MOVR

Mobile Overview Report
October – December 2015

scientiamobile

The first step in a great mobile experience

	ASIA	NORTH AMERICA	EUROPE

Form Factor

	ASIA	NORTH AMERICA	EUROPE
FEATURE	5%	3%	3%
SMARTPHONE	84%	71%	65%
TABLET	10%	26%	32%

Top 5 Smartphones

ASIA		NORTH AMERICA		EUROPE	
Apple iPhone 6	9%	Apple iPhone 6	13%	Apple iPhone 6	9%
Apple iPhone 5S	5%	Samsung Galaxy S5	8%	Apple iPhone 5S	7%
Apple iPhone 6 Plus	4%	Apple iPhone 5S	7%	Samsung Galaxy S5	6%
Samsung Galaxy S4	4%	Apple iPhone 6 Plus	6%	Samsung Galaxy S4	5%
Apple iPhone 5	4%	Apple iPhone 5C	4%	Apple iPhone 5C	3%

Top 5 Tablets

ASIA		NORTH AMERICA		EUROPE	
Apple iPad Mini	14%	Apple iPad 2	16%	Apple iPad Air	11%
Apple iPad Air	9%	Apple iPad Air	12%	Apple iPad 2	11%
Apple iPad 2	9%	Apple iPad 4	10%	Apple iPad Mini	9%
Apple iPad 4	7%	Apple iPad Mini	10%	Apple iPad 4	9%
Apple iPad Mini Retina	6%	Apple iPad Air 2	6%	Apple iPad Air 2	5%

Smartphone OS

	ASIA	NORTH AMERICA	EUROPE
ANDROID	72%	58%	67%
iOS	26%	40%	30%
WINDOWS PHONE OS	2%	1%	3%
OTHER	.4%	.3%	.3%

Smartphone Diagonal Size

	2-3"	3-4"	4-4.5"	4.5-5"	5-5.5"	5.5-6"	6-6.5"	6.5+"
ASIA	2%	5%	21%	24%	27%	20%	1%	0%
NORTH AMERICA	2%	4%	18%	32%	30%	12%	.8%	0%
EUROPE	2%	5%	27%	30%	29%	6%	.8%	0%

Tablet Diagonal Size

	7-7.5"	7.5-8"	8-9"	9-9.5"	9.5-10"	10-11"	11+"
ASIA	18%	20%	6%	.2%	45%	11%	.3%
NORTH AMERICA	14%	12%	6%	.5%	56%	11%	.4%
EUROPE	12%	12%	7%	.3%	47%	21%	.4%

	SOUTH AMERICA	AFRICA	OCEANIA

Form Factor

	SOUTH AMERICA	AFRICA	OCEANIA
FEATURE	4%	11%	3%
SMARTPHONE	78%	66%	67%
TABLET	17%	23%	30%

Top 5 Smartphones

SOUTH AMERICA		AFRICA		OCEANIA	
Motorola Moto G	6%	Samsung Galaxy S5	6%	Apple iPhone 6	22%
Motorola Moto G (2nd Gen)	4%	Samsung Galaxy S4	5%	Apple iPhone 5S	11%
Apple iPhone 6	4%	Samsung Galaxy Grand Neo	3%	Samsung Galaxy S5	10%
Samsung Galaxy Grand Prime	4%	Apple iPhone 6	3%	Apple iPhone 5	7%
Samsung Galaxy S4	3%	Samsung Galaxy S4 Mini	3%	Apple iPhone 6 Plus	6%

Top 5 Tablets

SOUTH AMERICA		AFRICA		OCEANIA	
Apple iPad 2	10%	Vodafone Smart Tab 3G	10%	Apple iPad 2	17%
Apple iPad Mini	8%	Samsung Galaxy Tab 4 10.1	6%	Apple iPad 4	16%
Apple iPad Air	8%	Apple iPad 2	6%	Apple iPad Air	15%
Apple iPad 4	8%	Apple iPad 4	5%	Apple iPad Mini	12%
Apple iPad 3	6%	Apple iPad Air	5%	Apple iPad 3	9%

Smartphone OS

	SOUTH AMERICA	AFRICA	OCEANIA
ANDROID	83%	82%	40%
iOS	13%	9%	59%
WINDOWS PHONE OS	3%	4%	1%
OTHER	.2%	5%	.1%

Smartphone Diagonal Size

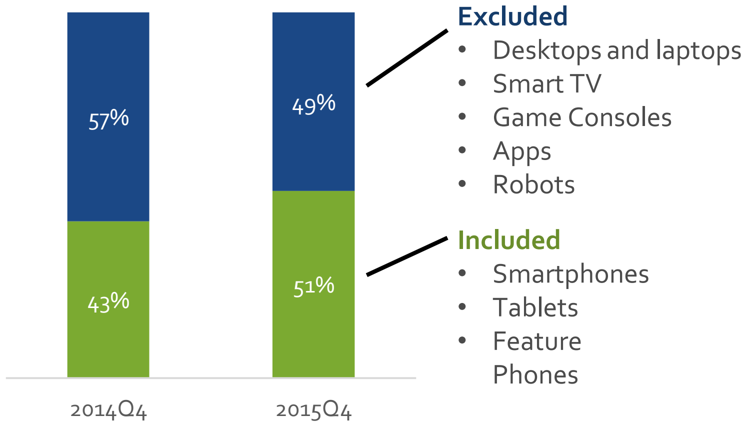
	2-3"	3-4"	4-4.5"	4.5-5"	5-5.5"	5.5-6"	6-6.5"	6.5+"
SOUTH AMERICA	1%	6%	24%	25%	38%	5%	.6%	0%
AFRICA	5%	8%	28%	17%	30%	10%	1%	0%
OCEANIA	2%	5%	26%	35%	25%	6%	.2%	0%

Tablet Diagonal Size

	7-7.5"	7.5-8"	8-9"	9-9.5"	9.5-10"	10-11"	11+"
SOUTH AMERICA	26%	11%	7%	.1%	40%	16%	.5%
AFRICA	37%	10%	4%	.1%	25%	23%	.4%
OCEANIA	2%	14%	2%	0%	71%	11%	.1%

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 21 billion requests from April 2014 to end of December 2015.
  - MOVR focuses on mobile devices, consisting of smartphones, tablets, and feature phones.
  - While the data set 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" screen, and running a mobile or tablet OS. One exception is that a full version of Windows 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 match 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.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.
- ImageEngine combines mobile device detection, with image resizing and file optimization, with CDN-type delivery. It provides significantly faster downloads, especially on mobile devices.

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 Resizing and Delivery Service

Now with WordPress Plugin

Image Engine

Is

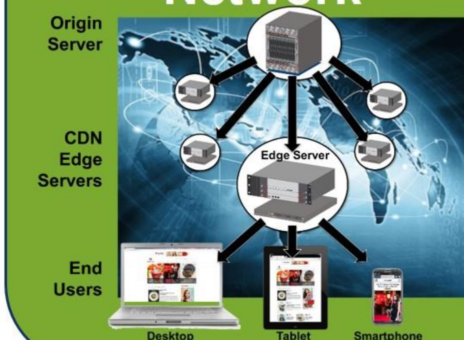
Mobile Device Detection

+

Automatic Image Resizing

+

Content Delivery Network



Achieve 60% Payload Reduction and Load Time Improvement

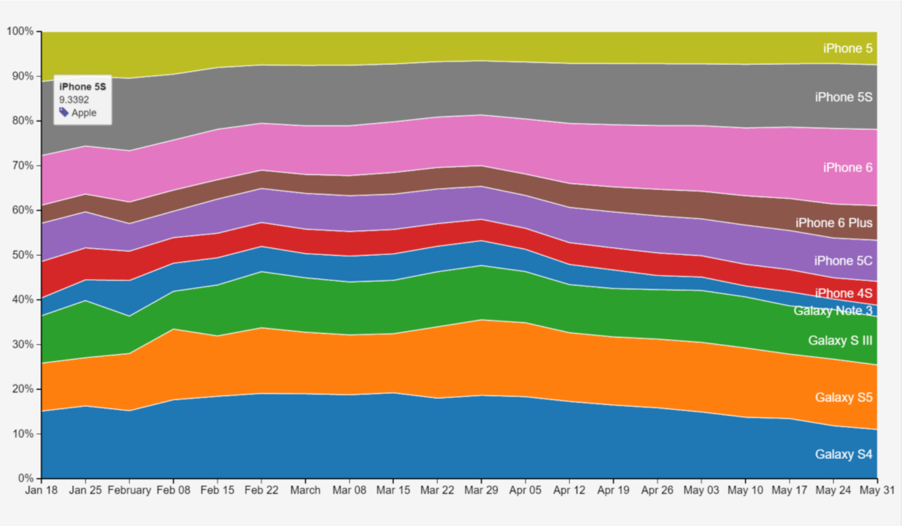
Start a Trial of ImageEngine Lite today

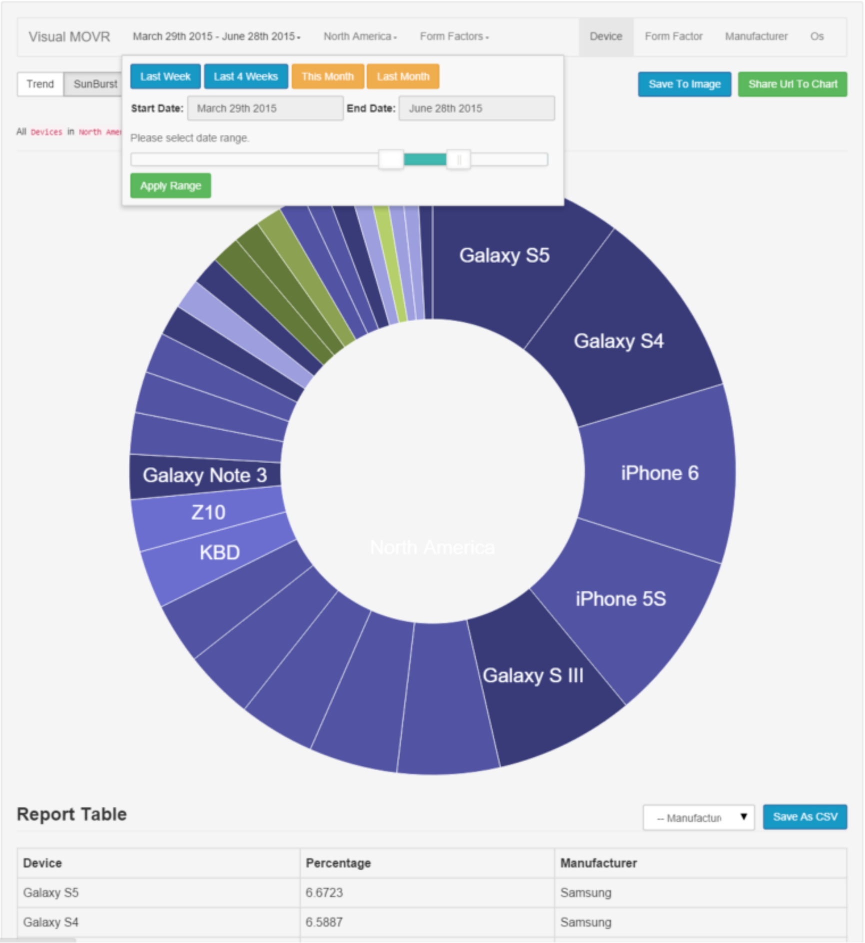
http://www.scientiamobile.com/page/imageengine

MOVR Visualization Tool

- Don't wait for our quarterly MOVR reports.
- Sign up for an account for full access to MOVR Visualization.
- Run interactive reports on up-to-date MOVR information.
- Export to high-quality PNG images.
- Share URL of reports you have generated.
- Export data as CSV.
- Still subscribe to MOVR quarterly reports for special reports.

Click Here
Check Out MOVR Visualization



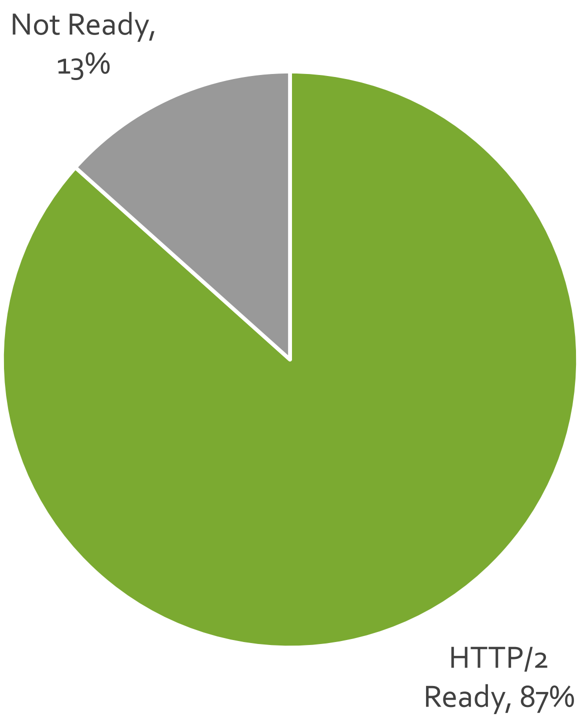


Browser Readiness is Much Higher than Server Usage of HTTP/2

- Browsers are largely ready for HTTP/2 traffic. 87% of hits come from HTTP/2-ready browsers running on OS that support HTTP/2.
- Android WebKit prior to 4.0, Safari prior to 9.0, and IE are the largest hold-outs for HTTP/2 readiness.

