.3%	0.4%	0.4%	7.2%
Samsung Galaxy Tab 4 10.1		6.3%	1.0%	2.7%	1.4%	1.7%	2.2%
Samsung Galaxy Tab 4 7.0		1.2%	1.0%	0.7%	1.2%	0.0%	2.9%
Samsung Galaxy Tab S 10.5		0.4%	1.7%	0.9%	0.6%	1.2%	0.8%
Vodafone Smart Tab 3G		7.1%	0.0%	0.0%	0.0%	0.0%	0.0%
others		33.6%	28.6%	25.7%	19.1%	9.7%	28.1%



Top Tablet Trends (2015 Q3 vs. 2015 Q2)

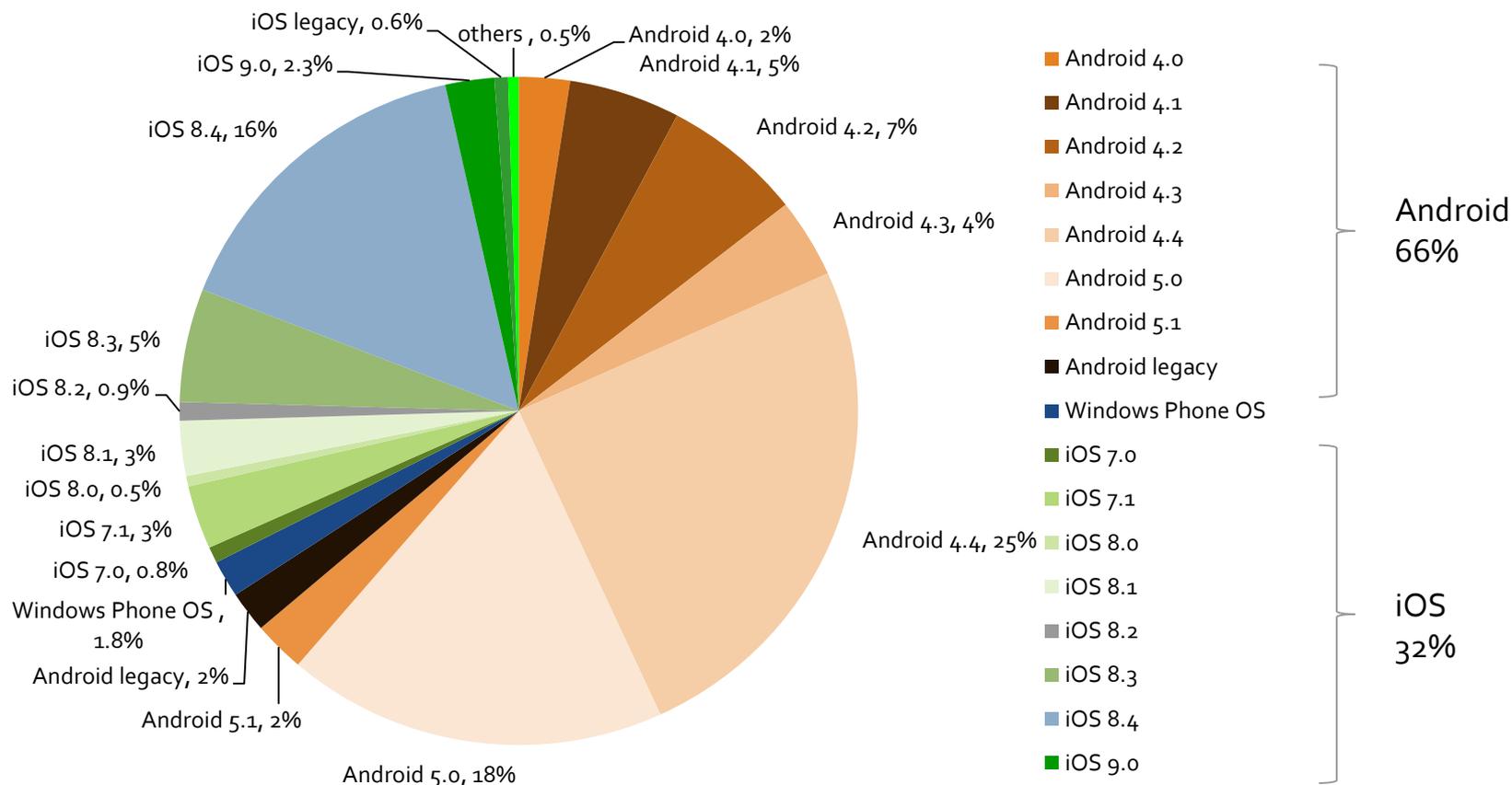
- The iPad2, the most popular tablet in the world, is starting to drop significant share (over 1%), but most of this loss is gained by the newer iPad Air 2.
- The Samsung Tab S 10.5 is gaining more share than other size Samsung tablets.
- In Asia, the iPad Mini and Mini Retina is taking share from Google's Nexus 7 and various Samsung 7 devices.

