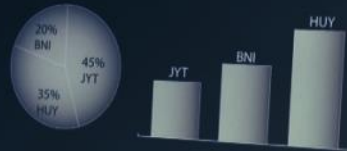


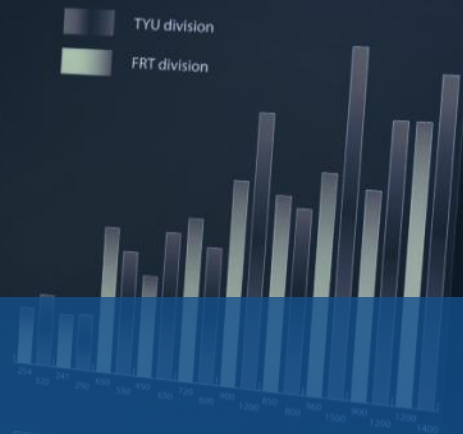
MOVR

Mobile Overview Report April – June 2016

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	154
RDW	650	320	273	825
TRG	241	450	144	364
RTG	254	650	874	657
WEF	784	145	124	752
HRT	453	784	954	241

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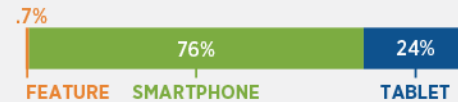
The first step in a great mobile experience

ASIA

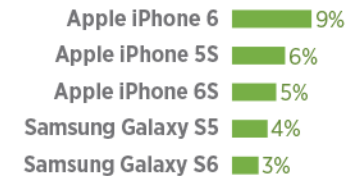
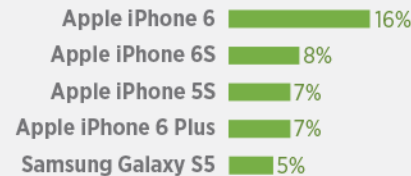
NORTH AMERICA

EUROPE

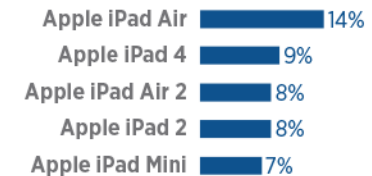
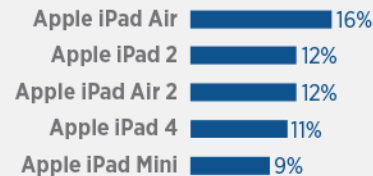
Form Factor



Top 5 Smartphones



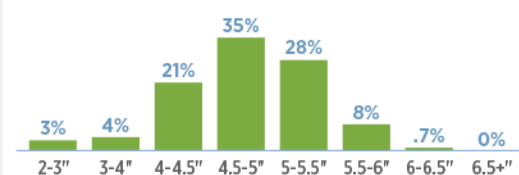
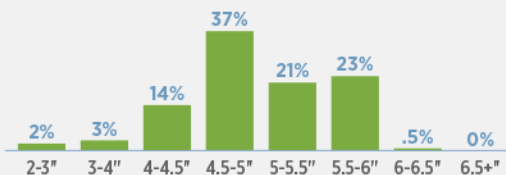
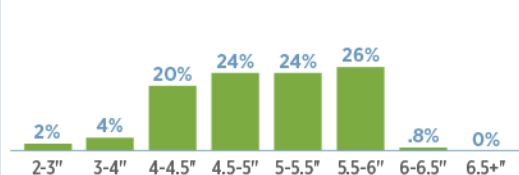
Top 5 Tablets



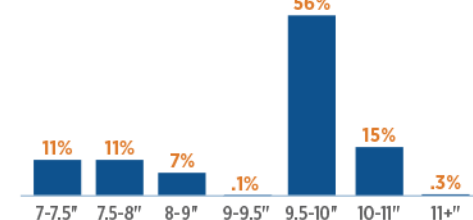
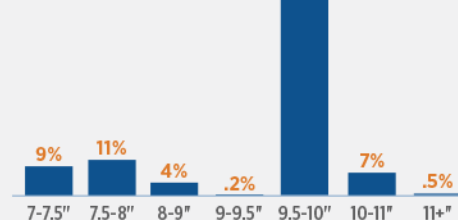
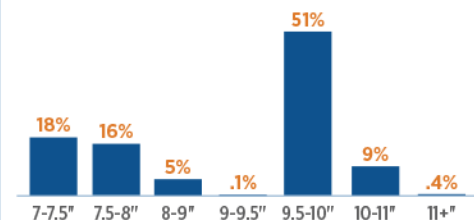
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



SOUTH AMERICA

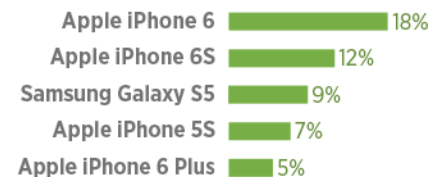
AFRICA

OCEANIA

Form Factor



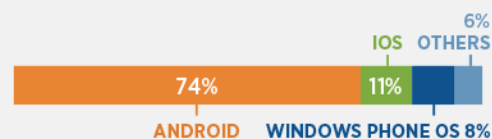
Top 5 Smartphones



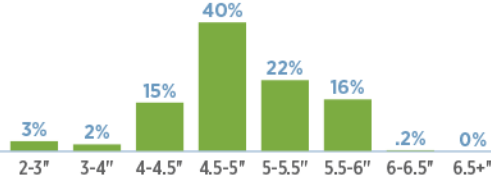
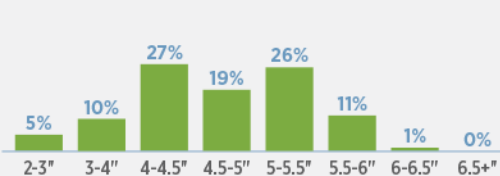
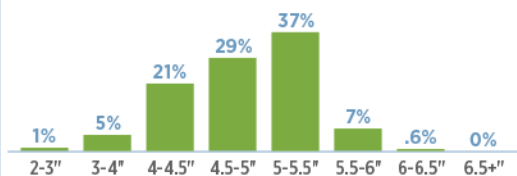
Top 5 Tablets



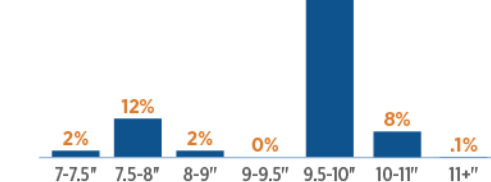
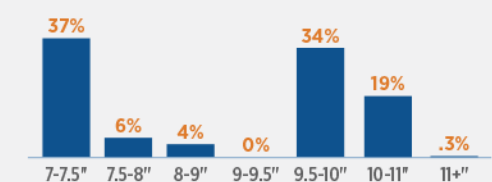
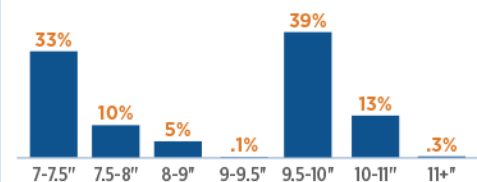
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size



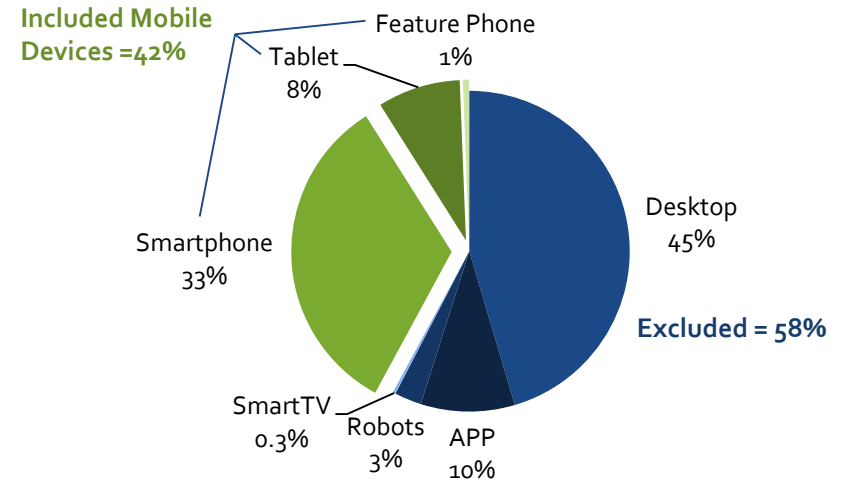
Report Specifications

• Purpose of Report

- ScientiaMobile publishes MOVR to provide the mobile Web community with timely information on mobile Web device usage.
- Our goal is 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 33.8 billion requests from April 2014 to end of June 2016.
- 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/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. 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.