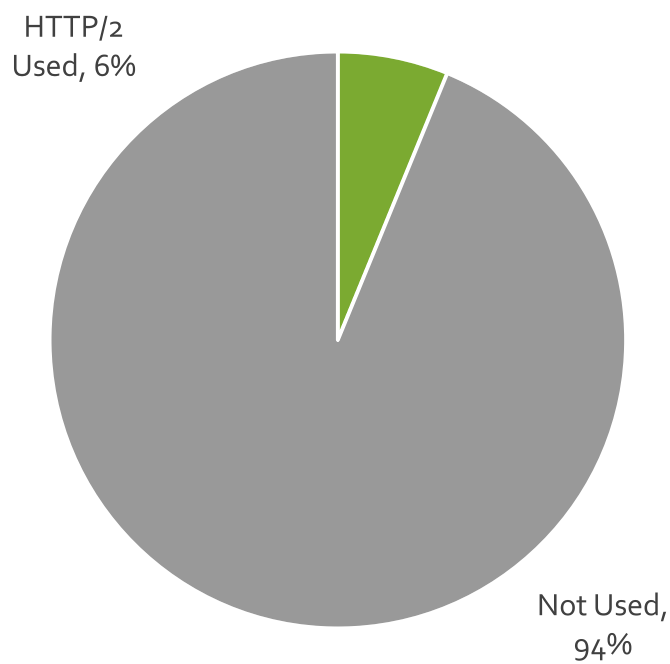
- Servers are increasing the pace of HTTP/2 adoption, growing from zero to 6.2% over the last year.
- Nevertheless, servers are trailing significantly behind browsers in adoption of HTTP/2.

Browser Readiness for HTTP/2



Source: ScientiaMobile. HTTP/2 over SSL only

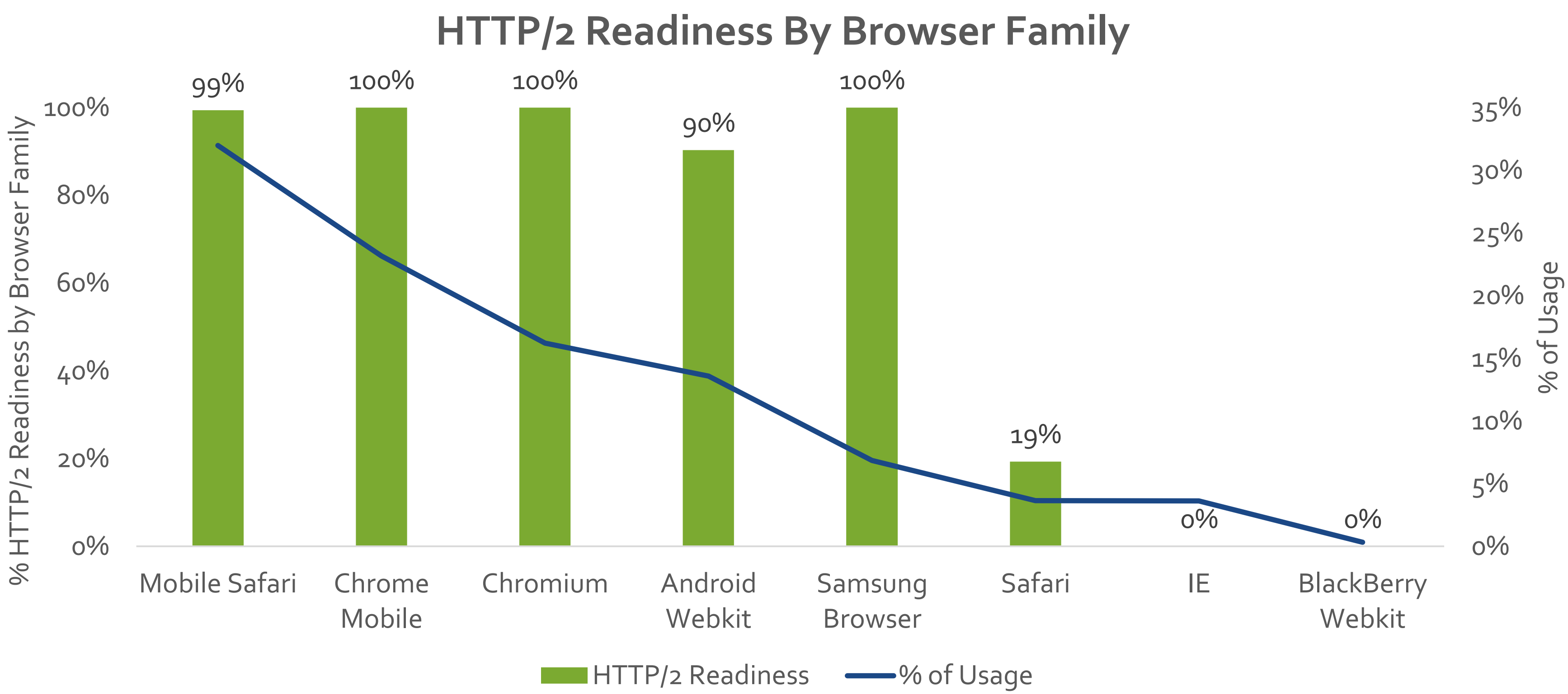
Server Usage of HTTP/2



Source: w3Techs http://w3techs.com/technologies/details/ce-http2/all/all

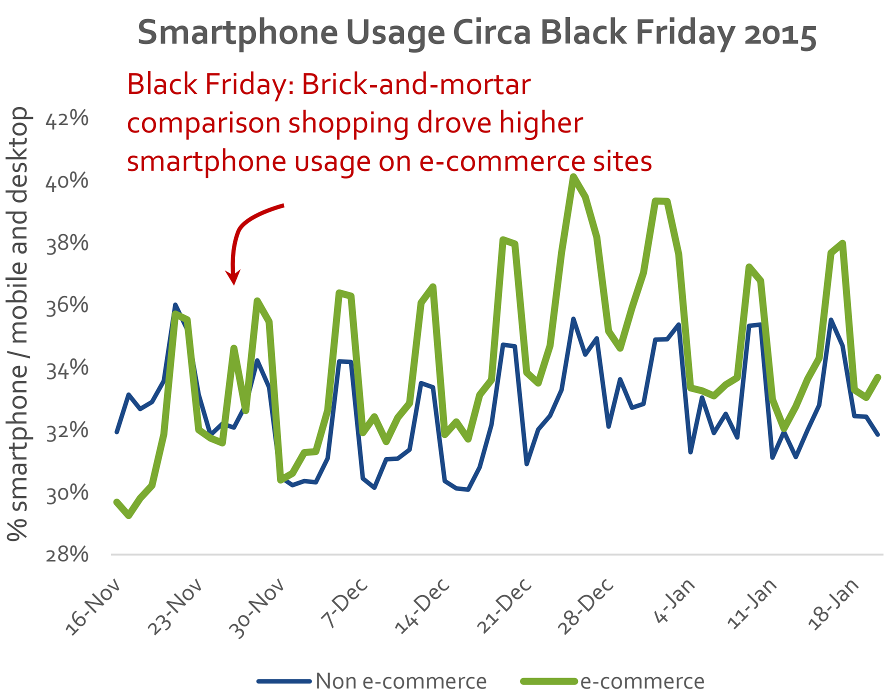
Browser Readiness by Browser Family

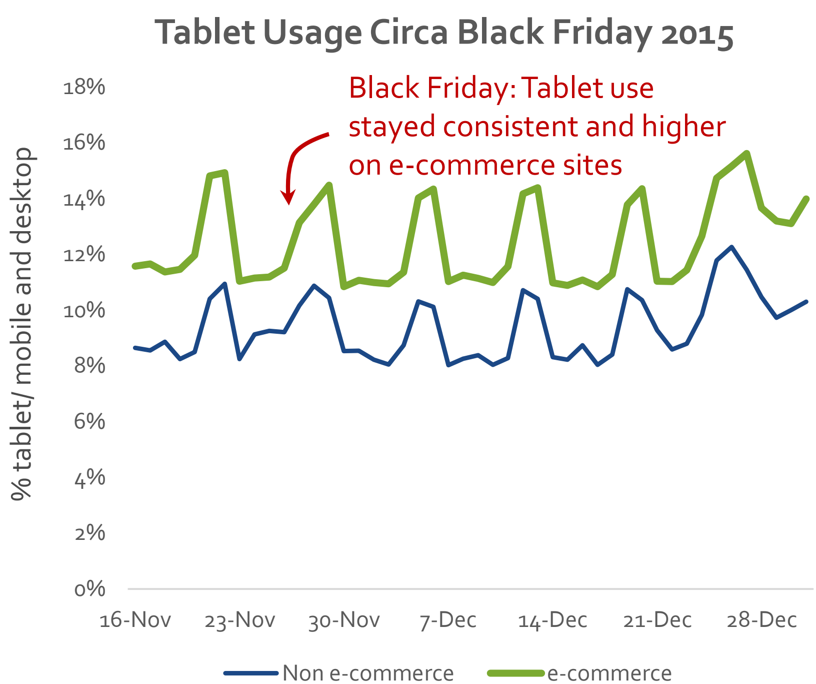
- Mobile Safari, Chrome Mobile, Chromium and Samsung users are ready for the HTTP/2 at this stage.
- Android WebKit started supporting HTTP/2 starting with version 4.1.



Smartphone Growth For E-Commerce During Black Friday

- A significant difference exists between e-commerce sites and non e-commerce sites during the holiday shopping season.
- Starting on Black Friday (Nov. 27, 2015), smartphones diverged even further. E-commerce smartphone usage grew throughout the holiday season, then dropped back down to normal levels in January.
- One explanation for higher smartphone usage is that shoppers in brick-and-mortar stores might be searching for prices and more product information on to e-commerce sites.
- Unlike smartphones, tablet traffic stayed relatively consistent during the holidays.



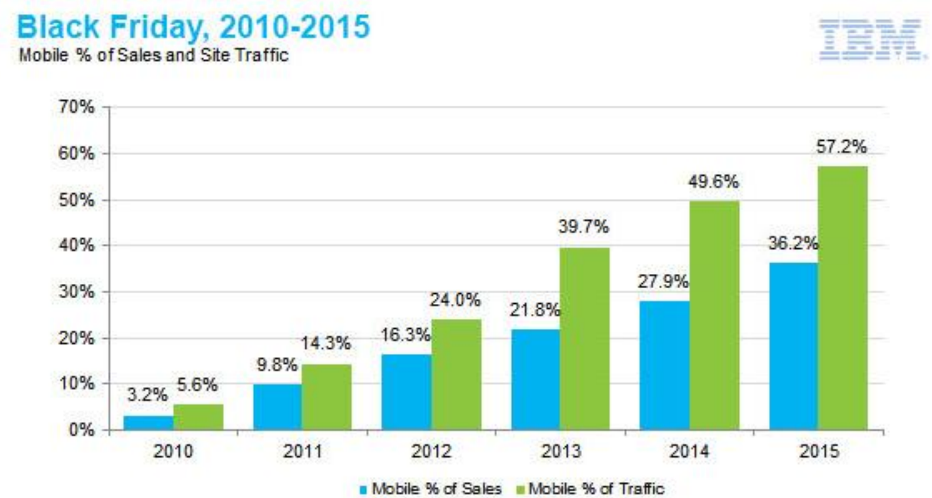


Purchases Over Mobile Devices

- Consumers 42.6 minutes spent in shops browsing, compared to 36.4 minutes on laptops

  https://webloyaltycorporatecontent.s3.amazonaws.com/webloyalty__the_connected_consumer_report_2015_1425891143.pdf

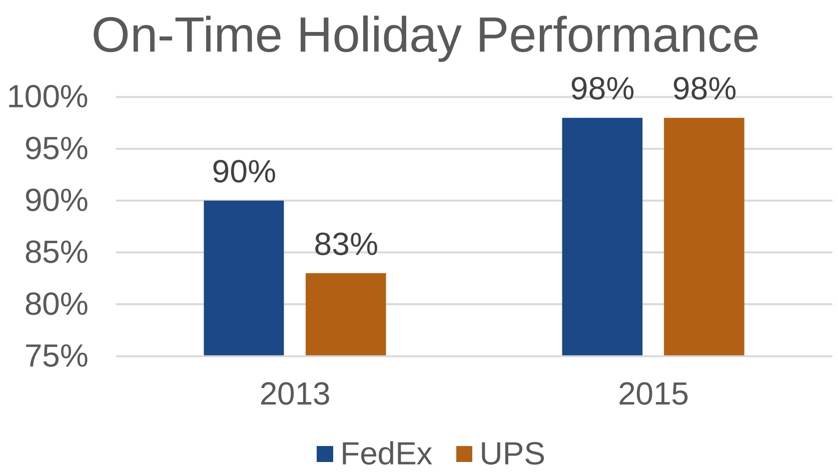
- Over one-third of e-commerce purchases during 2015 holiday season came from mobile devices.



