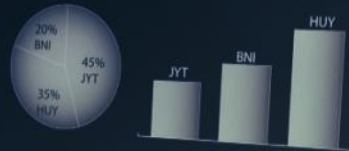


# MOVVR

## Mobile Overview Report April–June 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

scientiamobile

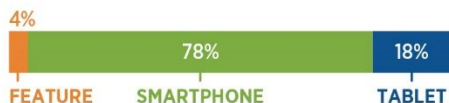
*The first step in a great mobile experience*

# ASIA

# NORTH AMERICA

# EUROPE

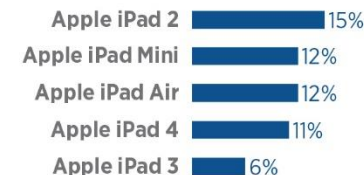
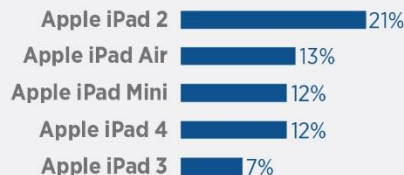
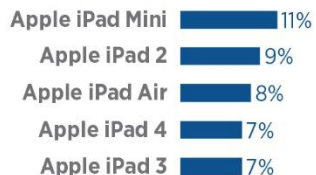
## Form Factor



## Top 5 Smartphones



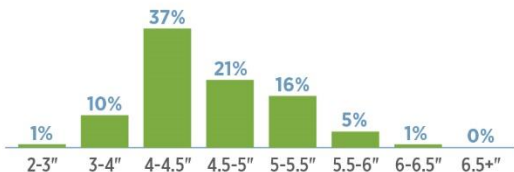
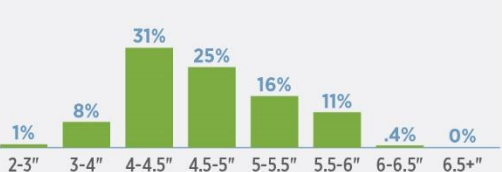
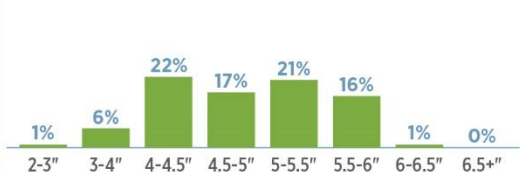
## Top 5 Tablets



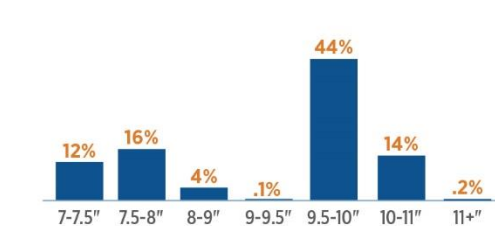
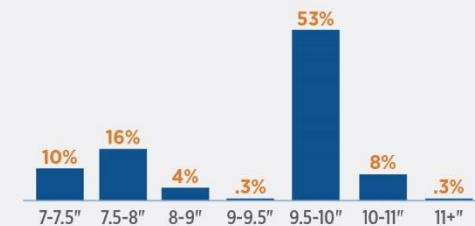
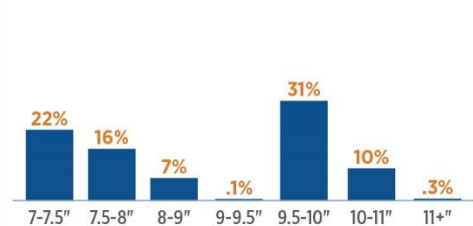
## Smartphone OS