WURFL Device Detection and Intelligence



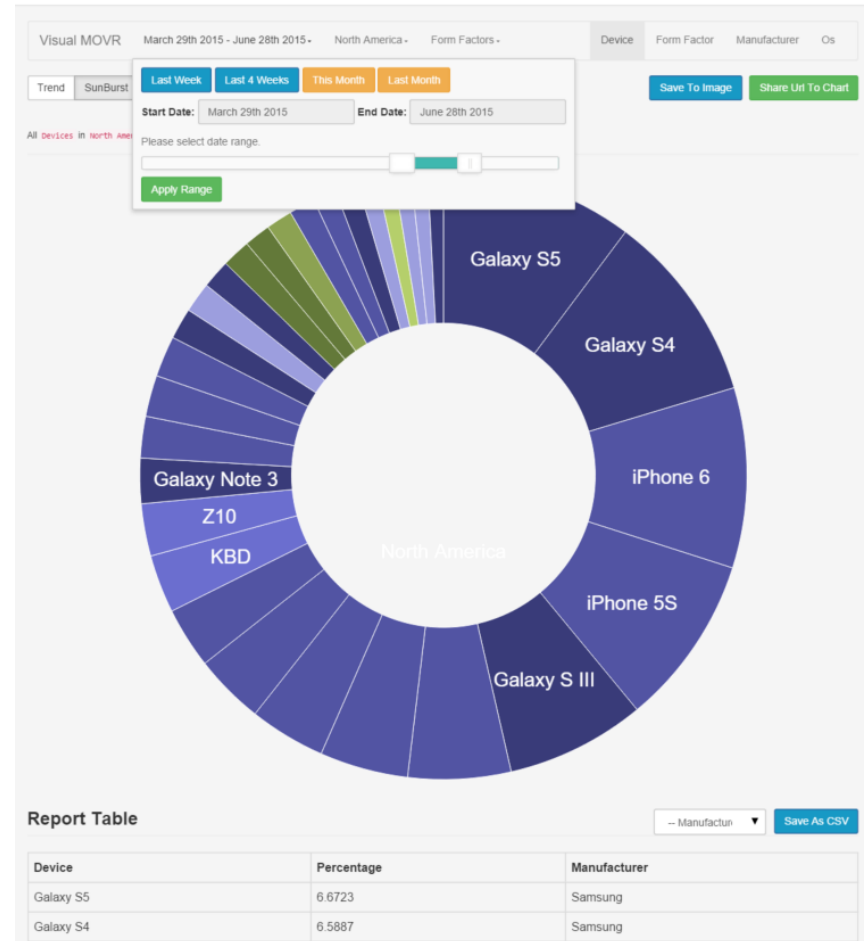
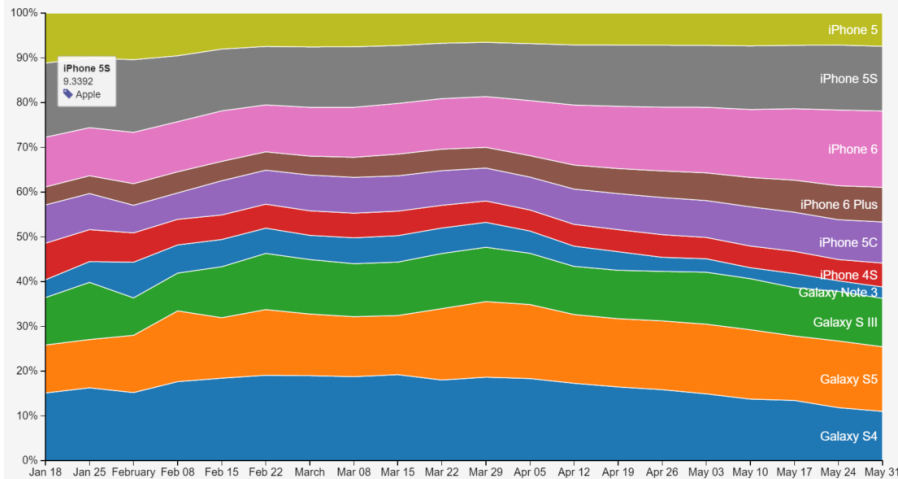
- **Mobile Optimization**
- **Advertising**
- **Analytics**

Get WURFL Now!

Visit the MOVR Visualization Tool

- We have **shortened** this quarterly report because you can now get **up-to-date reports** directly from our MOVR Visualization Tool at <http://www.scientiamobile.com/page/movr-visualization>
- Sign up for an account for full access to MOVR Visualization Tool.
- Run interactive reports on up-to-date MOVR information.
- Export high-quality PNG images. Export data as CSV.
- Share URL of reports you have generated.
- Still subscribe to MOVR quarterly reports for special reports.

Click Here For Our
MOVR Visualization Tool



Add iPhone Models To Google Analytics with WURFL.js Business Edition



The banner features a dark blue background with a network of white lines and nodes. On the left, a tablet displays a green screen with a white person icon. On the right, a smartphone displays a green screen with a white person icon. In the center, a white rectangular box contains the WURFL.js logo, which consists of a stylized 'W' made of green and blue geometric shapes, followed by the text 'WURFL.js' in blue and green, and 'BUSINESS EDITION' in smaller blue capital letters below it. Two orange starburst shapes are positioned below the central box. The left starburst contains the text 'Detect iPhone Models!' in white. The right starburst contains the text 'Integrate With Google Analytics' in white.

WURFL.js
BUSINESS EDITION

Detect iPhone Models!

Integrate With Google Analytics

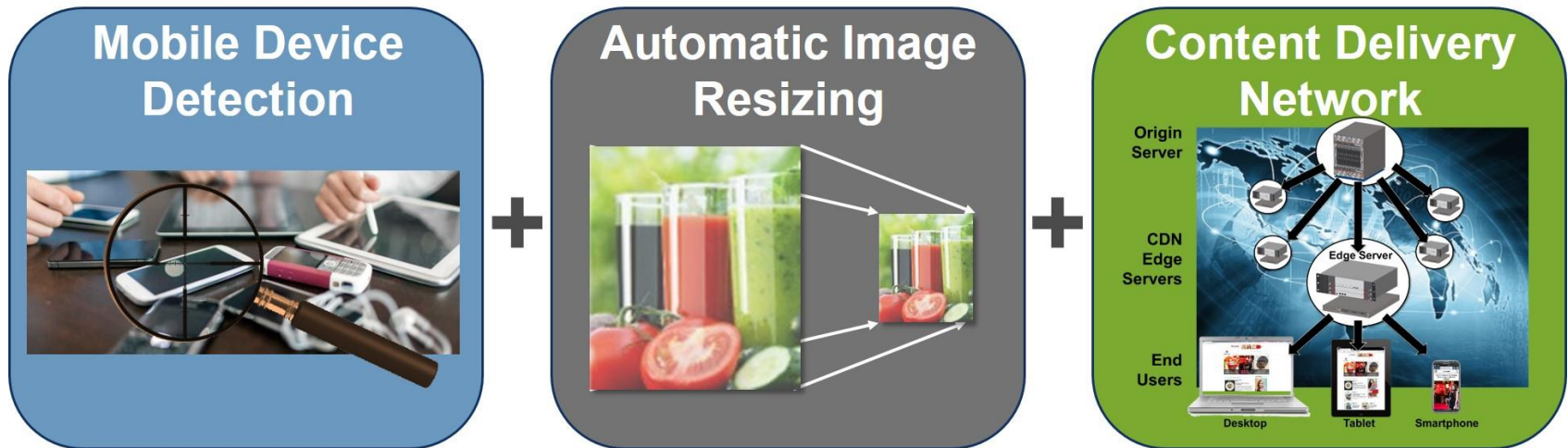
With Business Edition, You Get:

- Accurate identification of iPhone and iPad models
- Integrate with Google Analytics
- Over 20 of WURFL's most popular capabilities
- Easy-to-use JavaScript snippet works with ScientiaMobile's cloud-based Device Description Repository
- SLA and high reliability
- Helpdesk support

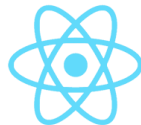
Image Engine: Resize for Mobile. Deliver **Fast**.