Source:https://www-01.ibm.com/software/marketing-solutions/benchmark-reports/black-friday-report-2015.pdf

Delivery Performance

- Ecommerce usage levels as and a leading indicator for shipments

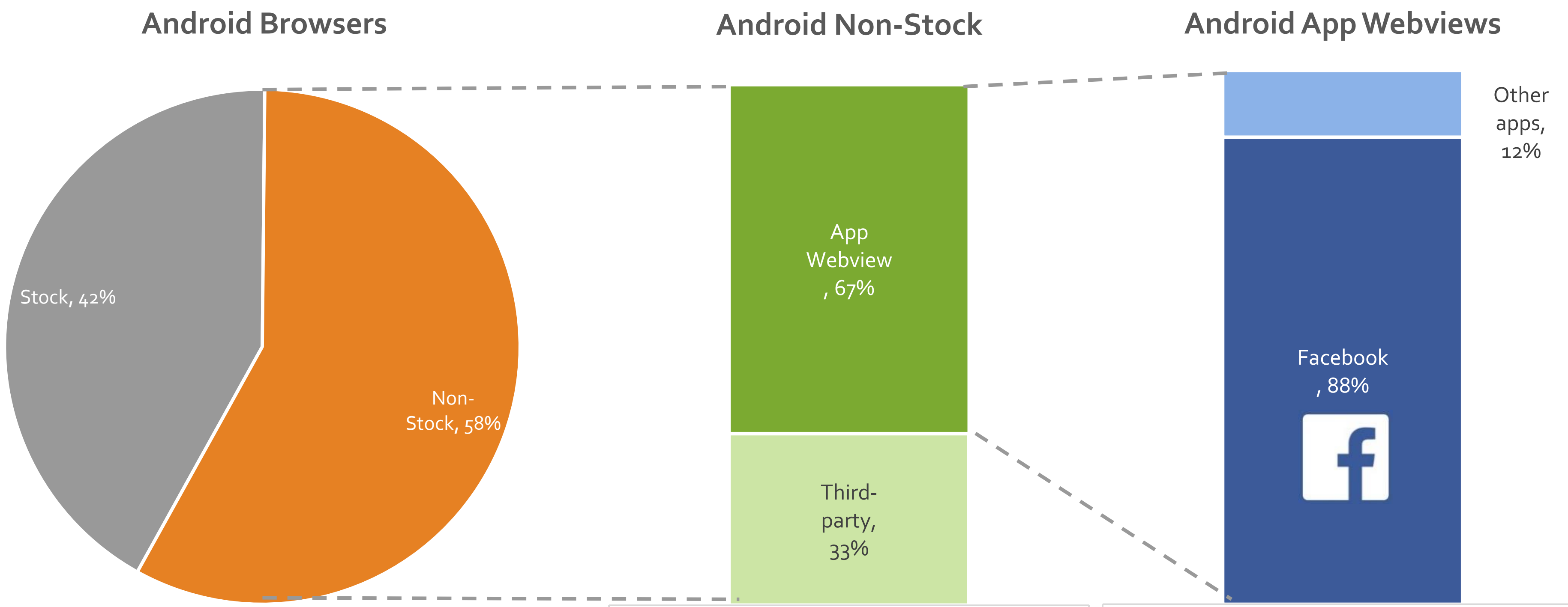


- Source: ShipMatrix

Android Stock Browsers, 3rd Party Browsers, and App Webviews

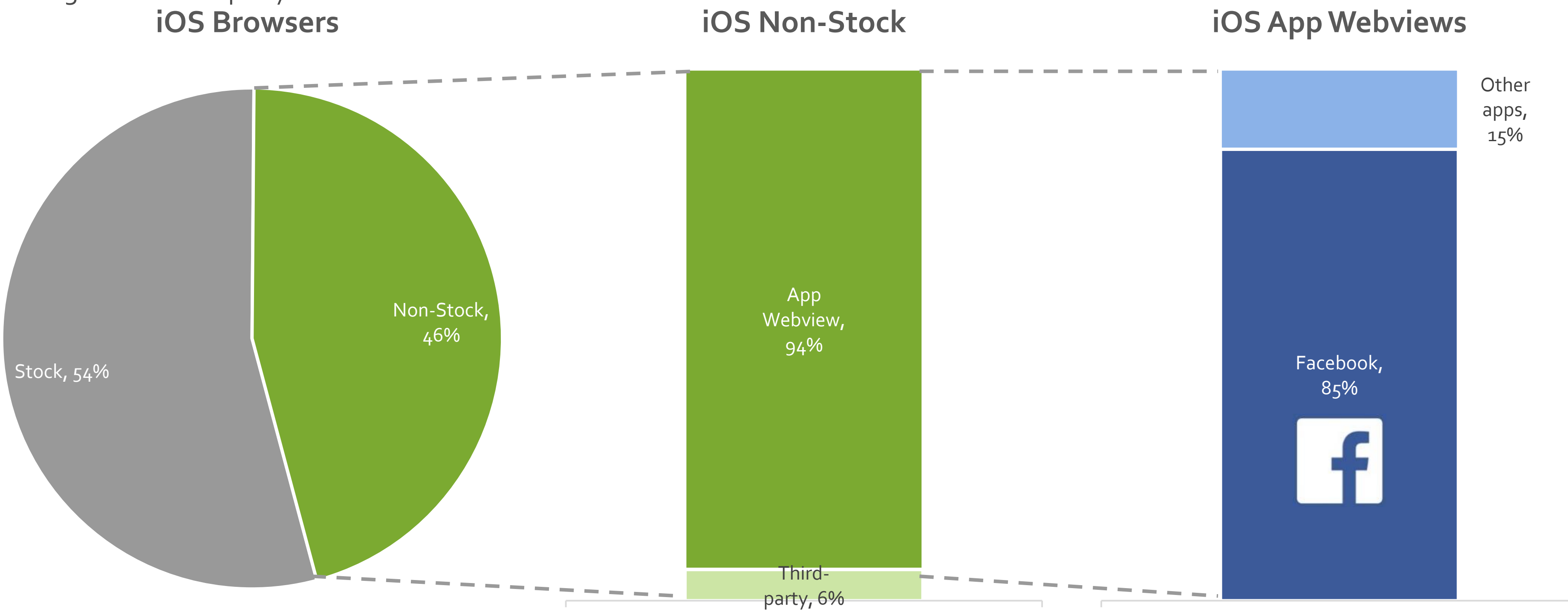
- Non-stock browsers (App Webviews and third-party) make up 58% of traffic for Android.
- Samsung browser is the largest third-party browser.
- Much of this is coming from Facebook (88%).

- This has serious repercussions for web designers because they need to ensure that their site works equally well during an App Webview.



iOS Stock Browsers, 3rd Party Browsers, and App Webviews

- Non-Stock browsers are also significant for iOS, generating 46% of traffic.
- Unlike Android, very little third-party browser traffic on iOS is generated (6%). Chrome on iOS is the most significant third party browser.
- Similar to Android, Facebook drives 85% of iOS App Webviews.



Continent Comparisons

Form Factor

Feature Phones

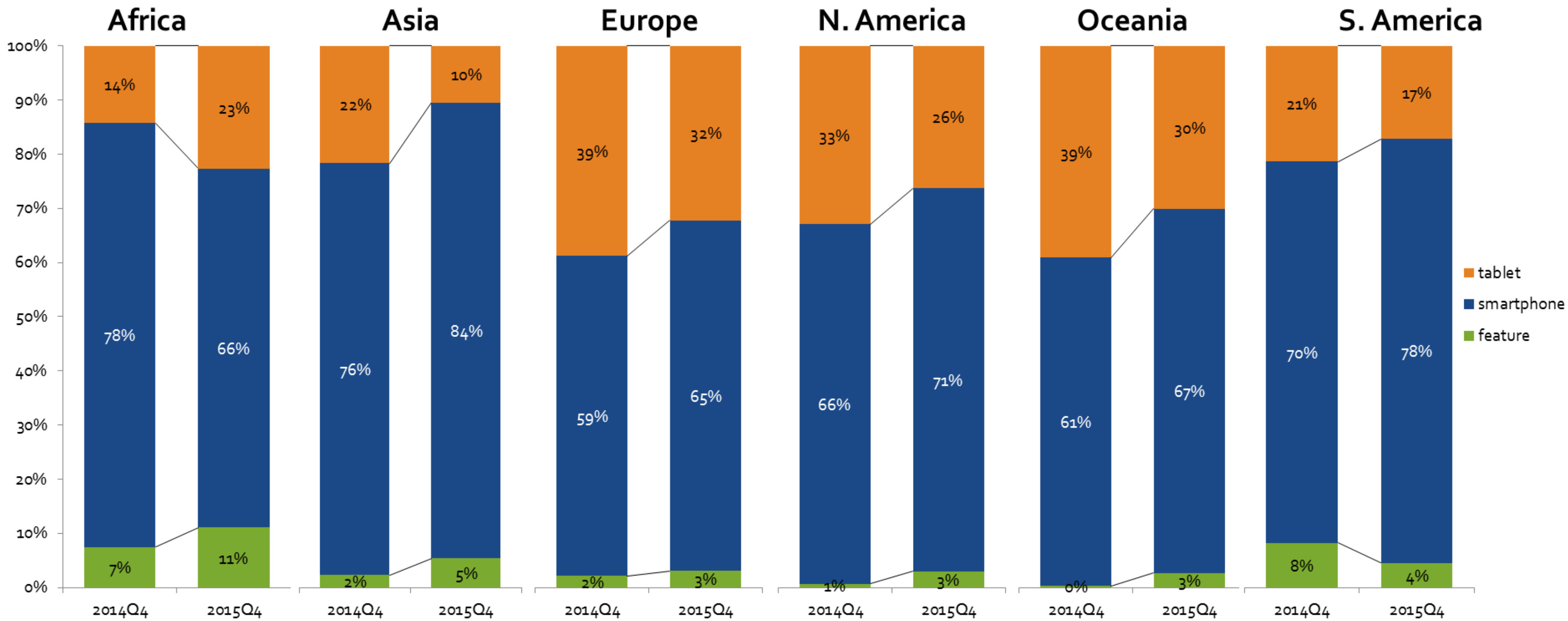
- Browsing the web via feature phones persists, but is relatively low. Africa is the only continent over 10% during 2015Q4.

Smartphones

- Browsing from a smartphone generates a minimum of 65% of all continents.
- In the last year, all continents except Africa have seen increases in smartphones as a percent of total traffic.

Tablets

- In the last year, tablet traffic has dropped as 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% slower than traffic growth coming from smartphones.