Top Tablet Trends	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	-1.4%	0.6%	-1.3%	-1.3%	-2.59%	-0.61%
Apple iPad 3	-0.9%	-0.5%	-0.6%	-0.4%	-0.6%	-0.3%
Apple iPad 4	-1.0%	-0.2%	-0.62%	-0.3%	-0.2%	-0.6%
Apple iPad Air	-0.9%	0.3%	0.0%	0.3%	0.8%	-0.3%
Apple iPad Air 2	0.3%	0.3%	0.8%	1.3%	1.9%	1.0%
Apple iPad Mini	-1.1%	3.7%	-0.7%	-0.4%	-0.2%	1.0%
Apple iPad Mini Retina	-0.2%	1.6%	0.0%	0.2%	0.6%	0.2%
Google Nexus 7	-0.1%	-2.6%	0.1%	0.1%	-0.8%	0.1%
Samsung Galaxy Note 8.0	0.0%	-1.4%	0.0%	0.0%	0.0%	0.4%
Samsung Galaxy Tab	0.6%	-0.14%	0.0%	0.0%	0.0%	-0.4%
Samsung Galaxy Tab 2 10.1	-0.5%	-0.4%	-0.20%	-0.2%	0.1%	-0.07%
Samsung Galaxy Tab 2 7.0	-0.6%	-0.8%	-0.27%	-0.11%	0.0%	-0.5%
Samsung Galaxy Tab 3 10.1 3G	0.1%	-0.14%	0.3%	0.0%	0.0%	0.2%
Samsung Galaxy Tab 3 7.0	1.1%	-1.1%	-0.1%	-0.1%	0.01%	-0.1%
Samsung Galaxy Tab 3 Lite	2.0%	-0.9%	-0.1%	0.03%	0.0%	-0.6%
Samsung Galaxy Tab 4 10.1	1.8%	0.3%	0.5%	0.42%	0.2%	0.7%
Samsung Galaxy Tab 4 7.0	0.9%	0.4%	0.1%	0.17%	0.0%	0.8%
Samsung Galaxy Tab S 10.5	0.3%	1.5%	0.8%	0.46%	1.0%	0.7%
Vodafone Smart Tab 3G	-3.2%	0.0%	0.0%	0.00%	0.0%	0.0%
others	2.7%	-0.5%	1.3%	-0.28%	-0.1%	-1.5%



Global Smartphone OS Release

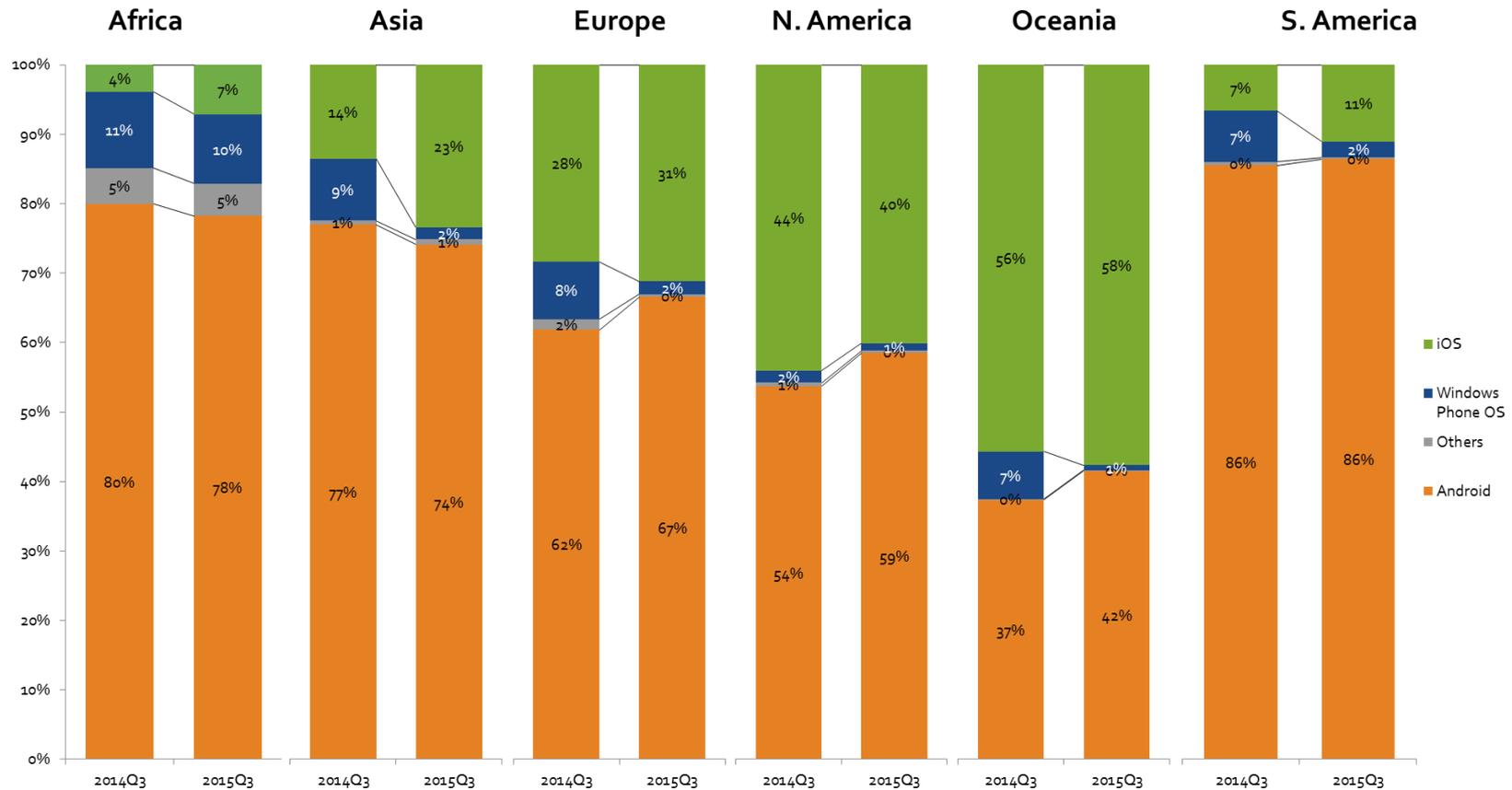
- Android holds 66% of the global smartphone OS market. Android 4.4 is the largest with 25%. Newer OS versions (5.0 and 5.1) having grown to a combined 20% share at this stage.
- Apple is the second largest with 33%. iOS 8.4 is the most popular version, with 16%. iOS 9 was released late in the quarter – accounting for only 2.3%.