Is



Achieve 60% Payload Reduction and Load Time Improvement



React

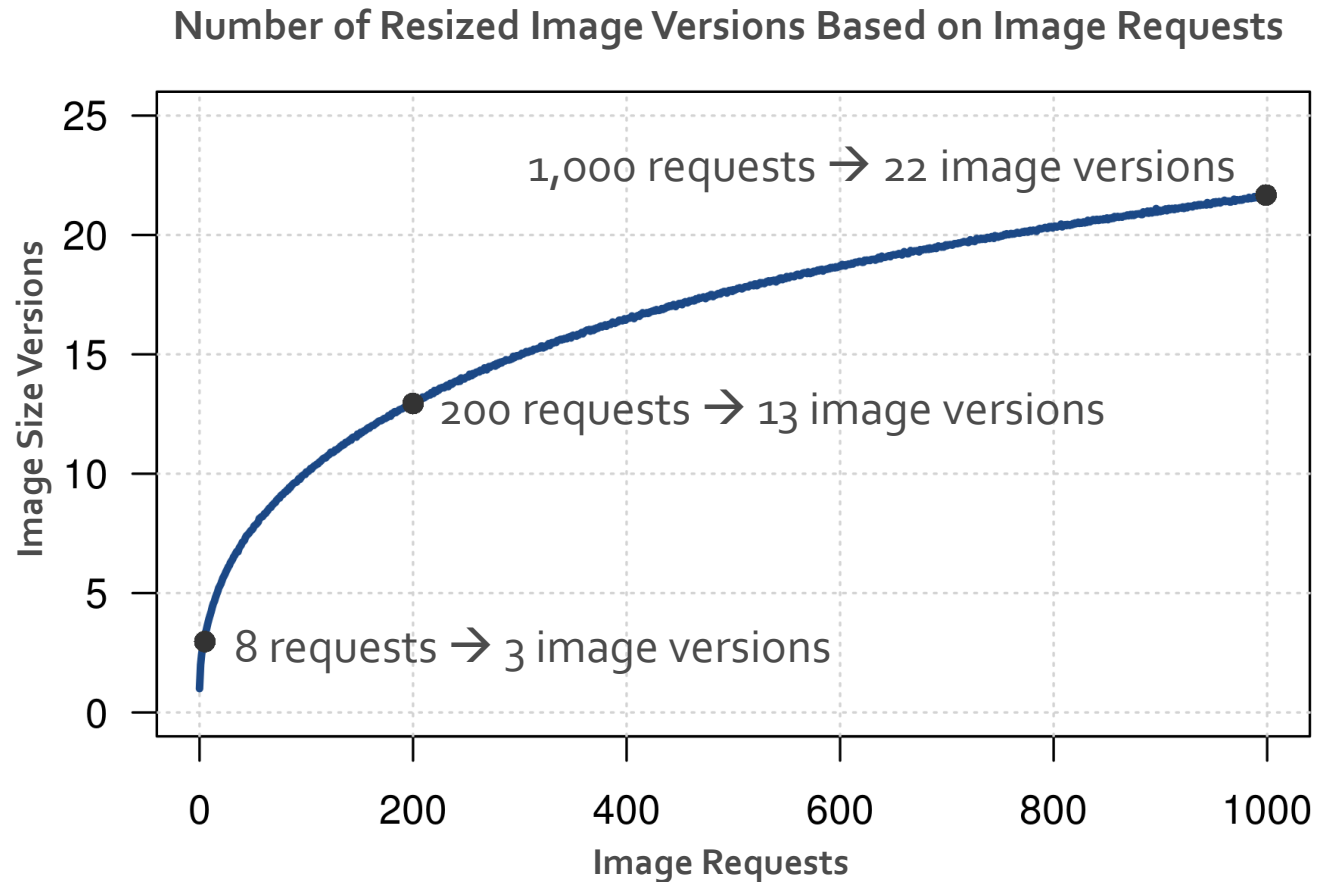


ANGULARJS
by Google



Are Three Image Sizes Enough for Responsive Web Design?

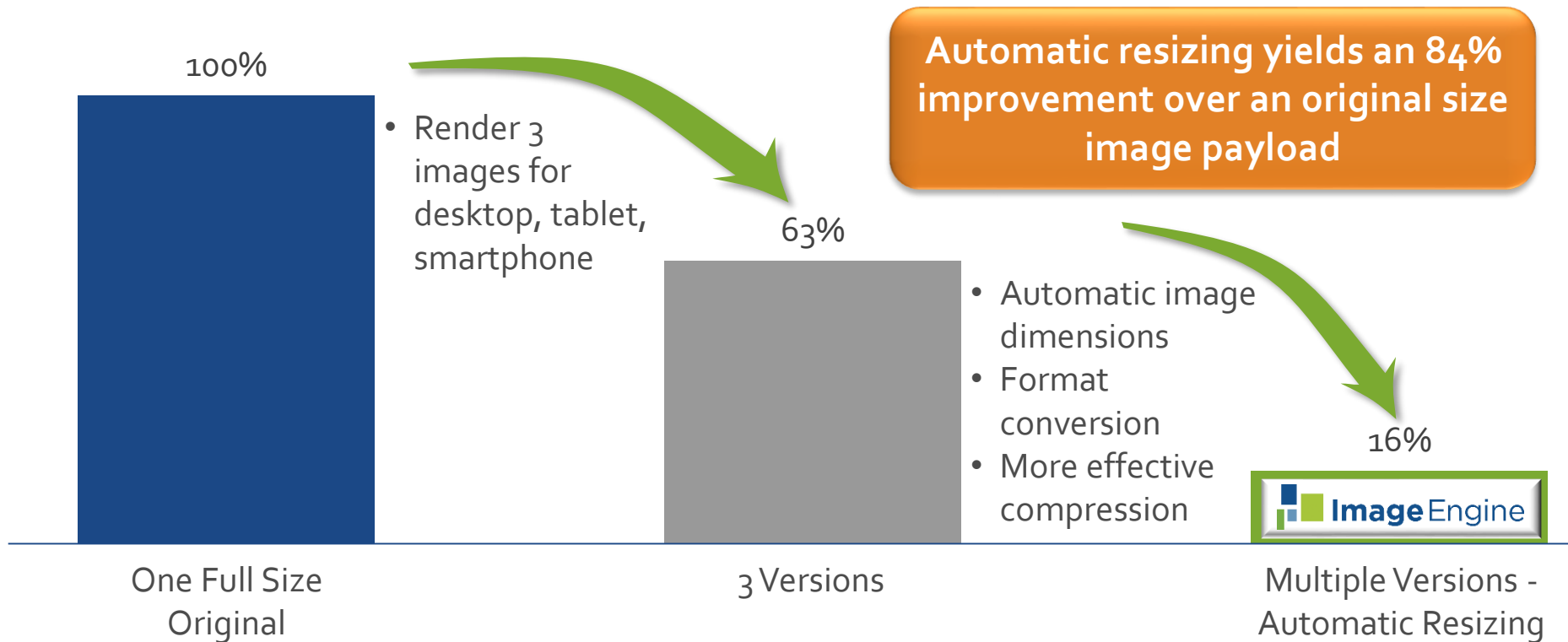
- Industry standard practice is to resize images for 3 sizes (desktop, tablet, smartphone) and “lazy-load” them.
- If you care about mobile performance and payload, then your RWD site needs a better solution than just 3 image sizes.
- On average, it takes only 8 requests to surpass the need for just 3 image sizes. Over time variations in device types and screen sizes push the number of image-size versions over 22.
- For more information, visit our blog post:
<http://www.scientiamobile.com/page/three-image-sizes-enough-rwd-sites>



If I Resize More than 3 Image Sizes, What Are Payload Savings?