## Smartphone Diagonal Size



## Tablet Diagonal Size



# SOUTH AMERICA

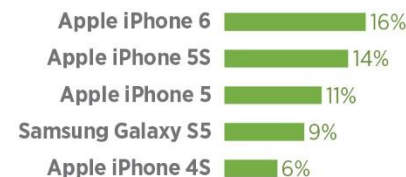
# AFRICA

# OCEANIA

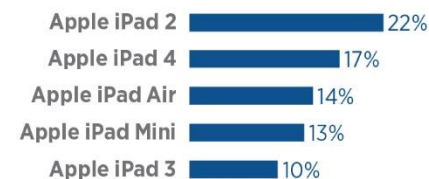
## Form Factor



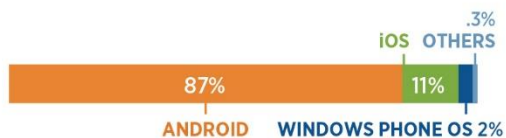
## Top 5 Smartphones



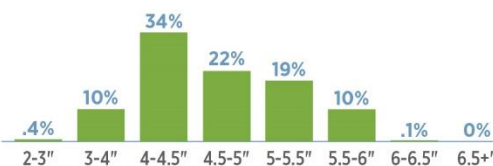
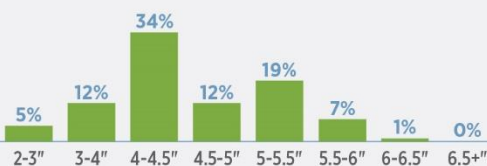
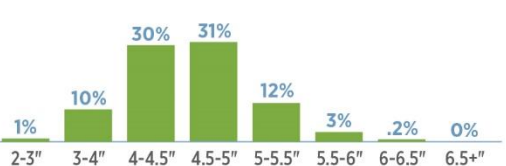
## Top 5 Tablets



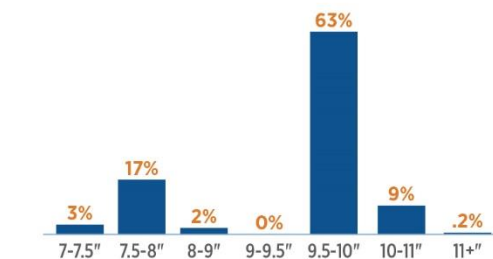
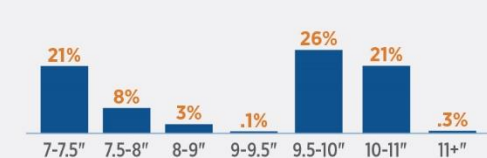
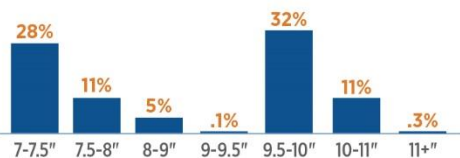
## Smartphone OS



## Smartphone Diagonal Size



## Tablet Diagonal Size



## Report Specifications

### • Purpose of Report

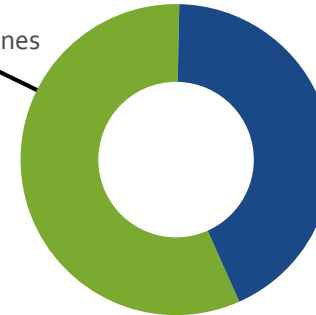
- ScientiaMobile has published MOVR to provide the mobile Web community with timely information on mobile Web device usage.
- We hope to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.

### • Sources of Data and Filtering

- The information in this report is based on a representative sample of a larger data set. The sample size is over 12 billion requests from April 2014 to end of June 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](http://www.scientiamobile.com/page/movr)

### Included

- Smartphones
- Tablets
- Feature Phones



### Excluded

- Desktops and laptops
- Smart TV
- Game Consoles
- Apps
- Robots

### Definitions

- **What is a Hit?** Each time a user visits a Web page and a UA is generated and tested by WURFL (through a number of mechanisms), a “hit” is recorded in the ScientiaMobile dataset. All data reported in MOVR reflects hits, **not the count of physical devices generating the hit.**
- **What is a smartphone?** A smartphone must meet several criteria, including that it should be a wireless device, have a touch screen with horizontal resolution greater than or equal to 320px, and not be considered a tablet.
- **What is a tablet?** Criteria for a tablet include: a wireless device, larger than 6”, and running a mobile or tablet OS. One exception is that a full version of Windows on running on a tablet is considered to be a laptop.

## Definitions (continued)

- **What is a feature phone?** It is a wireless device that falls into one of the three categories: classic feature phones, modern feature phones, and old smartphones
  - **Classic feature phone:** Typically a bar, slide or clamshell form factor with limited possibilities to install apps and a proprietary OS. Other criteria include a physical keyboard and a low price range. Examples are Nokia Series 30 and 40 or Motorola Razr devices.
  - **Modern feature phone:** These phones also have a low price range. They are “smartphone-like”, but targeted at the classic feature phone market. They may have a smartphone OS. They borrow features from classic feature phones, such as size or screen size. Examples are Nokia Asha series or Samsung Galaxy Pocket.
  - **Old smartphones:** These smartphones are older than 3 years and were high-end devices when launched. Classic Blackberry devices and Symbian-based devices fall in this category. Likewise, more recent devices with a touch screen, but with older hardware or older versions of Android, iOS or Windows Phone also fall in this category.
- **What is MNO Traffic?** Traffic originating from Mobile Network Operators (MNO). It is defined, in our research method, as the connection type provided by the browser navigator.connection API.