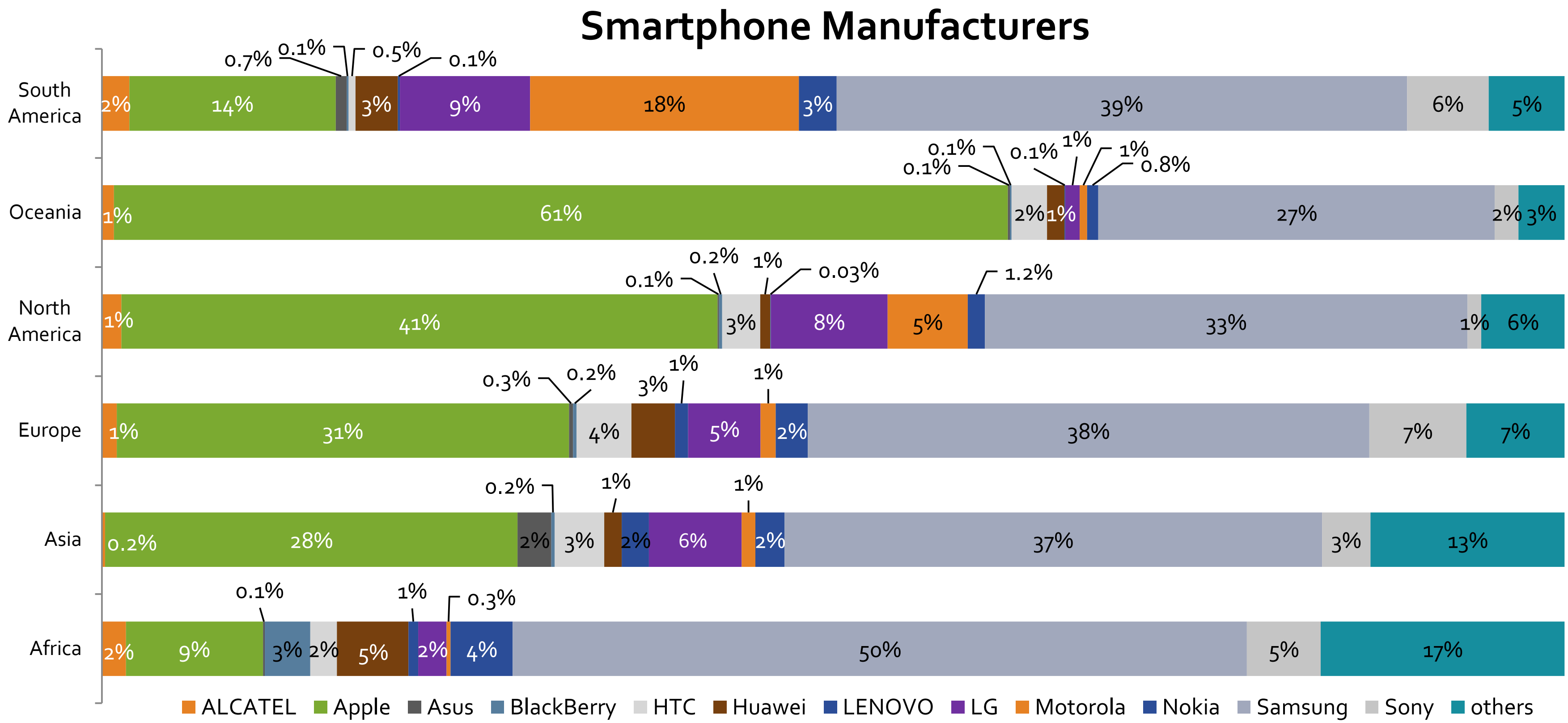


*Oceania and Africa reflect a small sample size

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 (31%) trails Samsung (38%) by only 7%.
- 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 18% 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 Manufacturer Trend (2015 Q4 vs. 2015 Q3)

- Apple declined in all continents , including over -5% in Asia, Europe, and N. America during 2015 Q4.
- Conversely, Samsung grew across all continents, picking up some of Apple's decline.
- Blackberry share is decreasing strongly in its last major market, Africa.

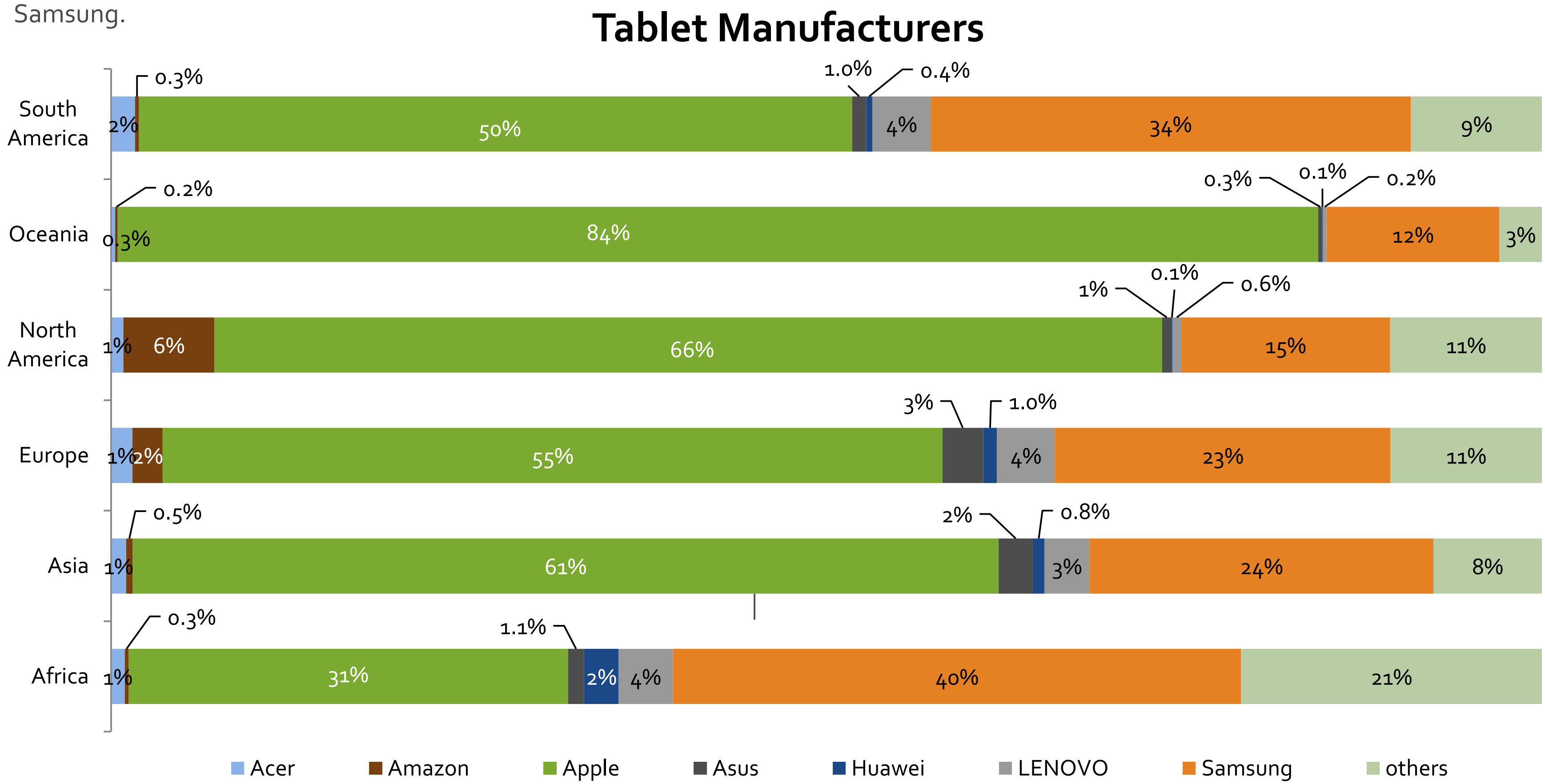
Manufacturer	Africa	Asia	Europe	North America	Oceania	South America
ALCATEL	-0.2%	0.0%	-0.1%	-0.2%	0.0%	0.0%
Apple	-4.7%	-5.2%	-5.4%	-5.4%	-2.1%	-2.8%
Asus	0.1%	0.4%	0.1%	0.0%	0.0%	0.1%
BlackBerry	-2.0%	-0.1%	-0.1%	-0.1%	0.0%	-0.1%
HTC	-0.8%	0.1%	-0.1%	0.0%	0.1%	0.1%
Huawei	0.5%	0.1%	0.6%	0.2%	0.2%	0.6%
Infinix	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
LENOVO	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
LG	-0.1%	1.7%	0.3%	1.4%	0.2%	0.2%
Micromax	0.0%	-0.4%	0.0%	0.0%	0.0%	0.0%
Motorola	-0.4%	-0.2%	0.1%	1.1%	0.0%	-0.3%
Nokia	0.9%	1.0%	0.9%	0.5%	0.2%	0.7%
Samsung	9.8%	2.8%	4.4%	2.7%	0.8%	2.2%
Sony	1.4%	-0.4%	-0.7%	0.3%	0.1%	0.3%
Xiaomi	0.0%	-0.1%	0.0%	0.0%	0.0%	0.0%
ZTE	-0.2%	0.0%	0.0%	0.1%	0.3%	0.0%
others	-3.6%	0.9%	0.7%	0.4%	0.6%	-0.4%

High Growth   High Reduction

Source: ScientiaMobile. Note: figures reflect percentage point change (2015Q3%-2015Q2%)

Tablet Manufacturers

- Apple continues to hold over 50% of all markets except Africa.
- Samsung holds a distant second place in most continents with the remaining manufacturers accounting for less than 15% of the market in most continents.
- There are 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 Q4 vs. 2015 Q3)

- Apple appears to have lost share to Samsung in all continents expect S. America.
- Samsung picked up a portion of the losses by Apple.

Tablet Manufacturer	Africa	Asia	Europe	North America	Oceania	South America
ALCATEL	-0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
Acer	0.1%	0.0%	0.3%	0.3%	0.0%	-0.5%
Amazon	0.0%	0.2%	0.0%	1.3%	0.0%	-0.1%
Apple	-10.4%	-4.8%	-7.8%	-9.0%	-1.3%	1.4%
Asus	0.2%	0.1%	0.2%	0.1%	0.0%	-0.3%
HP	0.0%	0.0%	0.0%	0.2%	0.0%	-0.5%
Huawei	-0.2%	0.3%	0.3%	0.0%	0.0%	-0.2%
LENOVO	-0.5%	0.7%	0.8%	0.3%	0.0%	1.0%
LG	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Microsoft	-0.2%	-0.1%	-0.1%	0.1%	0.1%	-0.1%
RCA	-0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
Samsung	8.6%	3.7%	5.9%	4.4%	1.2%	1.1%
Sony	0.2%	-0.3%	0.1%	0.1%	0.0%	0.2%
Xiaomi	0.0%	-0.3%	0.0%	0.0%	0.0%	0.0%
others	3.6%	1.1%	1.2%	2.0%	0.3%	-1.2%

Source: ScientiaMobile. Note: figures reflect percentage point change (2015Q2%-2015Q1%)

Top Smartphones

- The list of top 10 smartphones grew to 24 devices across 6 continents.
- New to the list this quarter are: Apple iPhone 6S, BlackBerry Z10, LG G3, and the Samsung Galaxy J1.
- Dropping off the list is the Nokia Lumia 520, which leaves the list with no representation from the Windows OS family.

Smartphone	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 4S	0.5%	1.5%	1.9%	1.7%	2.5%	1.1%
Apple iPhone 5	1.1%	3.6%	3.0%	2.7%	6.6%	1.7%
Apple iPhone 5C	0.3%	0.7%	3.5%	4.4%	3.8%	1.5%
Apple iPhone 5S	1.8%	5.0%	6.6%	7.4%	10.6%	3.1%
Apple iPhone 6	2.9%	8.8%	8.6%	13.2%	21.9%	3.7%
Apple iPhone 6 Plus	0.9%	4.4%	1.3%	5.7%	6.4%	0.8%
Apple iPhone 6S	0.3%	1.3%	1.4%	2.3%	4.6%	0.2%
BlackBerry Z10	1.9%	0.1%	0.1%	0.1%	0.1%	0.1%
LG G3	0.4%	1.9%	0.9%	1.1%	0.3%	0.9%
Motorola Moto E	0.0%	0.2%	0.1%	0.3%	0.1%	2.3%
Motorola Moto G	0.0%	0.1%	0.4%	0.9%	0.1%	5.9%
Motorola Moto G (2nd Gen)	0.0%	0.3%	0.1%	0.3%	0.2%	4.5%
Samsung Galaxy Grand Neo	3.0%	0.8%	0.9%	0.1%	0.0%	1.1%
Samsung Galaxy Grand Prime	0.9%	0.7%	0.6%	0.8%	0.1%	3.6%
Samsung Galaxy Grand Quattro	0.3%	0.5%	0.0%	0.0%	0.0%	1.9%
Samsung Galaxy Note 3	2.6%	3.3%	1.3%	1.4%	1.5%	0.6%
Samsung Galaxy Note 4	1.7%	1.7%	1.0%	2.6%	0.9%	0.4%
Samsung Galaxy Note II	1.1%	2.5%	0.6%	0.6%	0.4%	0.6%
Samsung Galaxy S III	2.2%	2.1%	2.4%	2.3%	1.1%	1.8%
Samsung Galaxy S4	5.5%	3.9%	5.0%	4.3%	4.3%	3.4%
Samsung Galaxy S4 Mini	2.8%	1.2%	3.0%	0.5%	0.7%	2.8%
Samsung Galaxy S5	5.7%	2.5%	6.5%	7.7%	10.2%	3.4%
Samsung Galaxy S6	1.3%	0.9%	1.9%	2.5%	2.0%	0.5%
Samsung Galaxy J1	2.0%	0.4%	0.3%	0.1%	0.2%	0.4%
others	60.8%	51.3%	48.6%	37.0%	21.4%	53.8%

Top Smartphone Trends (2015 Q4 vs. 2015 Q3)

- Apple iPhone 6 and 6s continue to grow, particularly in S. America and N. America. A fair amount of this growth appears to come from upgraders coming from the 4S, 5, 5C, and 5S.
- In South America, the Moto G 2nd Gen appears to have users upgrading from the original Moto G. However, the iPhone 6 and Samsung S5 are also picking up share.