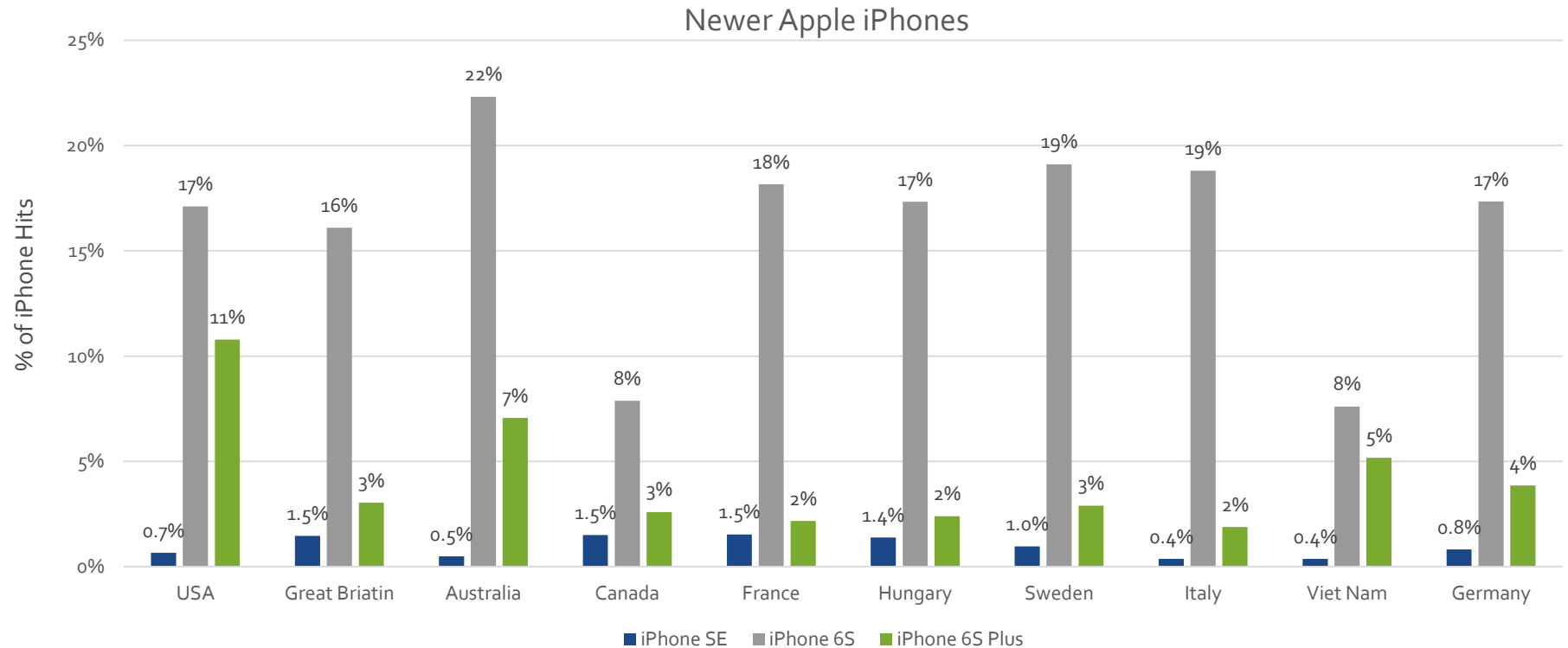
- Resizing to the standard 3 versions helps reduce the payload to 63% of the original.
- If you automatically detect the actual device, resize, and compress to an optimal size, then you can save 84% of the payload.
- For image-heavy sites with high mobile traffic, this performance improvement could have a big impact on user experience and e-commerce conversions, potentially generating millions of dollars.

How Much Payload Reduction Does Resizing Yield?



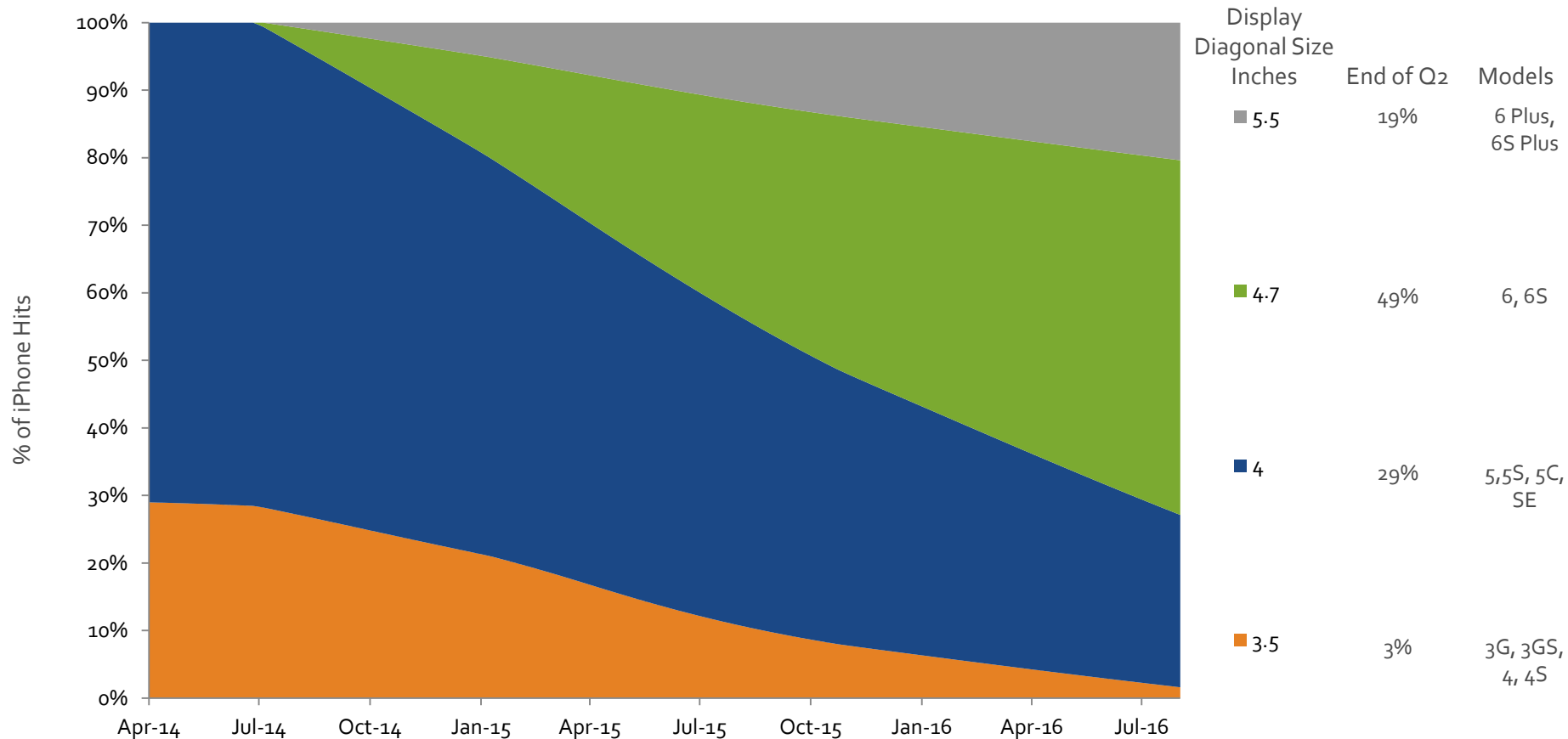
For iPhone Users, Bigger is Better. Smaller is Not.

- We compared Apple's new model releases, looking to see if there was a preference for size. Roughly, the iPhone SE is small (diagonal display size of 4"), iPhone 6S is medium (4.7"), and iPhone 6S Plus is large (5.5").
- Today, the "medium" 6S is much larger than its predecessor, the iPhone 5. We classify the iPhone 5's 4" display as "small".
- The "medium" iPhone 6S is the leader in all countries, with over 15% of iPhone traffic in most countries
- The larger 6S Plus has gained over 5% share in the USA, Australia, Viet Nam. In most countries, it ranks ahead of the small iPhone SE by almost 2X.
- While only released in March of 2016, the smaller iPhone SE does not appear to have significant share yet.



iPhone Trends Are Toward Larger Displays

- Usage of iPhones with a 4" display is on a downward trend (-7%). This is despite the release of the iPhone SE in March 2016.
- The iPhone 6 and 6S, with 4.7" displays, grew 5% to end with 49%.
- The larger iPhone 6 Plus and 6S Plus with 5.5" displays have added 4%, ending with 19%.



scientiamobile

Continent Comparisons

We have significantly reduced the content in this section because you can now access real-time reports via [MOVR Visualization](#)



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Visualization Tool**





Top Smartphones

- New to the list this quarter are the Samsung Galaxy J1 Ace, Samsung Galaxy J7, and the Nokia Lumia 520.
- Dropping off the list are the LG G3 and the Samsung Galaxy S4 Mini.
- North America and Oceania are concentrated markets, with the top smartphones accounting for 66% and 74% respectively.

Top Smartphones	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 5	1.1%	3%	2%	2%	4%	1%
Apple iPhone 5C	0.3%	0.5%	3%	4%	2%	1.4%
Apple iPhone 5S	2%	5%	6%	7%	7%	3%
Apple iPhone 6	3%	7%	9%	16%	18%	4%
Apple iPhone 6 Plus	1.0%	3%	1.2%	7%	5%	1.0%
Apple iPhone 6S	1.6%	3%	5%	8%	12%	1.6%
Apple iPhone 6S Plus	0.5%	2%	0.8%	5%	4%	0.5%
BlackBerry Z10	2%	0.1%	0.1%	0.1%	0.1%	0.1%
Motorola Moto G	0.04%	0.1%	0.2%	0.4%	0.1%	4.1%
Motorola Moto G (2nd Gen)	0.02%	0.2%	0.1%	0.1%	0.2%	3%
Motorola MotoG3	0.02%	0.2%	0.2%	0.2%	0.1%	3%
Nokia Lumia 520	1.7%	0.3%	0.3%	0.1%	0.1%	0.4%
Samsung Galaxy Grand Neo	2%	0.9%	0.8%	0.1%	0.0%	1.0%
Samsung Galaxy Grand Prime	0.8%	1.2%	1.6%	1.5%	0.1%	4%
Samsung Galaxy J1	2%	0.7%	0.4%	0.1%	0.7%	1.3%
Samsung Galaxy J1 Ace	2%	0.0%	0.0%	0.0%	0.2%	0.0%
Samsung Galaxy J5	2%	2%	1.7%	0.1%	0.3%	3.2%
Samsung Galaxy J7	1%	2%	0.04%	0.18%	0.04%	1.9%
Samsung Galaxy Note 3	1.1%	2%	0.7%	0.8%	1.1%	0.4%
Samsung Galaxy Note 4	1.1%	2.0%	0.9%	1.8%	1.5%	0.3%
Samsung Galaxy S4	2%	3%	3%	3%	3%	2%
Samsung Galaxy S5	3%	1.8%	4%	5%	9%	2%
Samsung Galaxy S6	1.5%	1.2%	3%	3.4%	4%	1.0%
Samsung Galaxy S6 Edge	1.2%	0.8%	2.0%	1.1%	2.1%	0.8%
Vodafone Smart KICKa	1.7%	0.0%	0.0%	0.0%	0.1%	0.0%
others	65%	58%	54%	34%	26%	59%



Top Smartphone Trends (2016 Q2 vs. 2016 Q1)

- Apple iPhone 6S, and 6S Plus continue to grow in N. America. The 6S shows solid growth globally.
- The older Samsung models (S4 and S5) are declining in share. The Samsung S6 is barely growing. The S7 has yet to join this list. Samsung's economy models (J5 and J7) are growing in Africa, Asia, Europe and North America.