Smartphone OS by Continent

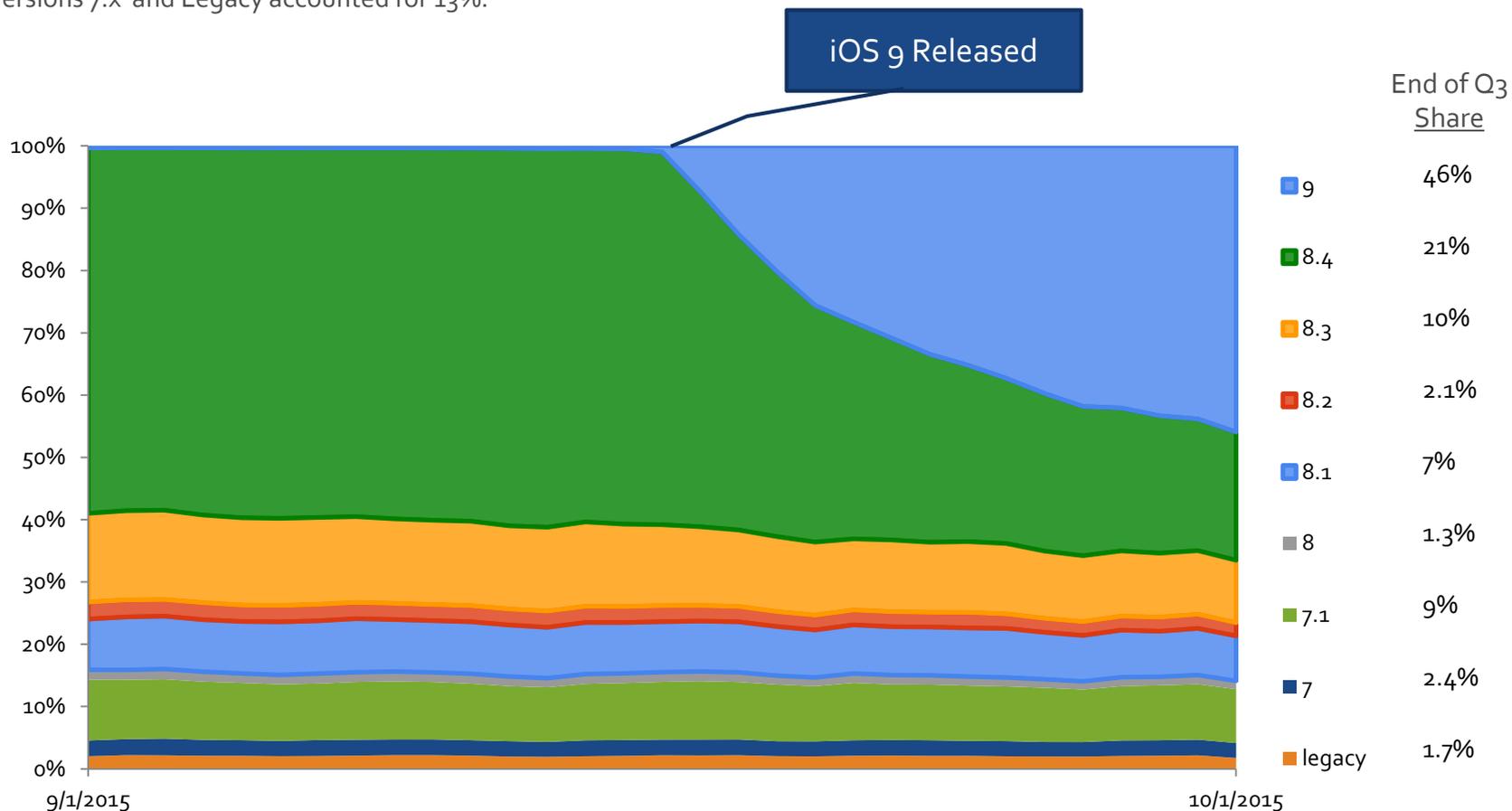
- Android has over 59% of hits in all continents except Oceania. Apple's iOS is a close second to Android in N. America with 40%.
- Over the last year, iOS has grown its share in all continents except N. America.
- Windows Phone OS share continues to drop in all continents, being supplanted by iOS and Android.