Smartphone	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 4S	0.0%	-0.4%	-1.2%	-1.0%	-0.9%	-0.3%
Apple iPhone 5	0.0%	-0.5%	-1.1%	-1.2%	-1.5%	0.1%
Apple iPhone 5C	0.0%	-0.1%	-0.8%	-0.9%	-0.5%	0.1%
Apple iPhone 5S	0.1%	-0.4%	-1.3%	-1.4%	-2.2%	0.3%
Apple iPhone 6	0.6%	0.9%	0.4%	0.7%	0.4%	1.3%
Apple iPhone 6 Plus	0.2%	0.3%	0.0%	0.3%	0.1%	0.3%
Apple iPhone 6S	0.3%	1.3%	1.4%	2.3%	4.6%	0.2%
BlackBerry Z10	0.4%	0.0%	0.0%	-0.1%	0.0%	0.0%
LG G3	0.1%	0.3%	0.1%	0.2%	0.0%	0.2%
Motorola Moto E	0.0%	0.0%	0.0%	0.1%	0.0%	-0.3%
Motorola Moto G	0.0%	-0.1%	0.0%	0.0%	-0.1%	-2.0%
Motorola Moto G (2nd Gen)	0.0%	0.1%	0.0%	0.1%	0.0%	0.4%
Samsung Galaxy Grand Neo	-0.1%	-0.1%	0.1%	0.0%	0.0%	-0.1%
Samsung Galaxy Grand Prime	0.0%	-0.1%	0.0%	0.5%	0.0%	0.1%
Samsung Galaxy Grand Quattro	-0.1%	0.1%	0.0%	0.0%	0.0%	-0.5%
Samsung Galaxy Note 3	-0.2%	-0.1%	0.0%	-0.1%	-0.2%	0.0%
Samsung Galaxy Note 4	0.1%	-0.4%	0.1%	0.1%	-0.4%	0.1%
Samsung Galaxy Note II	-0.2%	-0.3%	0.0%	-0.2%	-0.1%	-0.3%
Samsung Galaxy S III	-0.5%	-0.4%	-0.3%	-0.9%	-0.4%	0.0%
Samsung Galaxy S4	-0.7%	-0.8%	-0.2%	-0.6%	-0.7%	0.1%
Samsung Galaxy S4 Mini	0.7%	0.1%	-0.2%	-0.2%	-0.2%	0.2%
Samsung Galaxy S5	0.4%	0.1%	0.5%	0.5%	0.7%	0.8%
Samsung Galaxy S6	0.8%	0.5%	1.3%	0.9%	0.5%	0.2%
Samsung Samsung Galaxy J1	0.8%	0.1%	0.1%	0.0%	0.2%	0.2%
others	-2.8%	-0.2%	1.1%	1.1%	0.5%	-1.0%

Source: ScientiaMobile. Note: figures reflect percentage point change (2015Q2%-2015Q1%)

Top Tablets

- The iPad 2 is still a huge portion of the tablet market, but upgrades are starting to erode its dominance. The iPad 4 , Air and Mini are hold strong positions in Asia, Europe, and N. America.
- Samsung has many models, but few have at more than 3% in most markets.

Tablet	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	5.8%	8.8%	10.6%	15.7%	17.2%	9.8%
Apple iPad 3	4.5%	6.2%	4.9%	5.5%	9.0%	5.8%
Apple iPad 4	5.1%	7.2%	8.8%	10.4%	15.5%	7.8%
Apple iPad Air	5.0%	9.3%	11.2%	12.3%	15.4%	7.8%
Apple iPad Air 2	2.2%	5.7%	4.9%	6.4%	7.8%	4.1%
Apple iPad Mini	4.7%	14.0%	8.9%	10.3%	12.3%	8.5%
Apple iPad Mini 3	0.5%	1.9%	0.8%	1.1%	1.2%	0.9%
Apple iPad Mini Retina	1.7%	6.5%	3.7%	3.9%	4.9%	4.2%
Samsung Galaxy Note 8.0	0.7%	1.8%	0.3%	0.4%	0.4%	1.3%
Samsung Galaxy Tab	3.1%	1.4%	0.1%	0.0%	0.0%	0.5%
Samsung Galaxy Tab 2 10.1	1.9%	0.9%	2.4%	0.9%	1.0%	2.6%
Samsung Galaxy Tab 2 7.0	1.5%	1.9%	1.2%	0.6%	0.2%	3.2%
Samsung Galaxy Tab 3 10.1 3G	3.3%	0.7%	3.2%	0.7%	0.9%	0.7%
Samsung Galaxy Tab 3 7.0	1.9%	1.5%	1.2%	1.6%	0.2%	2.8%
Samsung Galaxy Tab 3 Lite	2.9%	1.7%	1.1%	0.5%	0.4%	5.6%
Samsung Galaxy Tab 3V 3G	3.7%	1.2%	0.1%	0.0%	0.0%	0.6%
Samsung Galaxy Tab 4 10.1	6.2%	0.9%	3.8%	2.1%	1.8%	2.4%
Samsung Galaxy Tab 4 7.0	2.9%	1.6%	0.8%	1.6%	0.0%	3.6%
Samsung Galaxy Tab S 10.5	0.5%	1.4%	1.3%	0.9%	1.1%	0.7%
Vodafone Smart Tab 3G	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%
others	31.5%	25.4%	30.6%	25.0%	10.3%	27.3%

Top Tablet Trends (2015 Q4 vs. 2015 Q3)

- The iPad2, the most popular tablet in the world, is starting to drop significant share (over -2% in Europe, N. America, and Oceania), but most of this loss is picked up by the newer iPad Air 2.
- The Samsung Galaxy Tab 4 7.0 and Tab 4 10.1 are gaining more share than other models of Samsung tablets.

Top Tablet Trends	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	-0.54%	-0.56%	-2.75%	-4.03%	-2.55%	-0.47%
Apple iPad 3	-0.03%	-0.04%	-0.90%	-1.11%	-0.96%	0.67%
Apple iPad 4	0.14%	0.34%	-1.28%	-1.68%	-1.13%	0.62%
Apple iPad Air	0.39%	1.30%	-0.18%	-0.71%	0.71%	1.54%
Apple iPad Air 2	0.60%	2.09%	1.12%	1.02%	1.91%	1.63%
Apple iPad Mini	-0.15%	-0.60%	-1.80%	-1.72%	-0.69%	-0.14%
Apple iPad Mini 3	0.14%	0.42%	0.08%	0.08%	0.18%	0.28%
Apple iPad Mini Retina	0.14%	0.94%	0.14%	0.23%	0.68%	0.98%
Samsung Galaxy Note 8.0	-0.39%	-0.34%	0.03%	0.13%	-0.01%	-0.28%
Samsung Galaxy Tab	-1.10%	-0.38%	0.00%	-0.01%	0.00%	-0.15%
Samsung Galaxy Tab 2 10.1	-0.44%	-0.04%	0.21%	0.23%	-0.05%	0.17%
Samsung Galaxy Tab 2 7.0	-0.10%	-0.61%	-0.08%	0.13%	0.02%	-0.78%
Samsung Galaxy Tab 3 10.1 3G	-0.79%	0.13%	0.55%	0.09%	0.01%	-0.30%
Samsung Galaxy Tab 3 7.0	-0.75%	-0.25%	-0.03%	0.41%	0.02%	-1.30%
Samsung Galaxy Tab 3 Lite	-2.73%	-0.15%	-0.17%	0.15%	0.01%	-2.06%
Samsung Galaxy Tab 3V 3G	0.88%	0.32%	0.03%	0.00%	0.00%	0.26%
Samsung Galaxy Tab 4 10.1	-0.54%	-0.13%	1.08%	0.64%	0.20%	0.03%
Samsung Galaxy Tab 4 7.0	1.60%	0.52%	0.15%	0.45%	0.02%	0.55%
Samsung Galaxy Tab S 10.5	0.03%	-0.42%	0.35%	0.31%	0.00%	-0.22%
Vodafone Smart Tab 3G	2.72%	0.00%	0.01%	0.00%	0.01%	0.00%
others	0.93%	-2.54%	3.44%	5.37%	1.60%	-1.04%

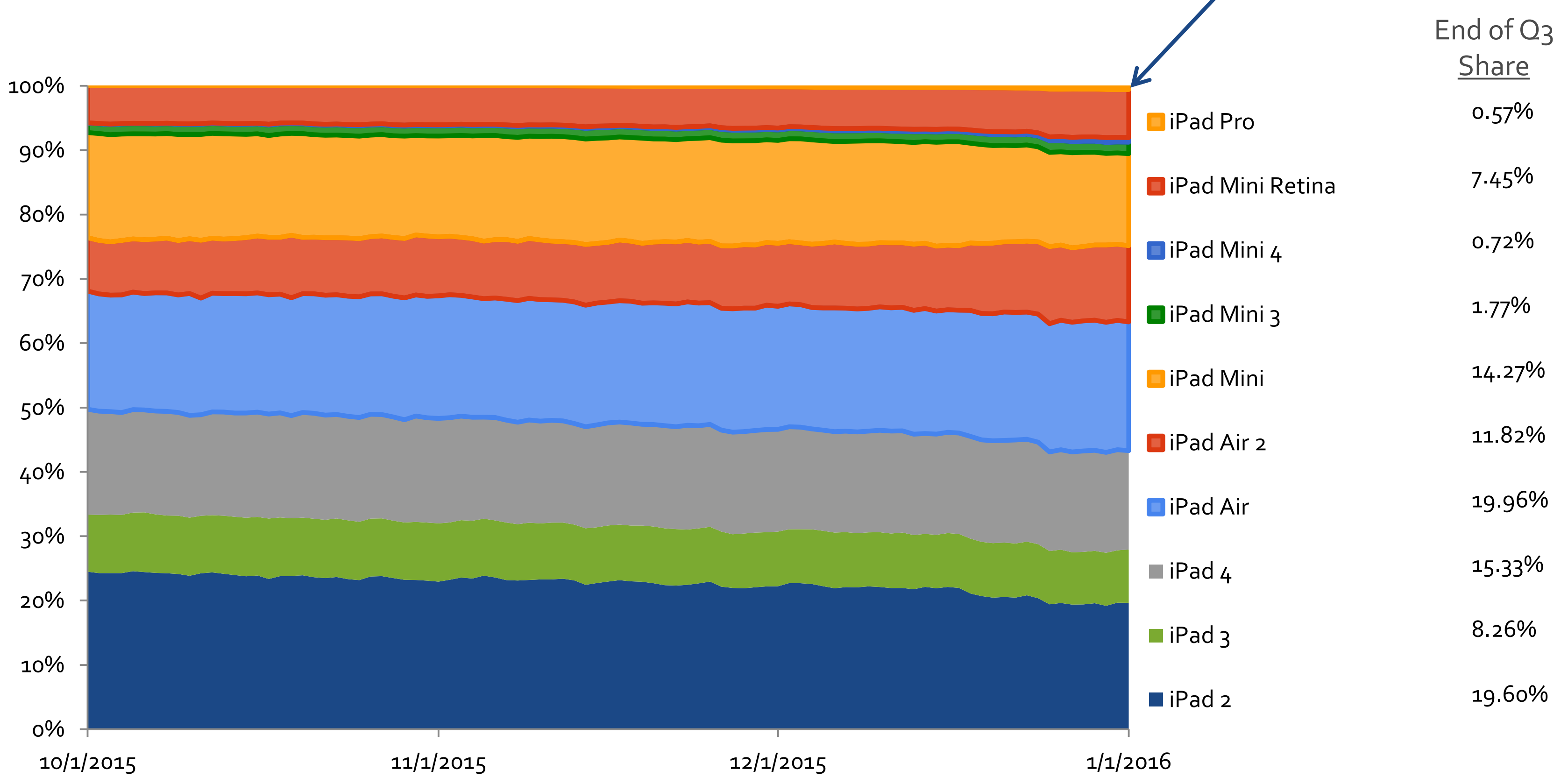
MOVR scientiamobile

Source: ScientiaMobile. Note: figures reflect percentage point change (2015Q2%-2015Q1%)

Spotlight on iPad

- The newer iPad models are gaining traction slowly, but are not showing upgrade power comparable to new iPhone models.
- For example, the new large format iPad Pro had only 0.57% by the end of 2015 Q4.