Smartphone Trends	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 5	-0.1%	-0.1%	-0.2%	-0.5%	-1.0%	-0.7%
Apple iPhone 5C	0.0%	-0.1%	-0.2%	-0.6%	-0.6%	-0.7%
Apple iPhone 5S	0.1%	0.4%	0.1%	-0.8%	-1.3%	-0.9%
Apple iPhone 6	0.3%	-1.4%	-0.1%	-0.7%	-1.3%	-1.1%
Apple iPhone 6 Plus	0.1%	-0.5%	-0.1%	-0.1%	-0.6%	-0.1%
Apple iPhone 6S	0.7%	0.4%	1.4%	1.9%	2.4%	0.4%
Apple iPhone 6S Plus	0.2%	0.4%	0.2%	1.6%	0.8%	0.2%
BlackBerry Z10	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Motorola Moto G	-0.1%	0.0%	0.0%	-0.1%	0.0%	-0.8%
Motorola Moto G (2nd Gen)	0.0%	0.0%	0.0%	0.0%	0.0%	-1.0%
Motorola MotoG3	0.0%	0.1%	0.0%	0.0%	0.0%	0.4%
Nokia Lumia 520	0.3%	0.0%	-0.1%	0.0%	0.0%	-0.1%
Samsung Galaxy Grand Neo	-0.5%	0.1%	-0.1%	0.0%	0.0%	-0.1%
Samsung Galaxy Grand Prime	-0.2%	0.0%	0.3%	0.2%	0.0%	-0.3%
Samsung Galaxy J1	0.2%	0.1%	0.0%	0.0%	0.1%	0.3%
Samsung Galaxy J1 Ace	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Samsung Galaxy J5	0.6%	0.6%	0.7%	0.0%	0.1%	1.0%
Samsung Galaxy J7	0.2%	0.8%	0.0%	0.1%	0.0%	0.9%
Samsung Galaxy Note 3	-0.7%	-0.3%	-0.1%	-0.2%	-0.1%	0.0%
Samsung Galaxy Note 4	-0.4%	-0.1%	0.0%	-0.2%	-0.1%	-0.1%
Samsung Galaxy S4	-0.7%	-0.7%	-0.6%	-0.6%	-0.6%	-0.3%
Samsung Galaxy S5	-0.8%	-0.4%	-0.8%	-0.8%	-0.6%	-0.2%
Samsung Galaxy S6	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
Samsung Galaxy S6 Edge	0.1%	0.0%	0.1%	-0.1%	0.1%	0.1%
Vodafone Smart Kicka	-0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
others	0.4%	0.6%	-0.6%	0.6%	2.6%	2.9%



Top Tablets

- The iPad 4, Air, and Air 2 hold strong positions in Asia, Europe, and N. America. They are starting to overtake the older iPad Mini and iPad 2 share in many markets.
- With the exception of Africa and South America, Samsung tablets have less than 10% market share on most continents.

Top Tablets	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	5%	6%	8%	12%	12%	7%
Apple iPad 3	5%	6%	5%	5%	8%	5%
Apple iPad 4	6%	7%	9%	11%	15%	7%
Apple iPad Air	6%	10%	13%	16%	17%	7%
Apple iPad Air 2	4%	9%	8%	12%	12%	4%
Apple iPad Mini	4%	11%	7%	9%	10%	7%
Apple iPad Mini 3	0.8%	2%	0.9%	1.3%	1.2%	0.9%
Apple iPad Mini Retina	2%	8%	5%	6%	6%	4%
Apple iPad Pro	0.2%	0.6%	0.5%	1.2%	0.8%	0.3%
Samsung Galaxy Tab 2 10.1	2%	0.6%	1.5%	0.5%	0.7%	1.6%
Samsung Galaxy Tab 3	0.2%	0.9%	0.6%	0.3%	0.3%	3.5%
Samsung Galaxy Tab 3 10.1 3G	2.3%	0.4%	1.8%	0.5%	0.8%	0.6%
Samsung Galaxy Tab 3 7.0	0.6%	1.0%	0.8%	0.8%	0.3%	3.2%
Samsung Galaxy Tab 3 Lite	0.8%	1.4%	0.9%	0.4%	0.4%	7%
Samsung Galaxy Tab 3V 3G	3%	1.7%	0.1%	0.01%	0.01%	2%
Samsung Galaxy Tab 4 10.1	4.0%	0.8%	2%	1.2%	1.5%	2.4%
Samsung Galaxy Tab 4 7.0	4%	2%	0.9%	1.2%	0.1%	3.0%
Samsung Galaxy Tab A	0.1%	0.8%	0.0%	0.8%	1.8%	0.4%
Vodafone Smart Tab 3G	12%	0.02%	0.03%	0.00%	0.03%	0.00%
others	37%	30%	34%	21%	13%	33%



Top Tablet Trends (2016 Q2 vs. 2016 Q1)

- The iPad 2 continues to drop significant share. However most of this loss is being recovered by the newer iPad Air 2.
- Samsung's newer models (Tab A and Tab 4 10.1) are declining in Africa and Asia and showing little increase elsewhere.

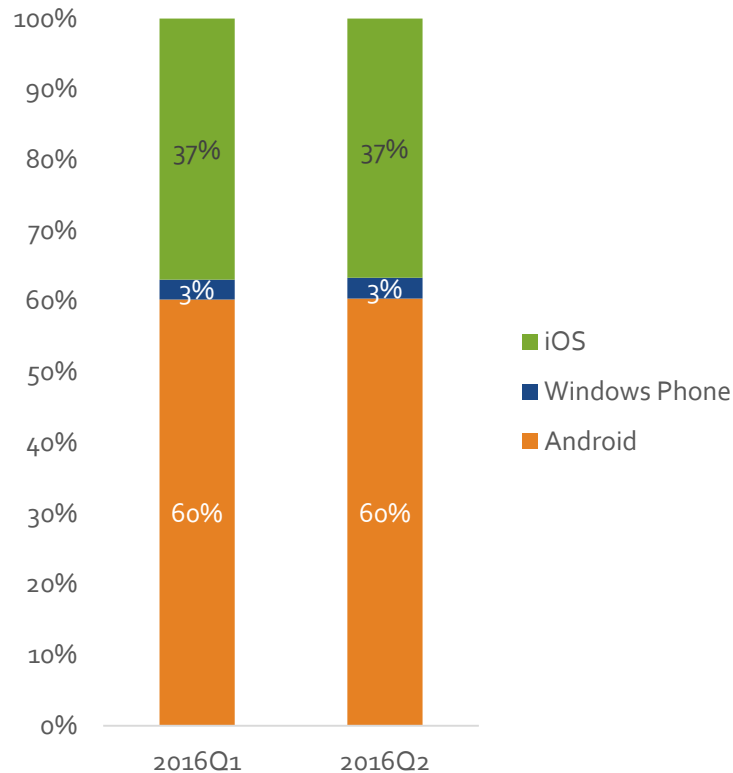
Tablet Trend	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	-0.7%	-0.5%	-1.5%	-2.0%	-1.8%	-0.8%
Apple iPad 3	-0.3%	0.0%	-0.3%	-0.2%	-0.6%	-0.4%
Apple iPad 4	0.2%	0.3%	-0.2%	0.0%	-0.3%	-0.1%
Apple iPad Air	0.4%	0.9%	0.5%	1.1%	0.6%	-0.6%
Apple iPad Air 2	0.7%	1.9%	1.2%	1.9%	1.7%	-0.1%
Apple iPad Mini	-0.3%	-0.6%	-1.1%	-0.9%	-0.8%	-2.1%
Apple iPad Mini 3	0.1%	0.3%	0.0%	0.1%	0.0%	-0.1%
Apple iPad Mini Retina	0.3%	1.2%	0.3%	0.8%	0.5%	0.0%
Apple iPad Pro	0.1%	0.3%	0.2%	0.5%	0.3%	0.1%
Samsung Galaxy Tab 2 10.1	0.0%	-1.2%	-0.2%	0.0%	-0.1%	0.0%
Samsung Galaxy Tab 3	0.1%	0.1%	0.0%	-0.1%	0.0%	0.8%
Samsung Galaxy Tab 3 10.1 3G	-0.2%	-0.1%	-0.2%	0.0%	-0.1%	-0.1%
Samsung Galaxy Tab 3 7.0	0.0%	-0.2%	-0.2%	-0.1%	0.0%	0.0%
Samsung Galaxy Tab 3 Lite	-0.1%	0.0%	-0.1%	0.0%	0.0%	1.3%
Samsung Galaxy Tab 3V 3G	0.4%	-0.5%	0.0%	0.0%	0.0%	0.7%
Samsung Galaxy Tab 4 10.1	-0.9%	-1.0%	-0.2%	0.0%	0.0%	-0.1%
Samsung Galaxy Tab 4 7.0	-0.7%	-0.2%	0.0%	0.0%	0.0%	-0.5%
Samsung Galaxy Tab A	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%
Vodafone Smart Tab 3G	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
others	0.6%	-0.5%	2.0%	-1.1%	0.2%	1.9%