iOS Trend, Global

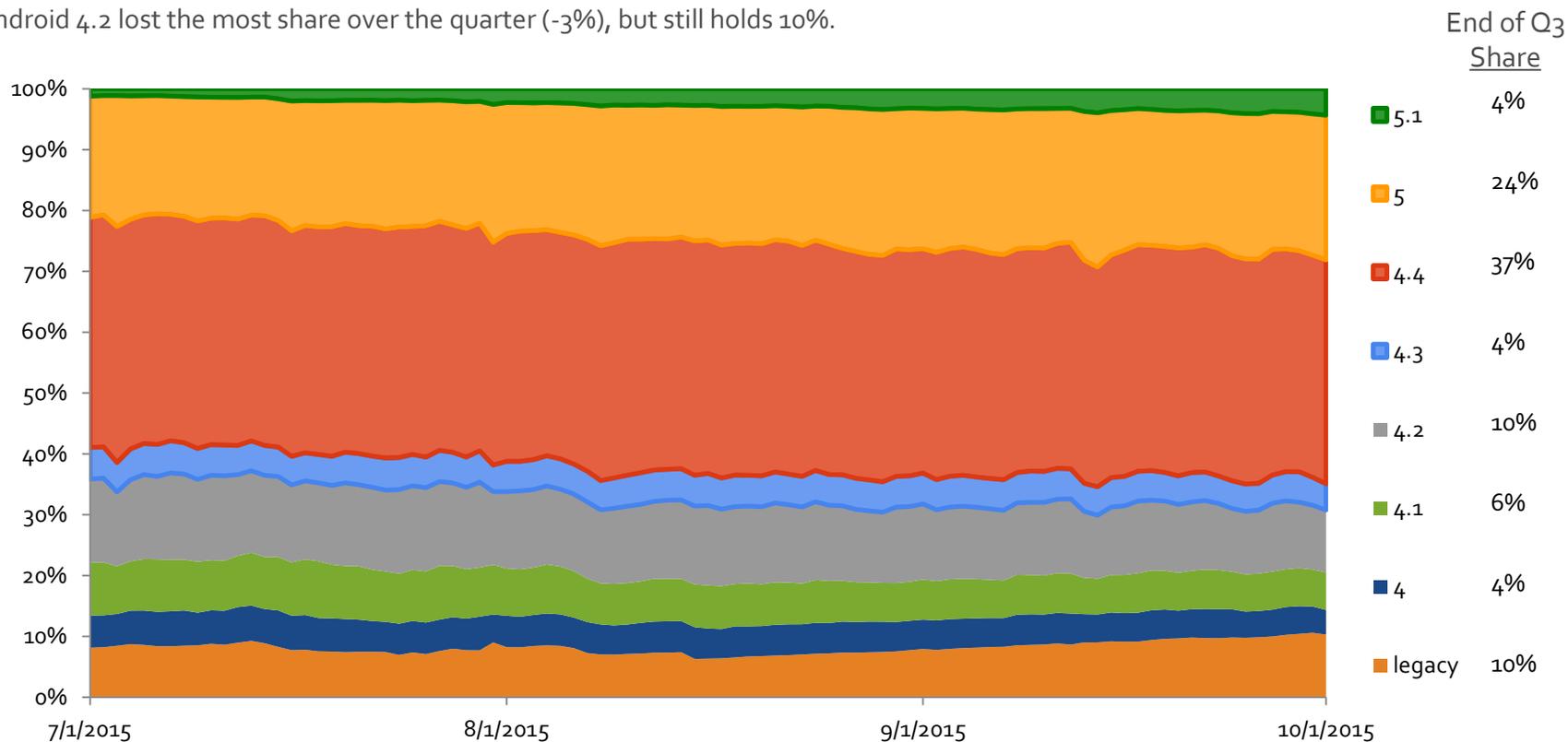
- While coming mid-September, by the end of the Quarter, iOS 9 quickly grew to the dominant iOS version, with 46%.
- Versions of 8.x account for 41% of traffic by the end of 2015 Q3.
- Versions 7.x and Legacy accounted for 13%.