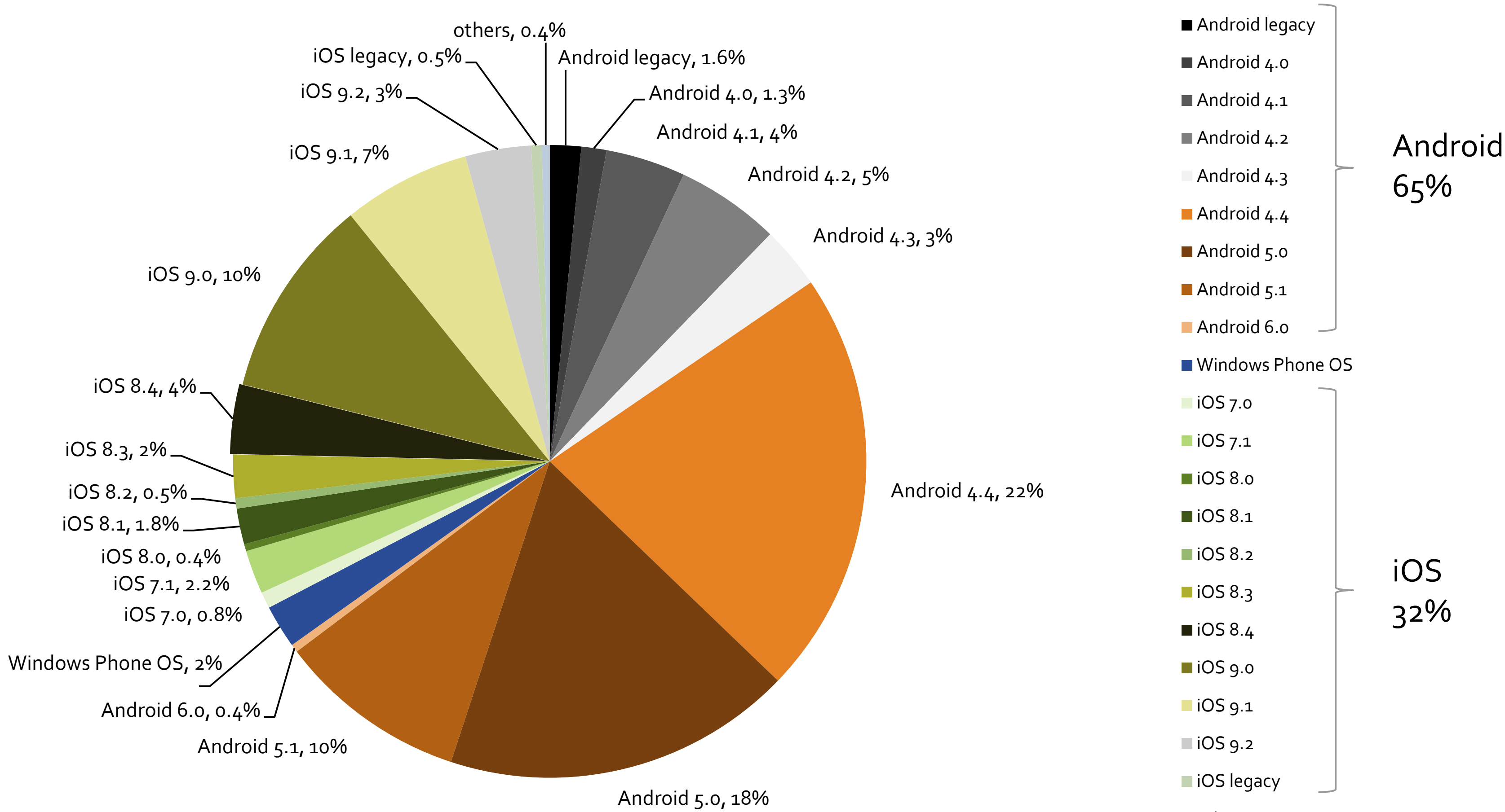
iPad Pro at only 0.57%



MOVR scientiamobile

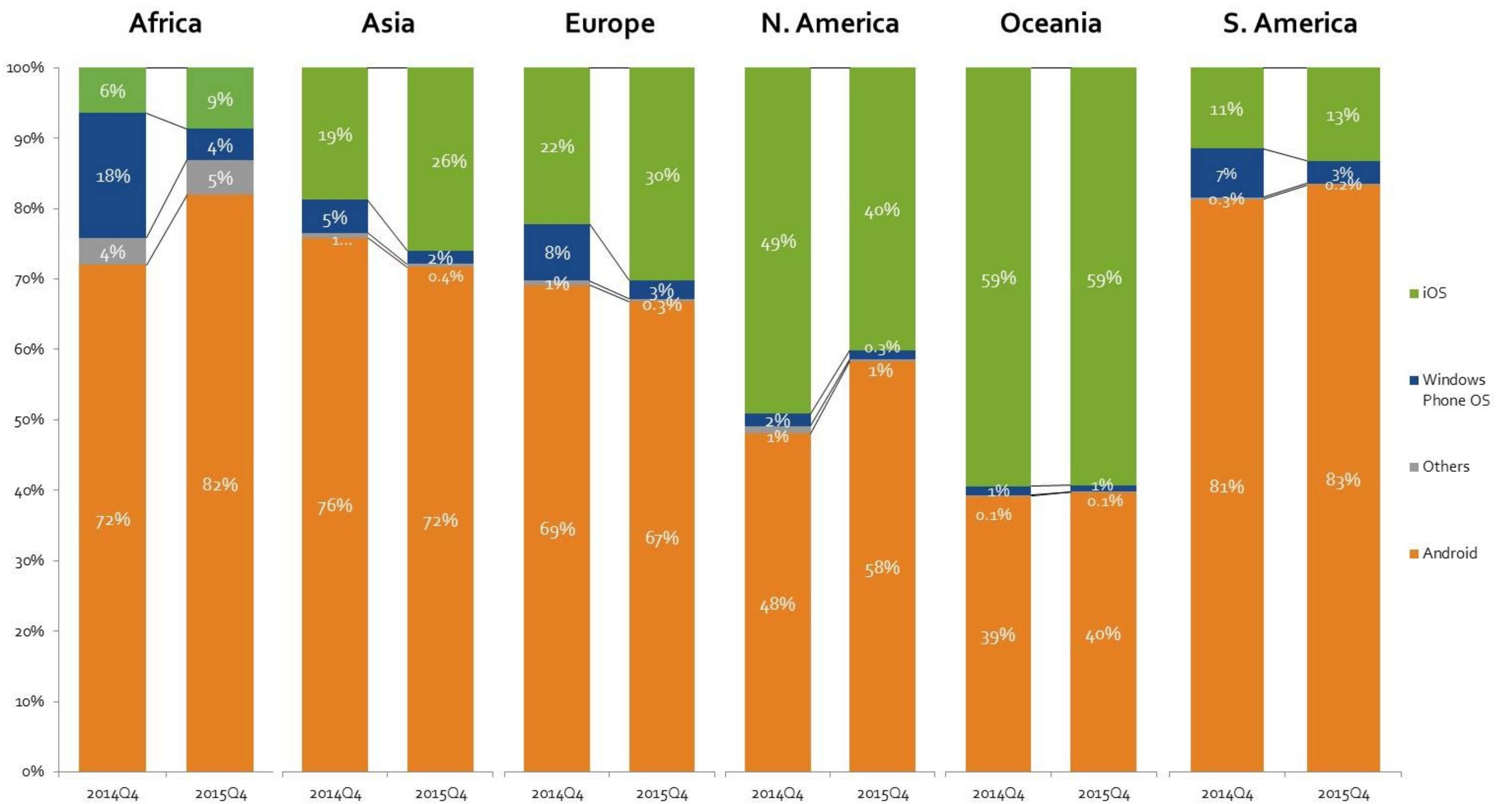
Global Smartphone OS Release

- Android 4.4 continues as the largest version with 22%, but this is dropping as versions 5.x grow. Versions 5.x have a combined 28% share at this stage.
- Apple is the second largest OS with 32%. iOS 9.0 is the most popular version, with 15%. Combined, iOS version 9.x has 21% share.



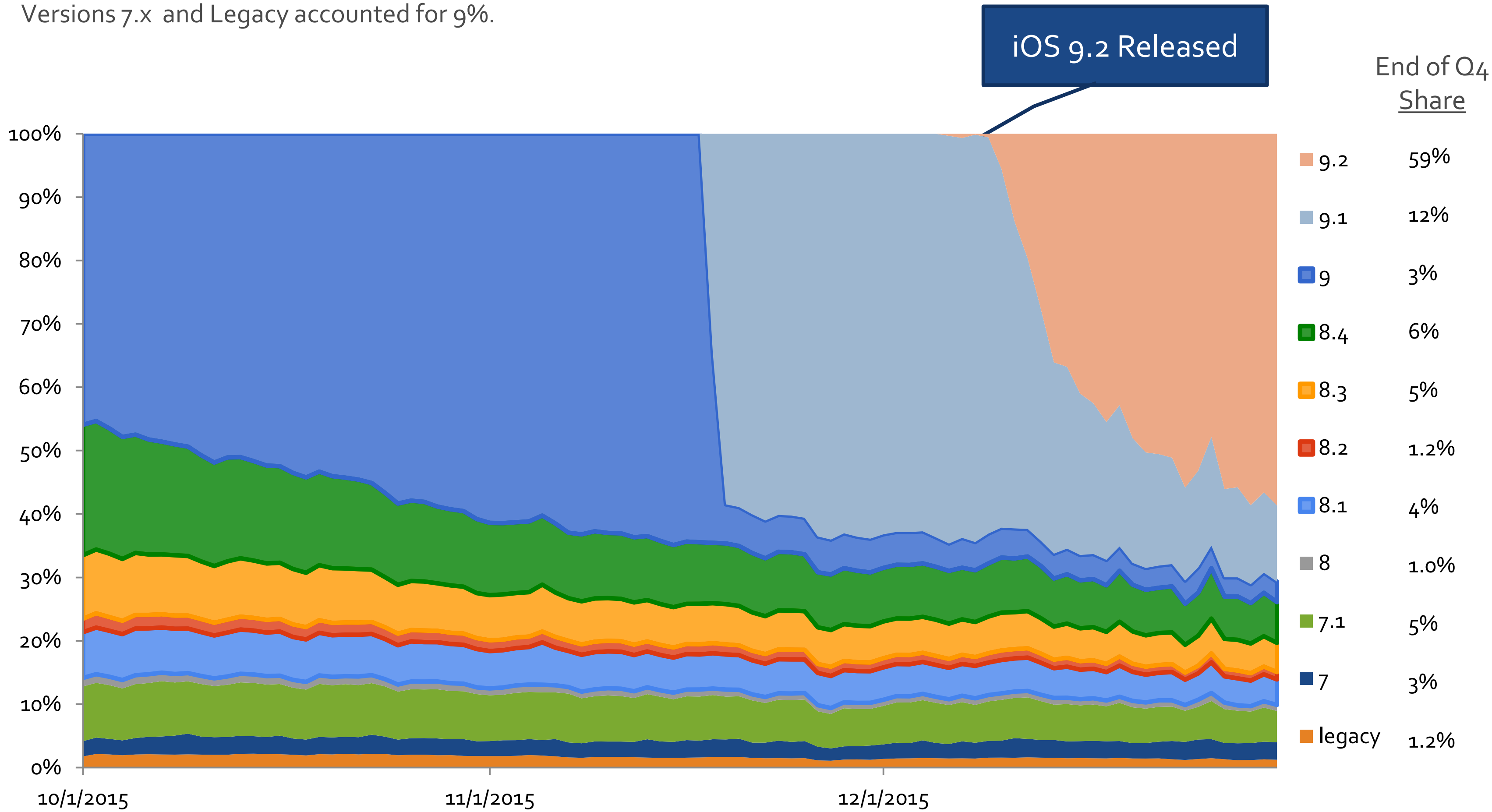
Smartphone OS by Continent

- Android has over 58% 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 and Oceania.
- Windows Phone OS share continues to drop in all continents, being supplanted by iOS and Android.