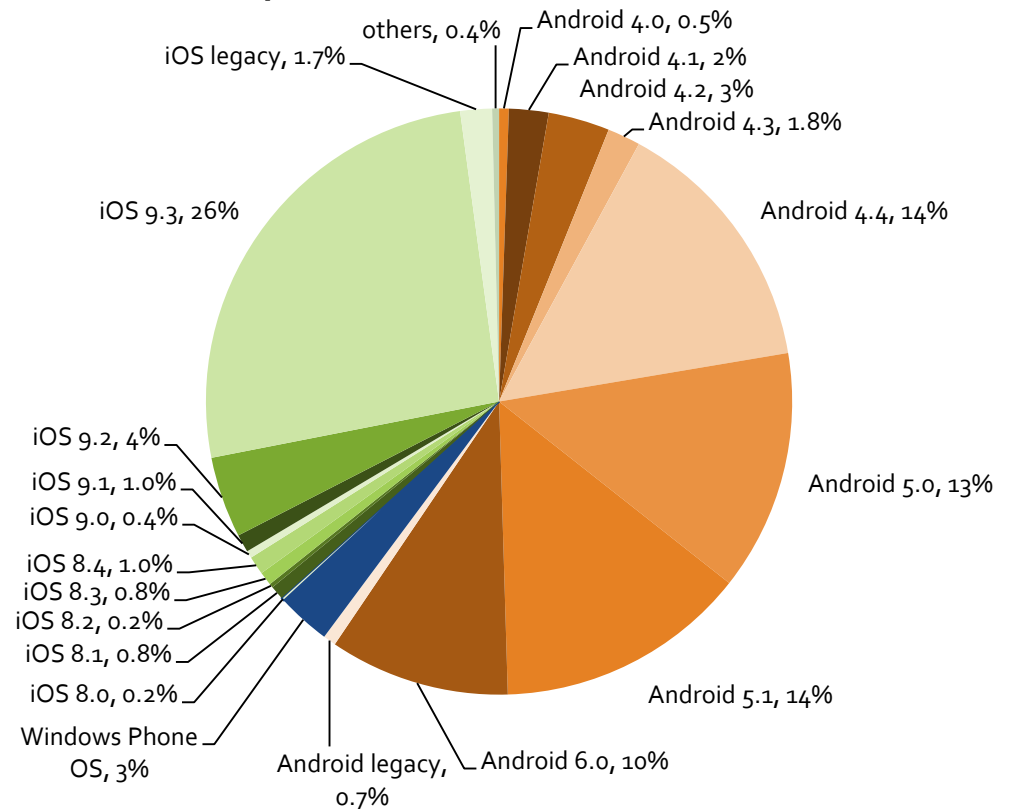
Global Smartphone OS Release

- Among Android, releases 5.0, 5.1, and 6.0 started to surpass Android 4.4. By the end of Q2, Android 6.0 became the most popular.
- Apple is the second largest OS with 36%. iOS 9.2 is the most popular version during Q1, but was quickly eclipsed by 9.3 which averaged 26% over Q2.