Android OS Trend, Global

- Android 4.4 is the most popular version, with 37% at the end of September.
- Android 5.0 continues to gain momentum, reaching 24% and 5.1 reaching 4%.
- Android 4.2 lost the most share over the quarter (-3%), but still holds 10%.



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Spotlight: Malaysia

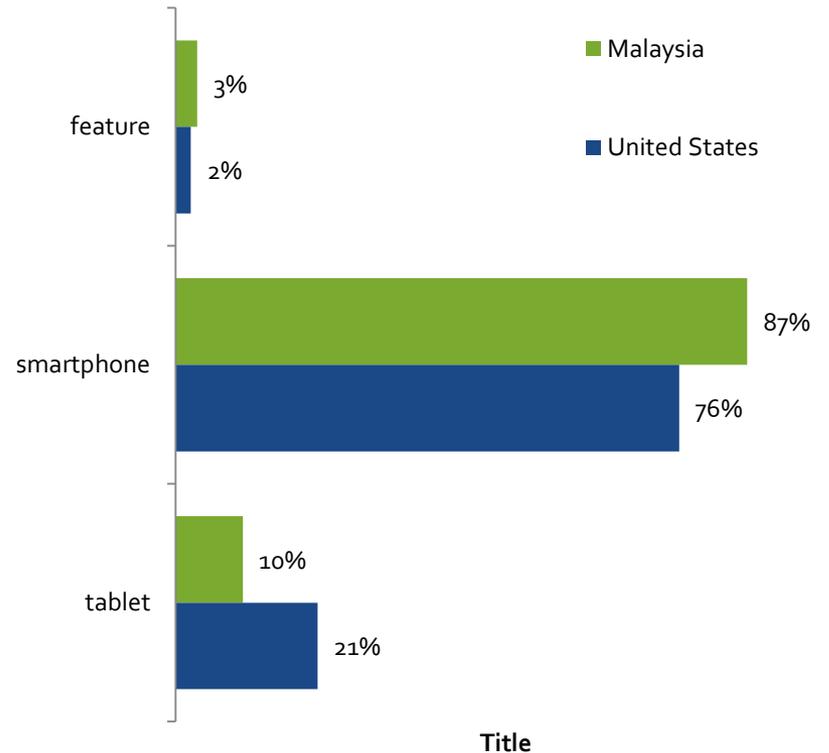




Form Factor

- Malaysia has relatively low rate of feature phone browsing (3%), very near to the rate of the USA (2%).
- Smartphone usage is strong at 87%. As a percent of the total smartphone usage for browsing is more prevalent than the USA (76%).
- Tablet usage (10%) is less than half of the United States, but is typical for the Asian average of 12%.

Form Factor



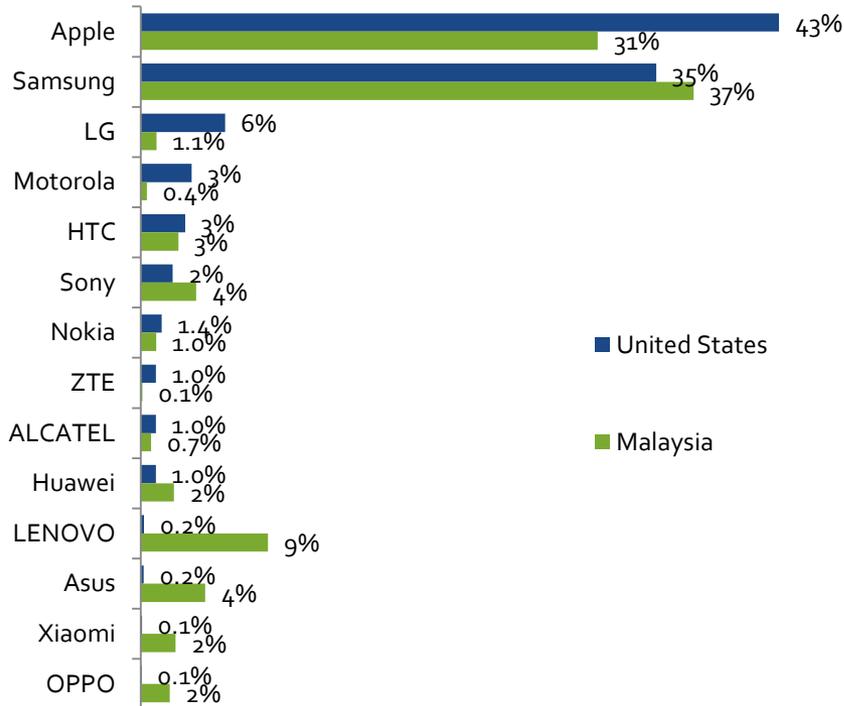


Top Manufacturer

- Apple iPhone share in Malaysia (31%), is 10% lower than the USA (43%). Samsung is the most popular manufacturer (37%).
- Lenovo (9%) and Asus(4%) hold 3rd and 4th place.