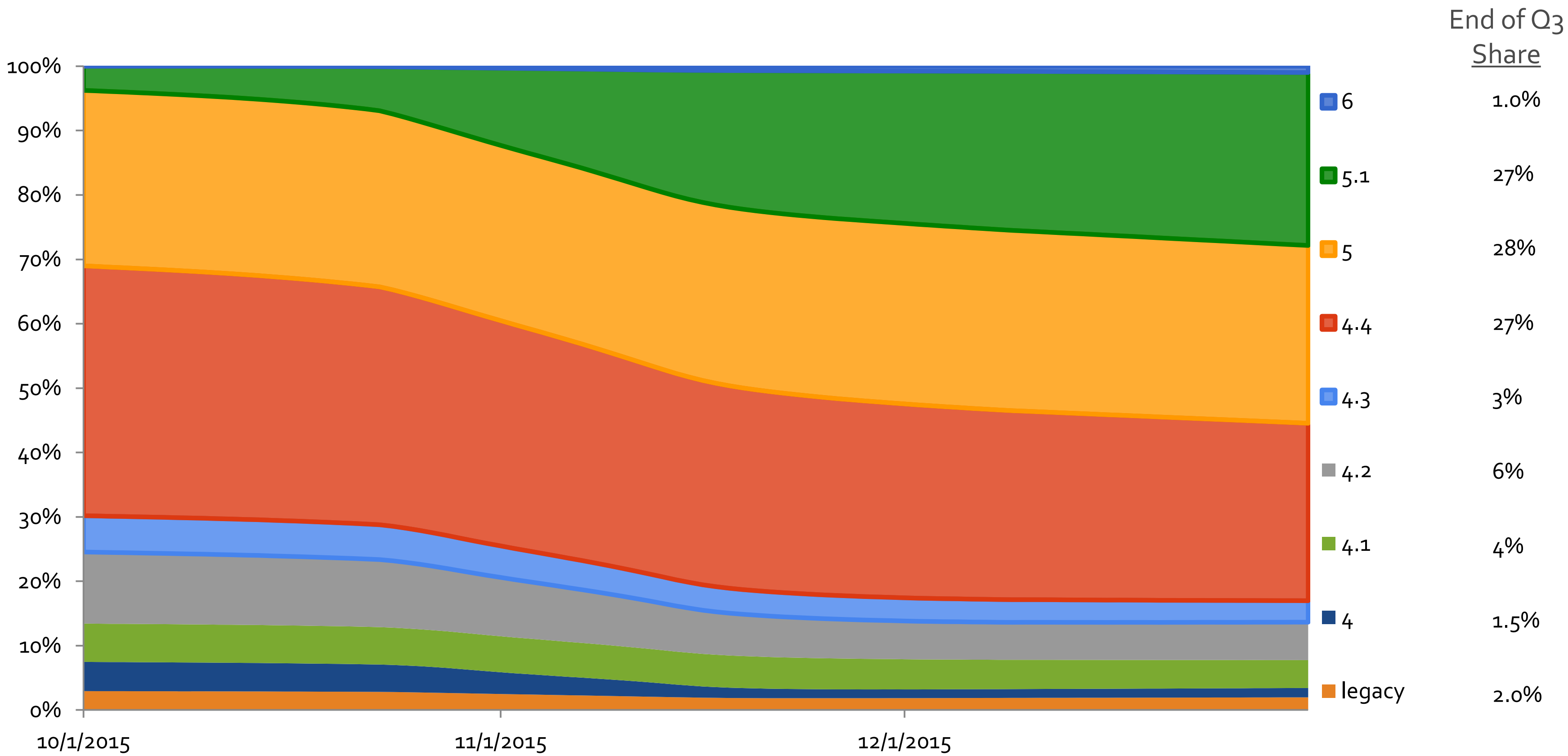
iOS Trend, Global

- At the end of 2015 Q4, 74% of hits came from release 9.x, with 9.2 account for 59%.
- Versions 8.x account for 17% of traffic by the end of 2015 Q4.
- Versions 7.x and Legacy accounted for 9%.



Android OS Trend, Global

- Android 5.0 (28%) barely surpassed 4.4 (27%) to become the most popular version at the end of 2015 Q4.
- Android 5.1 is gaining momentum with large increases in November. By end of quarter, version 5.1 had 27%.
- Releases prior to Android 4.4 have only 17%, and dropping -12% over the quarter.

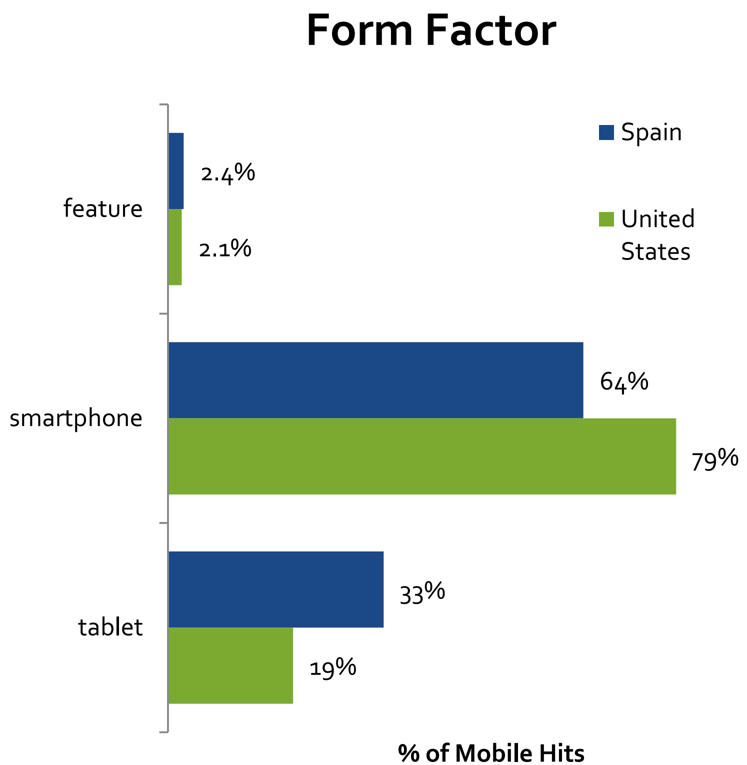


scientiamobile

Spotlight: Spain

Form Factor

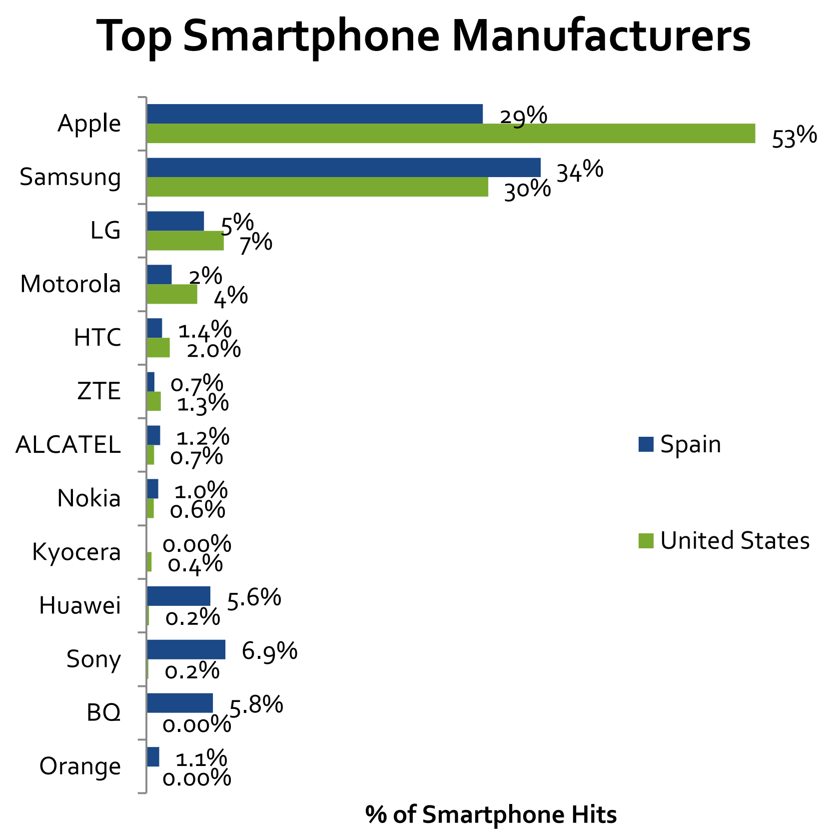
- Like the USA, Spain shows very feature phone usage (2%).
- Smartphone usage in Spain is lower (64%) than the USA, but on par with the European average of 65%.
- Tablet usage in Spain (33%) is considerably higher than the USA.

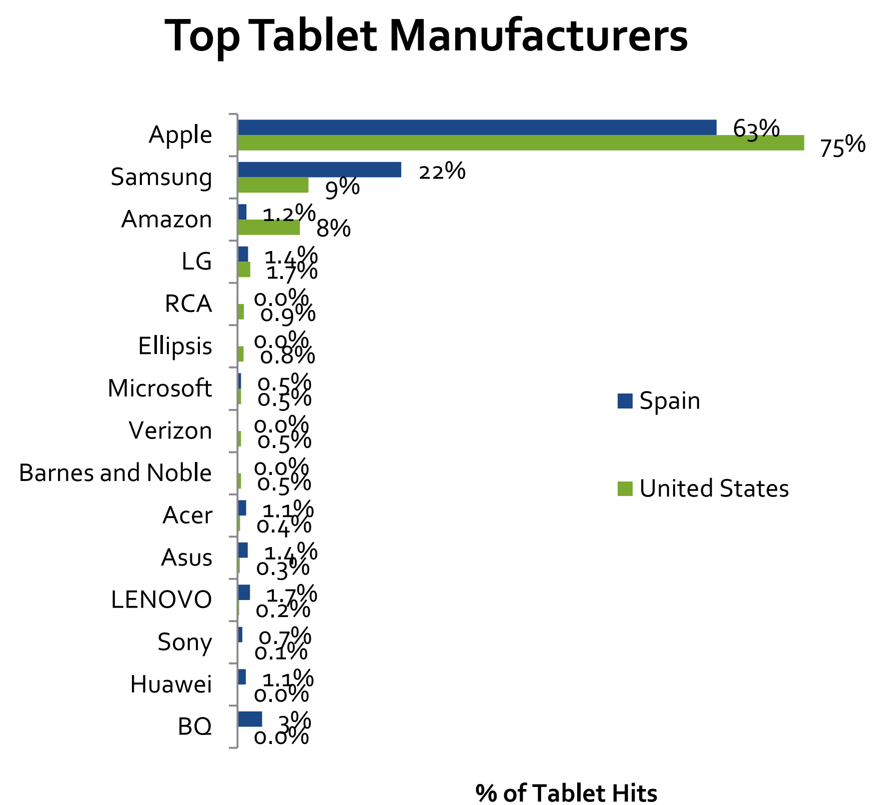


Top Manufacturer

- Apple iPhone share in Spain (29%), is 24% lower than the USA (53%). Samsung is the most popular manufacturer (34%).
- Sony, BQ, Huawei, and LG all hold over 5% share.

- iPad usage in Spain (63%) is lower than the USA (75%).
- Samsung holds a distant second with 22%.
- No other manufacturer has over 5%.