Smartphone OS Family - Global



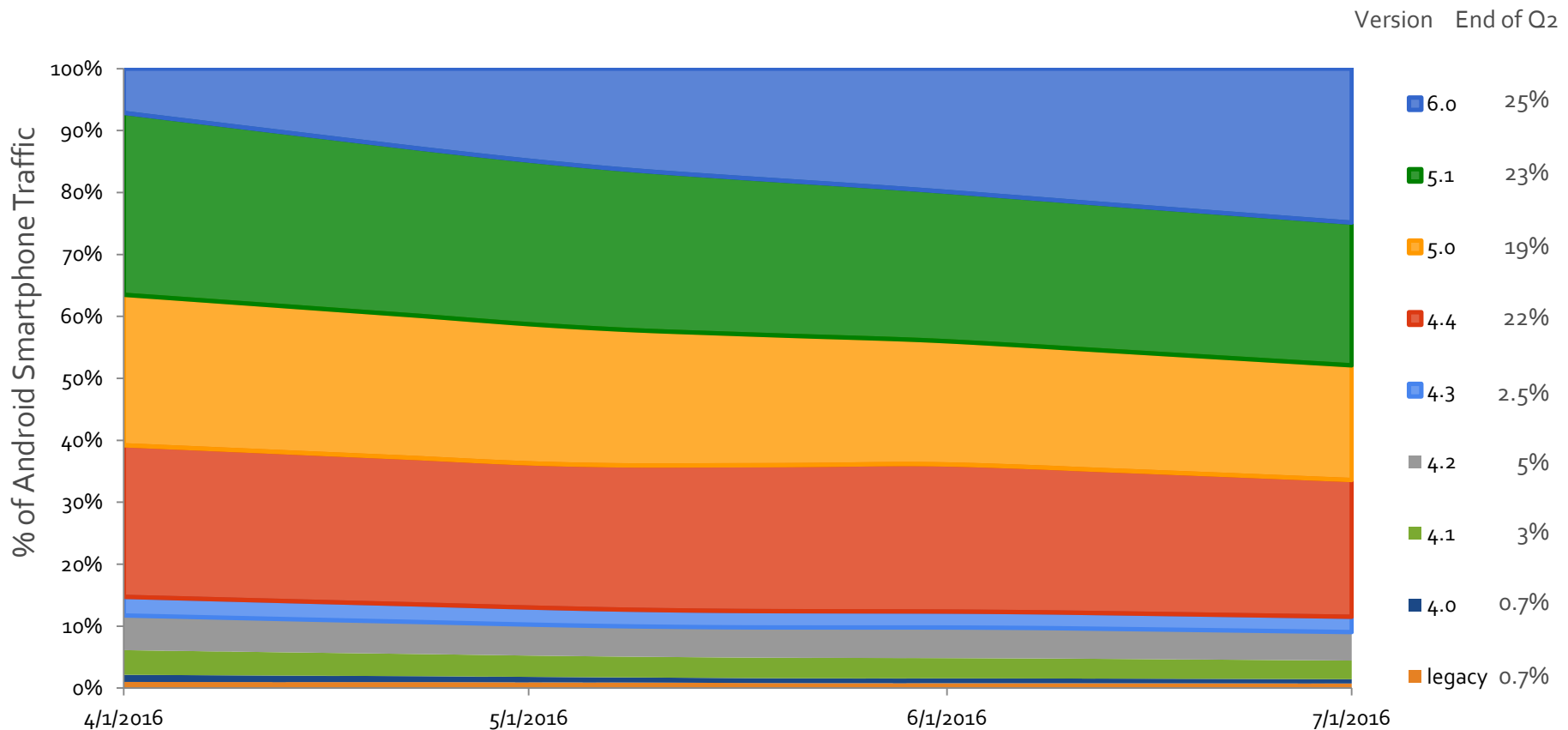
Smartphone OS Share – Global 2016 Q2





Android Smartphone Operating System Trends

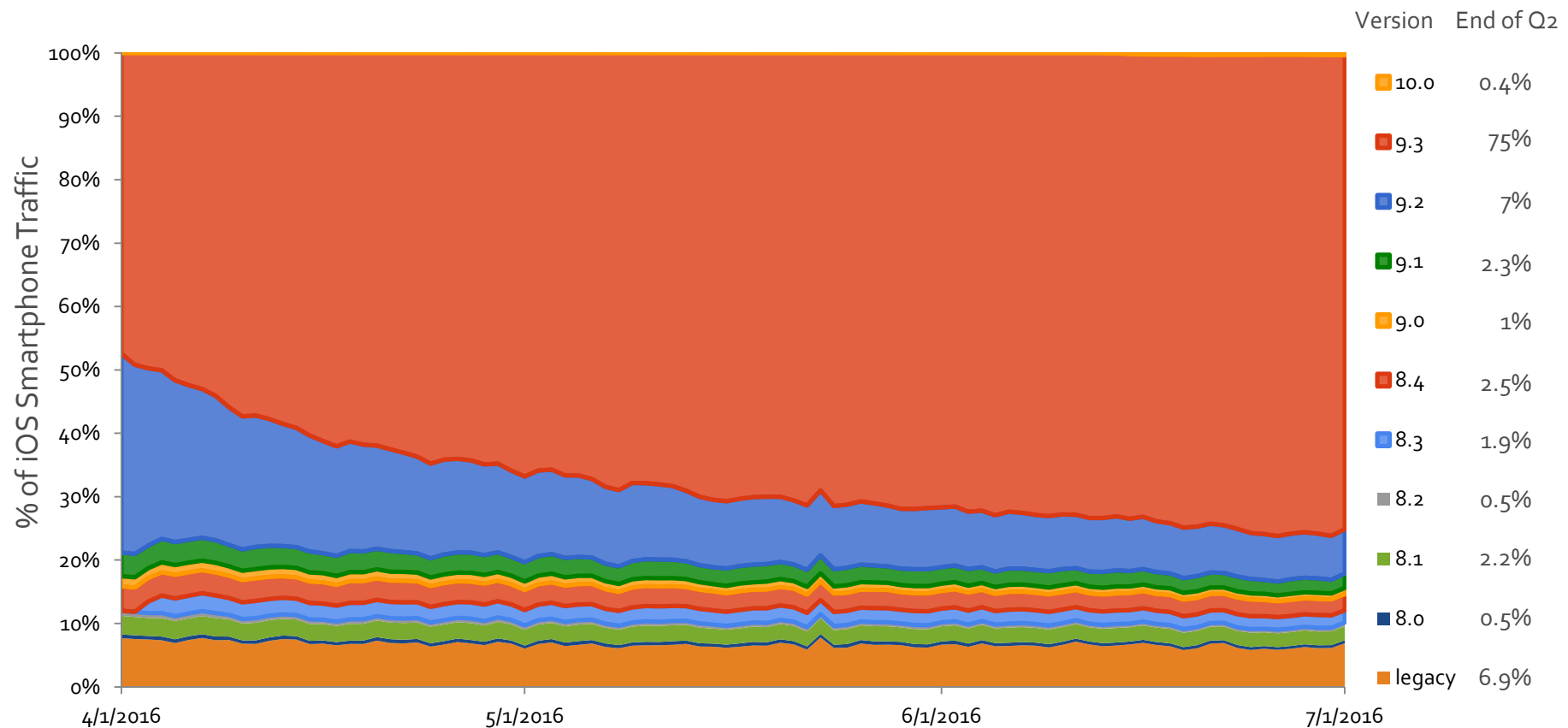
- Android 6.0 has picked up 18% share over Q2, ending at 25%.
- Android 5.1 had dropped -6% over the quarter, ending with 23%.
- Android 4.4 still has significant share, ending the quarter at 22%, and seeing a drop of only 2%.
- Android versions prior to 4.4 account for only 12% at this stage.





iOS Smartphone Operating System Trends

- iOS 9.3 quickly became the most popular release, ending June with 75%.
- Most of release 9.3 share came from the preceding release 9.2 that ended with only 7%.
- All of the Legacy and 8.x versions totaled 14% by the end of June.



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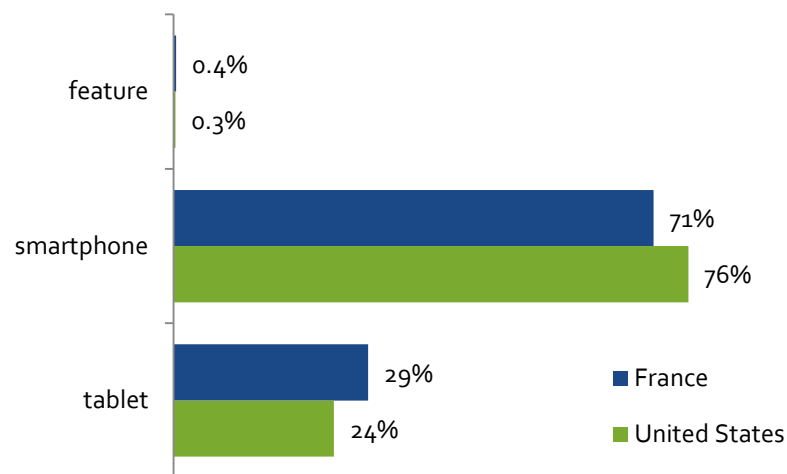
Spotlight: France



Form Factor

- France and the USA have a relatively similar profile in terms of form factor usage at this stage.
- Like the USA, France shows very minimal feature phone usage (less than 1%).
- Smartphone usage in France is lower (71%) than the USA, averaging 76%.
- Tablet usage in France (29%) is slightly higher than in the USA (24%).

Form Factor

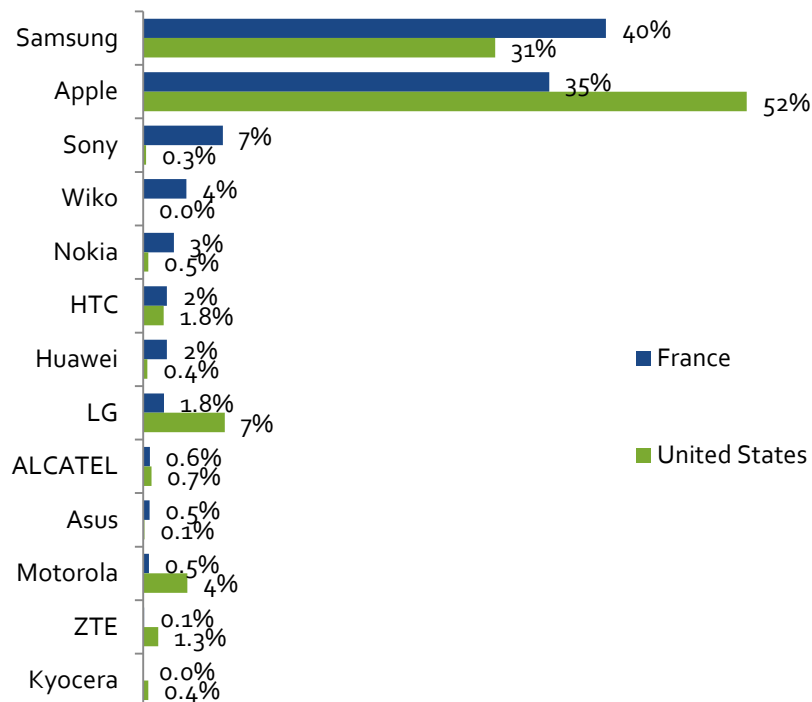




Top Manufacturer

- Samsung is the most popular manufacturer in France (40%).
- Apple iPhone share in France (35%), is lower than USA's quite large 52% share.
- Wiko, a French company with Chinese manufacturing, has 4% share with its Android phones. This makes Wiko the 4th most popular manufacturer in France.

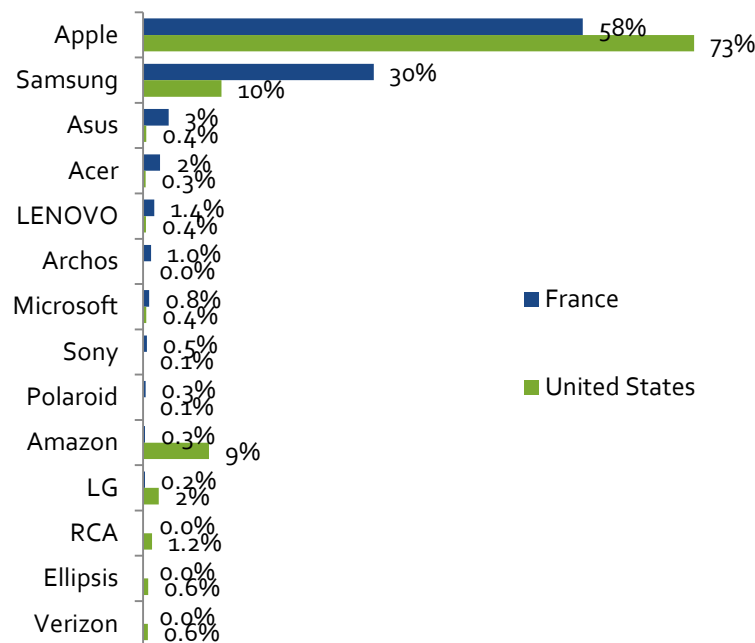
Top Smartphone Manufacturers



% of Smartphone Hits

- iPad usage in France (58%) is lower than the USA (73%).
- Samsung holds a distant second with 30%.
- For France, no other manufacturer has over 5%.