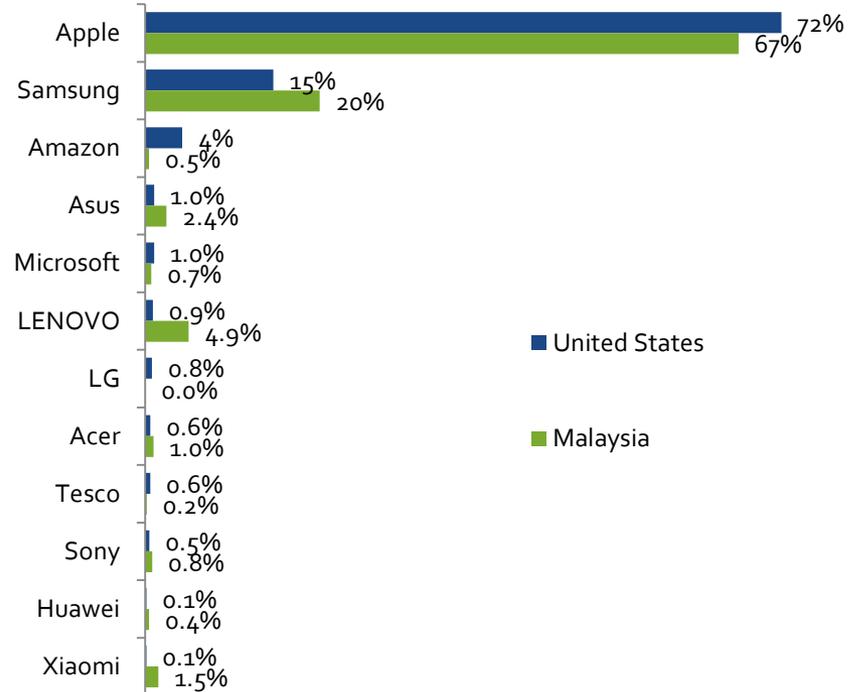
- While iPad usage in Malaysia (67%) is relatively close to the USA (72%)
- Samsung holds a distant second with 20%.
- Like smartphones, Lenovo (4.9%) and Asus(2.4%) hold the 3rd and 4th places.