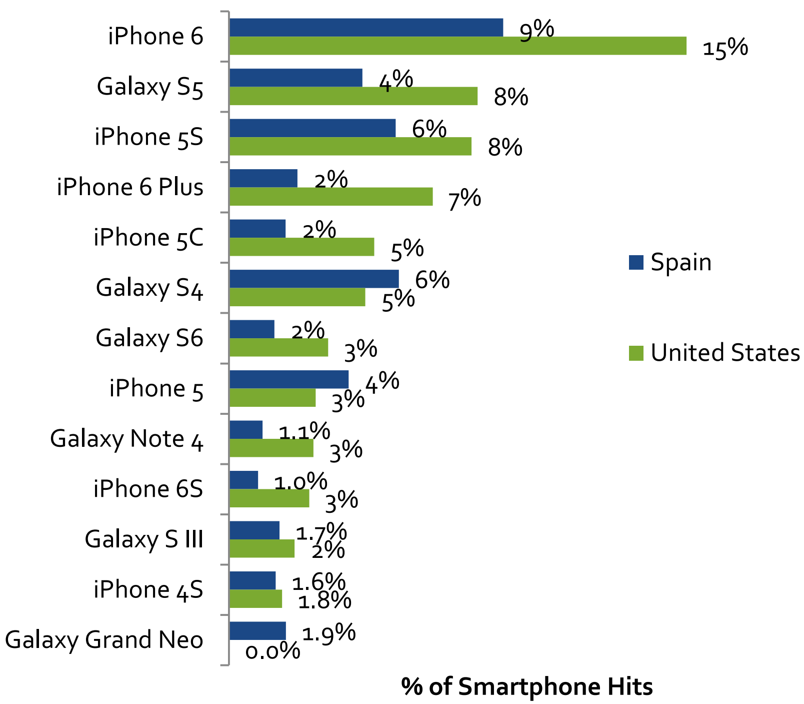




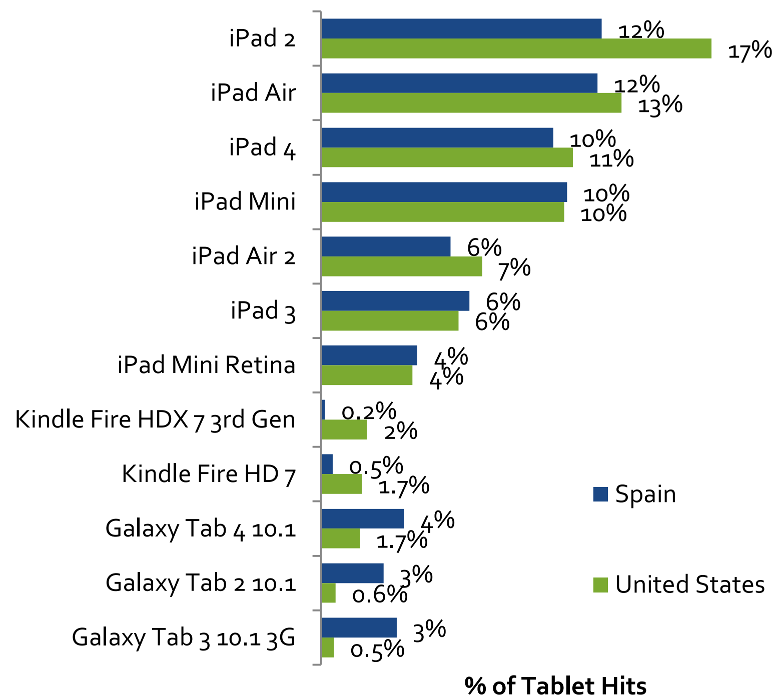
Top Devices

- iPhone 6, one of Apple's newer devices, is the most popular smartphone with 9%.
- Apple and Samsung dominate the top 10 positions.
- Spain has less consolidation of traffic on the top devices relative to the USA.
- Among iPads, the iPad 2 and Air are tied with 12%.
- Aside from Apple and Samsung models, only the Kindle Mini Retina and HDX 7 appear in the top 10 tablets.

Top Smartphone

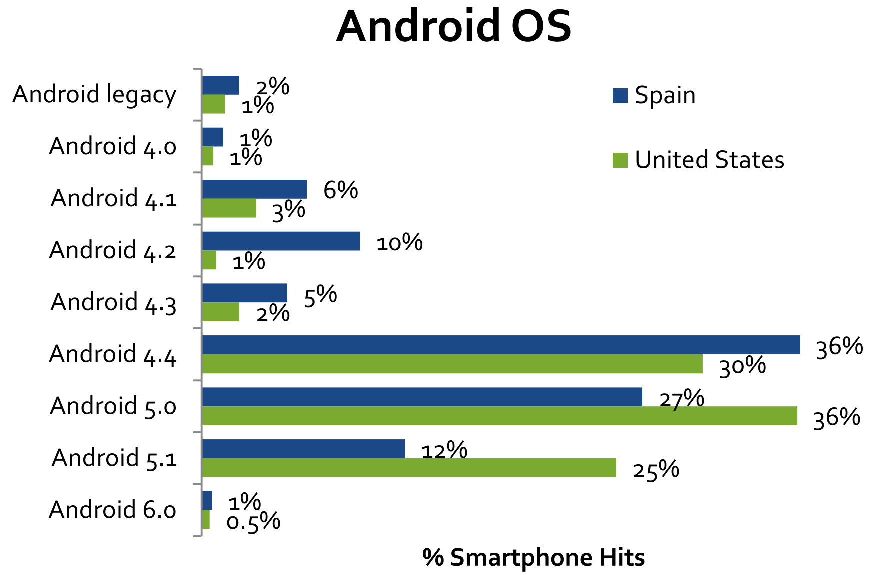


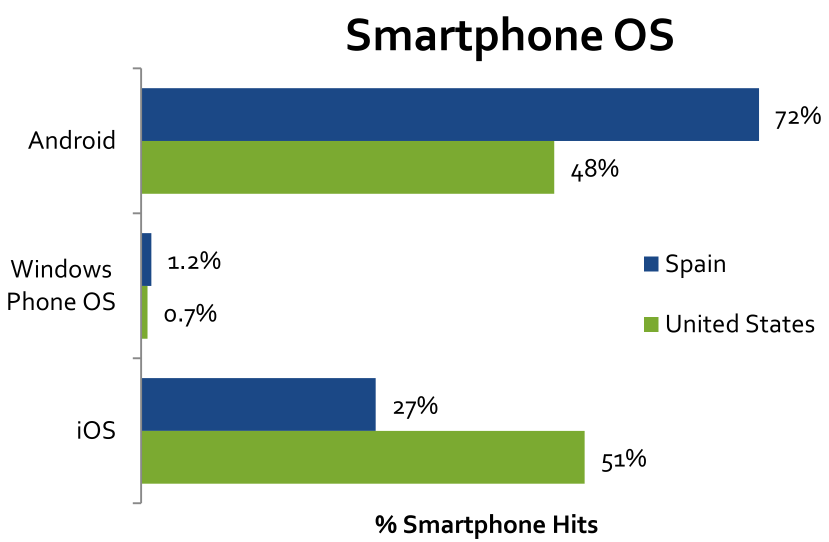
Top Tablets

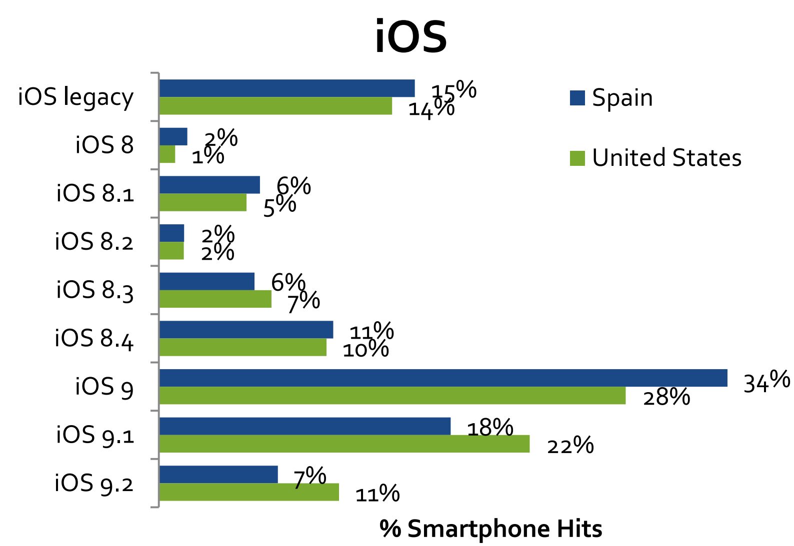


OS Smartphones

- Android has 72% share in Spain, much higher than the United States.
- iOS holds 27% in Spain, which is similar to the global average (32%), but lower than the USA (51%).
- Android version 4.4 is also the most popular version in Spain (36%).
- Android 5.x is less popular in Spain (39%) relative to the USA which has almost 61%.
- iOS 9.0 is the most popular version (34%). Upgrades to 9.1 and 9.2 are coming slower than the USA.

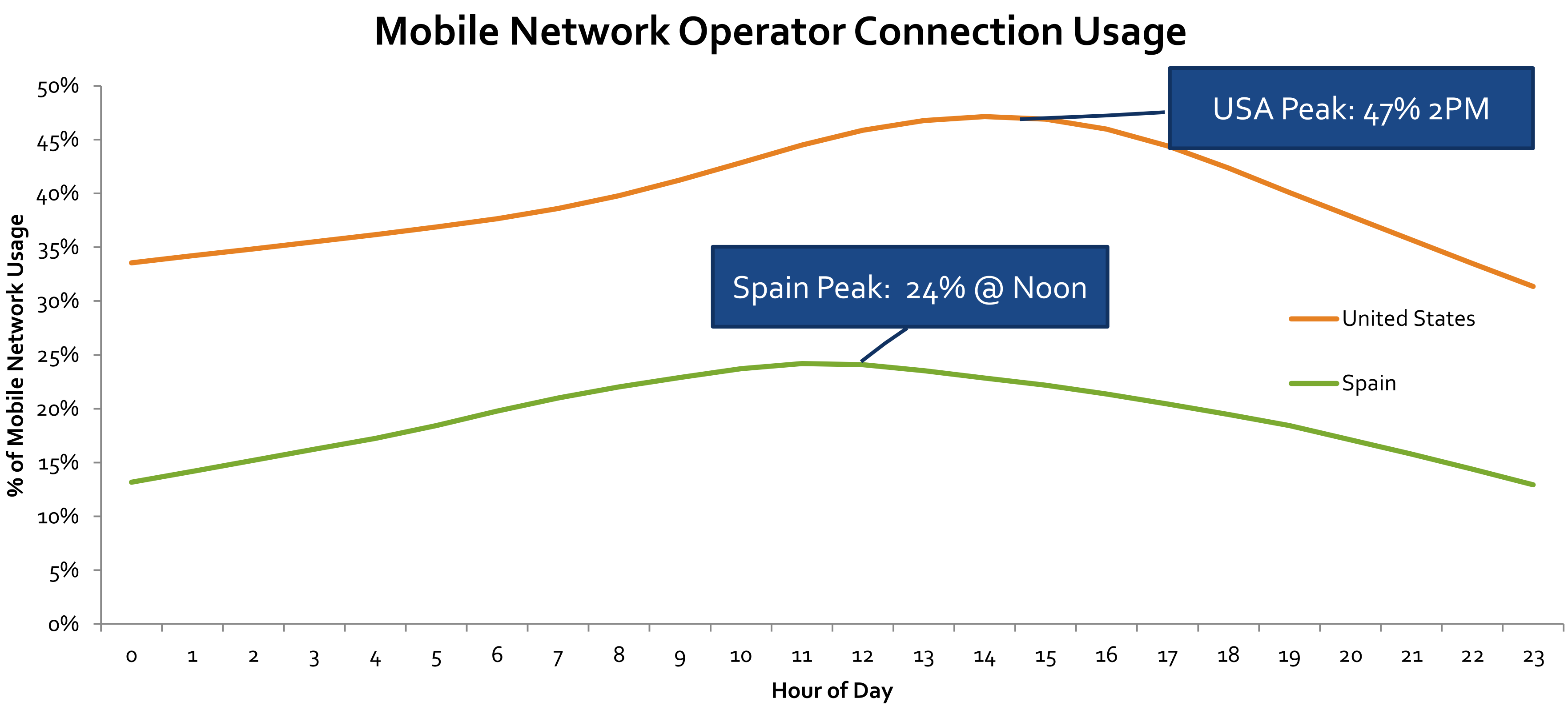






Mobile Network Connection Usage by Hour of Day

- Average Spanish usage of mobile networks (19%) is much lower than the USA (40%).
- Spain's peak hour occurs at noon with 24% of hits occurring via mobile networks.
- The Spanish peak usage is slightly more pronounced – occurring 1.26x times the average – compared to the USA, which is 1.18x the average.



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.
- For more information about ScientiaMobile and its commercial products, please visit us at: www.scientiamobile.com
- WURFL.io offers a number of free tools for device detection and image tailoring.
- To subscribe to MOVR, please visit us at www.scientiamobile.com/page/movr-mobile-overview-report
- To speak to us about our products and licenses, please complete this form at www.scientiamobile.com/license

Disclaimer

- While ScientiaMobile, Inc. has used reasonable efforts accurately to prepare this report and the other data and information here (together the "Report") from data it and its affiliates have collected, this Report is made available to the public on an "AS IS" basis without warranty of any kind. SCIENTIAMOBILE, INC. AND ITS AFFILIATES MAKE NO REPRESENTATION AND DISCLAIM ALL EXPRESS, IMPLIED AND STATUTORY WARRANTIES OF ANY KIND TO ANY RECIPIENT OF THIS REPORT OR ANY OTHER THIRD PARTY, INCLUDING ANY WARRANTIES OF ACCURACY, TIMELINESS, COMPLETENESS, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. The Report is limited to data collected from certain services offered by ScientiaMobile, Inc. and its affiliates -- a self-selected sample pool that may not reflect the greater internet user community – and consequently no conclusion should be drawn from this Report regarding the internet user base as a whole. The entire risk as to the quality (or lack thereof), completeness and your use of this Report is with you, the user of the Report. In no event will ScientiaMobile, Inc. or its affiliates be liable for any direct, indirect, incidental, special, consequential, or other damages, including loss of profit, arising out of the use of this Report, even if advised of the possibility of such damages.
- Any excerpts to, or use of this Report to reach new conclusions and/or analysis, should indicate ScientiaMobile, Inc. as its source, but derived conclusions and analyses generated from these Reports should be clearly attributed solely to their author.