Top Tablet Manufacturers



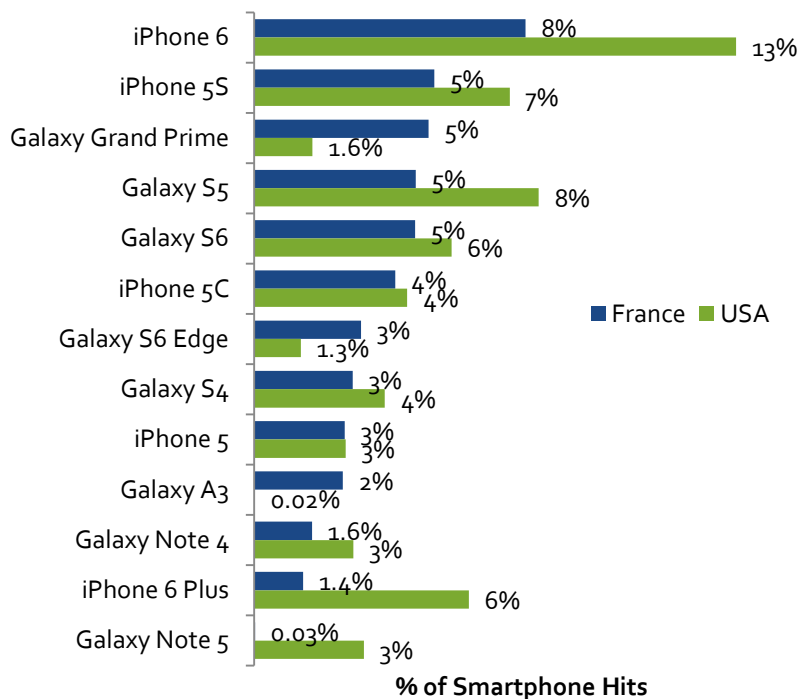
% of Tablet Hits



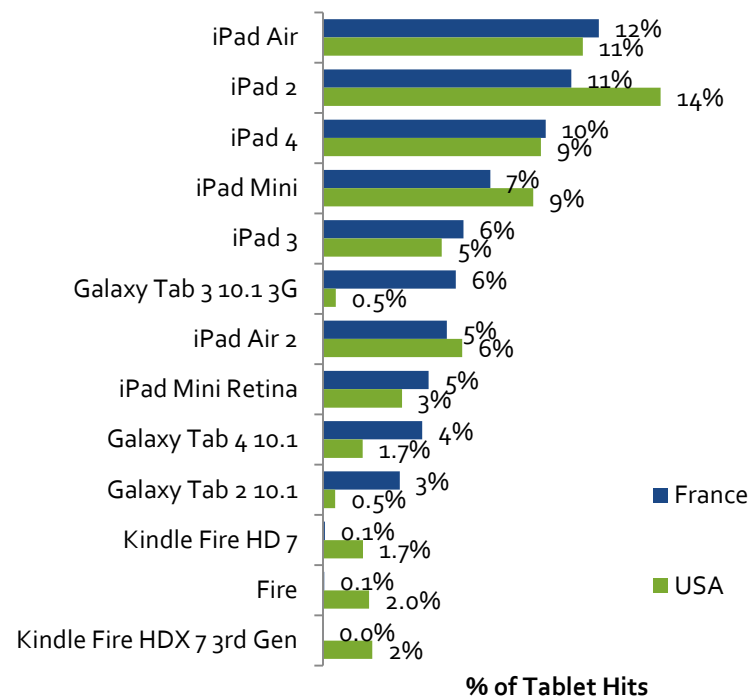
Top Devices

- iPhone 6, one of Apple's newer devices, is the most popular smartphone, in France, with 8%.
- Apple and Samsung dominate the top 10 positions.
- The top 10 devices in France account for 44% of hits. This is less concentrated than the USA, where the top 10 account for 59%.
- The iPad Air (12%) and iPad 2 (11%) are the most popular tablets in France.
- Aside from Apple and Samsung models, France does not have any other significant manufacturers.

Top Smartphone



Top Tablets

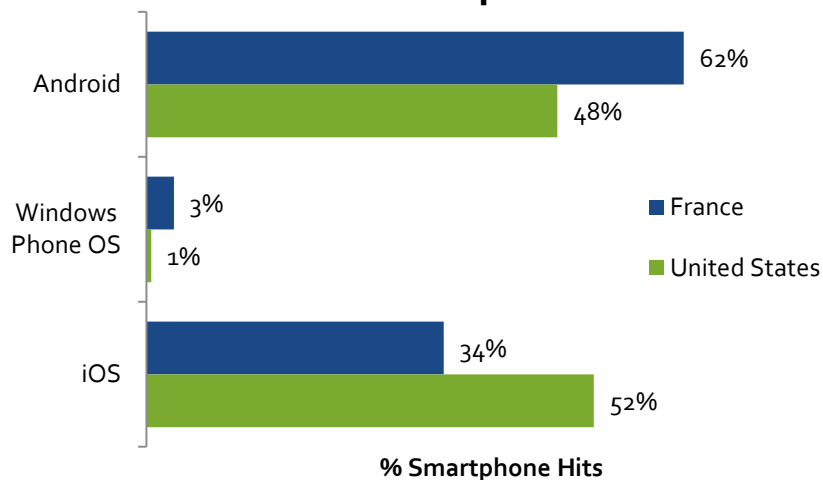




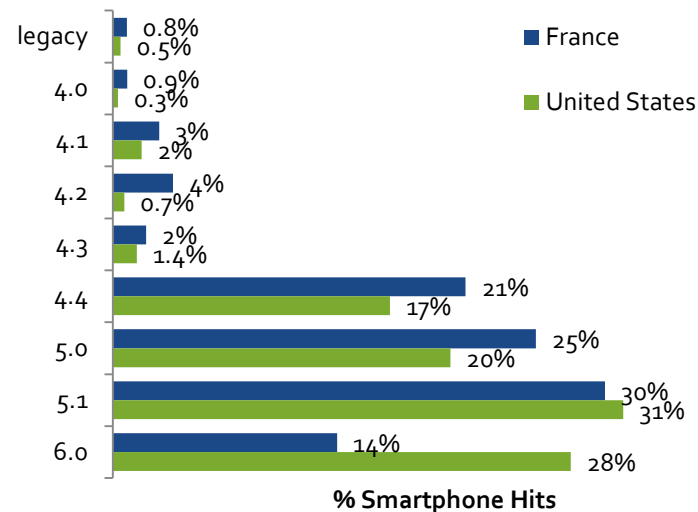
OS Smartphones

- Android has 62% share in France, which is considerably higher than the United States (48%).
- Conversely, iOS holds 34% in France, which is lower than the USA (52%).
- Android version 5.1 is also the most popular version in France (30%).
- Android 6.0 has gained less share (14%) in France at this stage compared to the USA (28%)
- iOS 9.3 is the most popular version for both the USA and France.

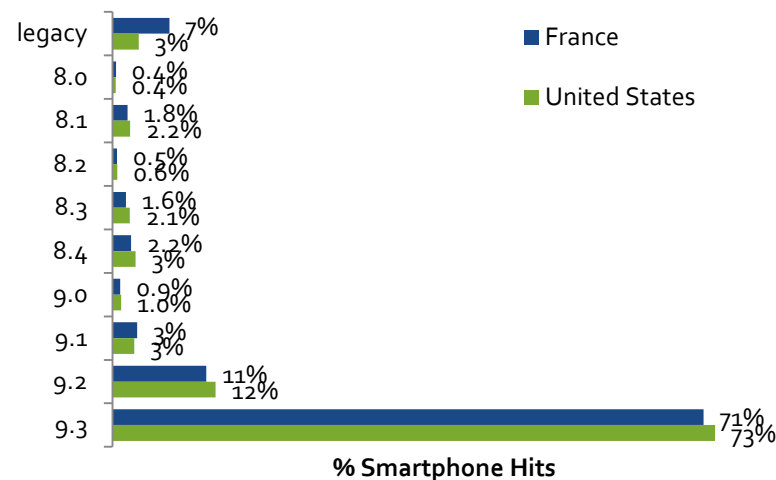
Smartphone OS



Android OS



iOS



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