Top Smartphone Manufacturers



Smartphone Hits

Top Tablet Manufacturers



Tablet Hits

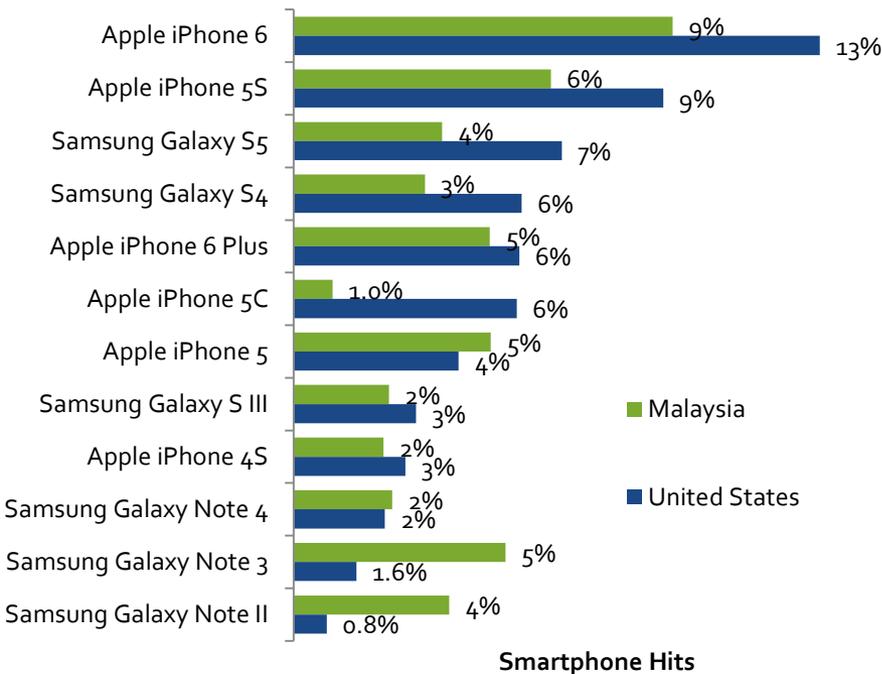


Top Devices

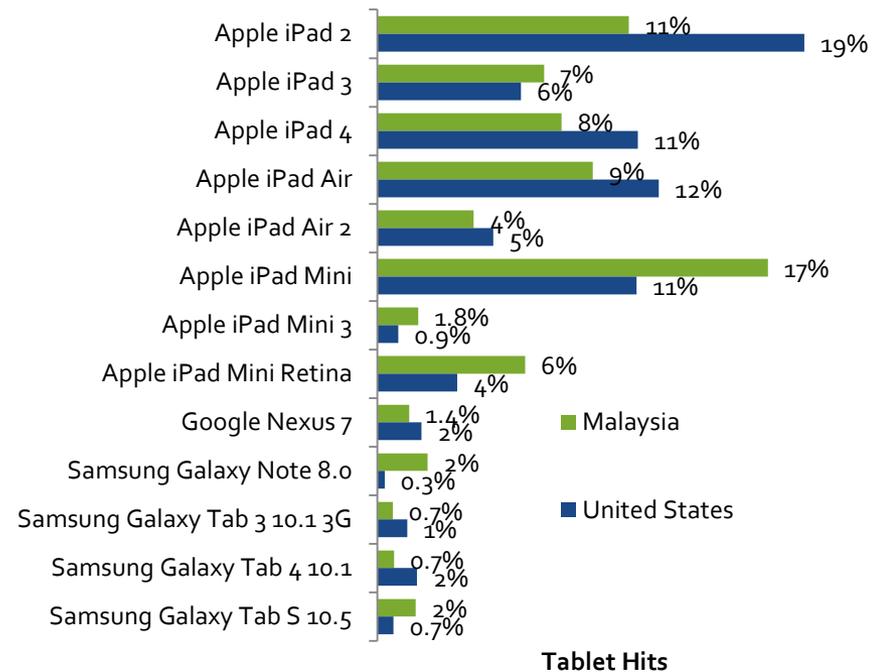
- iPhone 6, one of Apple's newer devices, is the most popular smartphone with 9%.
- Apple and Samsung dominate the top 10 positions.
- The larger Samsung Note smartphones (II, 3, and 4) are more popular than in the USA.

- Among iPads, the iPad 2 (11%) is in second place, with the iPad Mini holding the top spot at 17%.
- Google's Nexus 7 and several Samsung tablet hold the remaining top 10 spots.

Top Smartphone Devices



Top Tablet Manufacturers

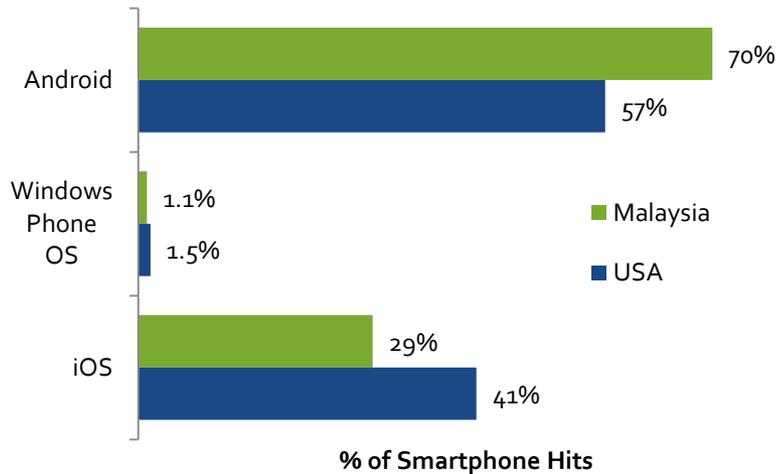




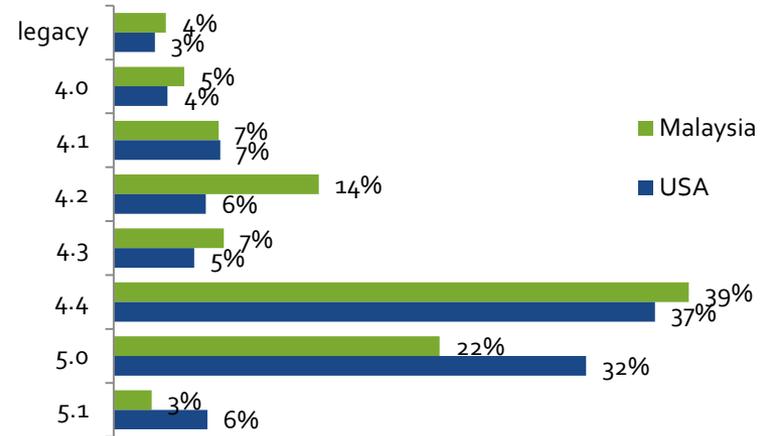
OS Smartphones

- Android has 70% share in Malaysia, much higher than the United States.
- iOS holds 29% in Malaysia (29%) which is similar to the global average (32%), but lower than the USA (41%).
- Android version 4.4 is also the most popular version in Malaysia (39%).
- Android 5.x is less popular in Malaysia (25%), whereas USA has almost 38%.
- iOS version adoption is relatively similar to the USA, with most users on iOS 8.4. However there appear to be strong initial adoption of 9.0.

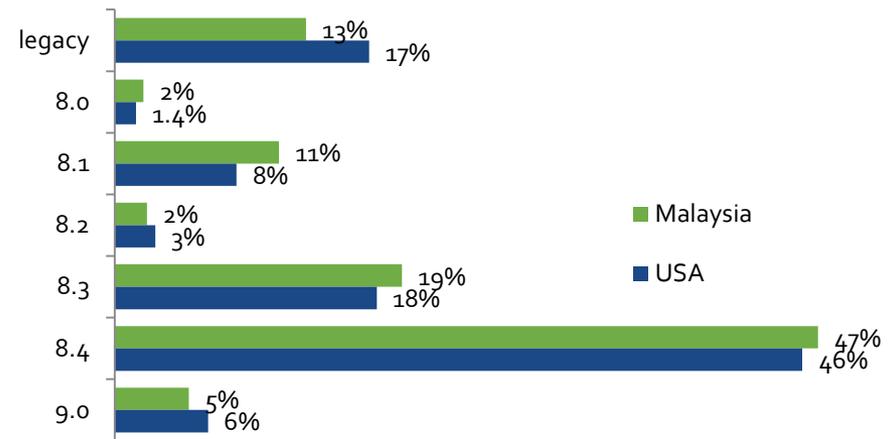
Smartphone OS



Android OS



% of Android Smartphone Hits iOS



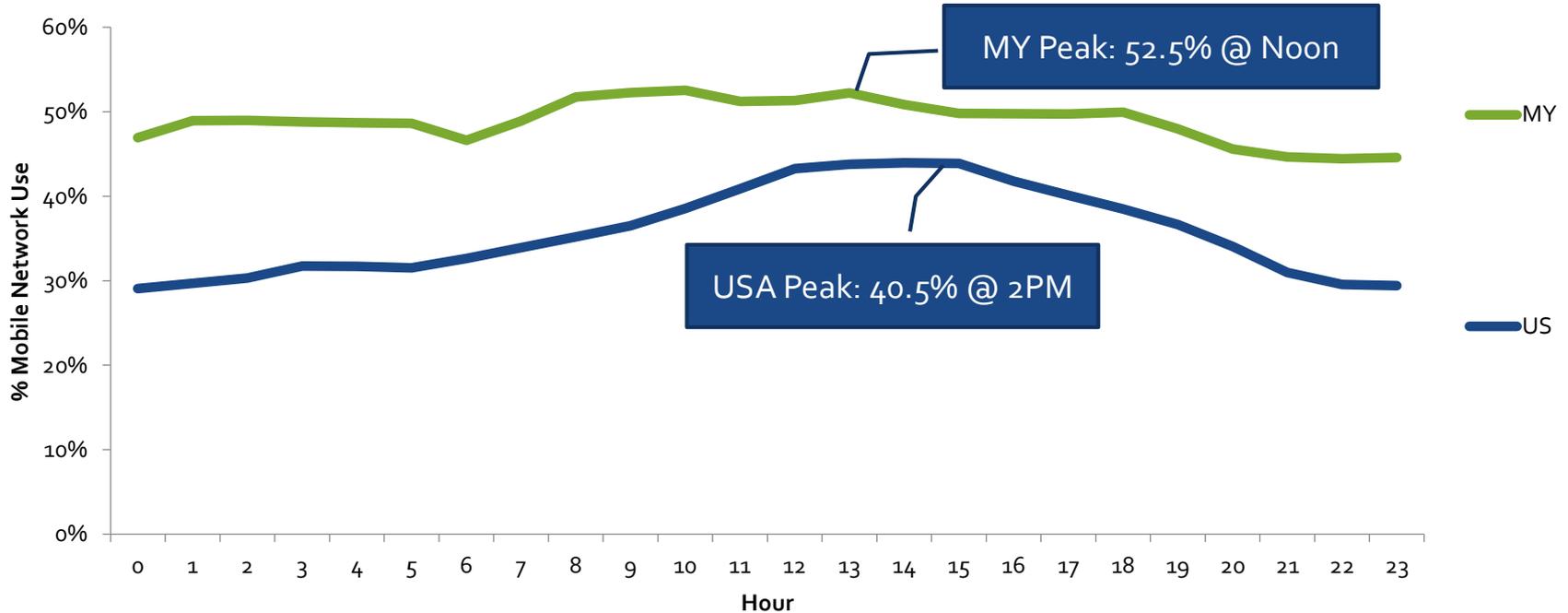
% of iOS Smartphone Hits



Connection Type by Hour of Day

- Average Malaysian usage of mobile networks (49%) is much higher than the USA (36%).
- Malaysia has much higher use of the mobile network relative to the USA throughout the day and night.
- Malaysia's peak hour occurs at noon with 52.5% of hits occurring via mobile networks.
- The Malaysian peak usage is not as pronounced – occurring 1.07x times the average – compared to the USA, which is 1.23x the average.

Mobile Network Operator Connection Comparison



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