## About WURFL

- ScientiaMobile uses its WURFL products to collect and analyze the device intelligence contained in the MOVR report. WURFL is a Device Detection Repository (DDR) that integrates an API and XML to provide an always-updated source for detecting devices and their capabilities. For more than 10 years, WURFL has been the industry standard for device detection. Today, ScientiaMobile offers a number of WURFL products to suit a range of needs, from small developers to large enterprises.
- WURFL OnSite and WURFL InFuze provide businesses with high performance server-side device detection solutions.
- WURFL Cloud provides an always-updated, low-maintenance approach to device detection.
- WURFL.js and WURFL.js Business Edition provide front-end developers with access to the power of device detection through JavaScript snippets.
- WURFL InSight provides business intelligence analysts with a table-based device detection tool that will integrate easily with data analysis tools.

A banner for WURFL Device Detection. It features a background image of several smartphones 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, dark 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.

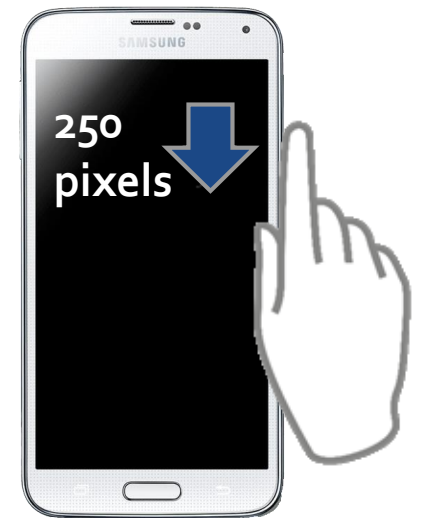
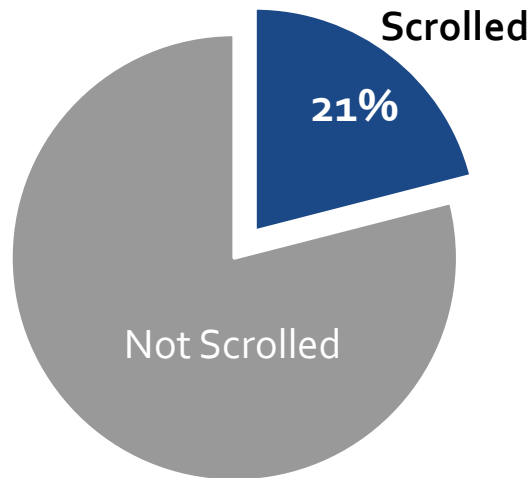
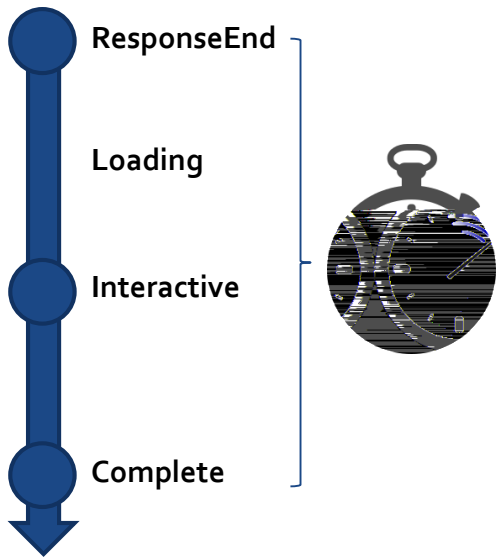
With a single JavaScript snippet that works with ScientiaMobile's always-updated cloud-based Device Description Repository (DDR), developers can control, optimize, and track the success of their website.

## Do Mobile Users See Headlines and Top Banners Before Scrolling?

Average time to complete loading a page on mobile devices in our sample is 4 seconds

But if a user has to wait 9 seconds, then 21% of users will have scrolled before the page has completed loading...

...And, 50% of scrollers have moved down more than 250 pixels

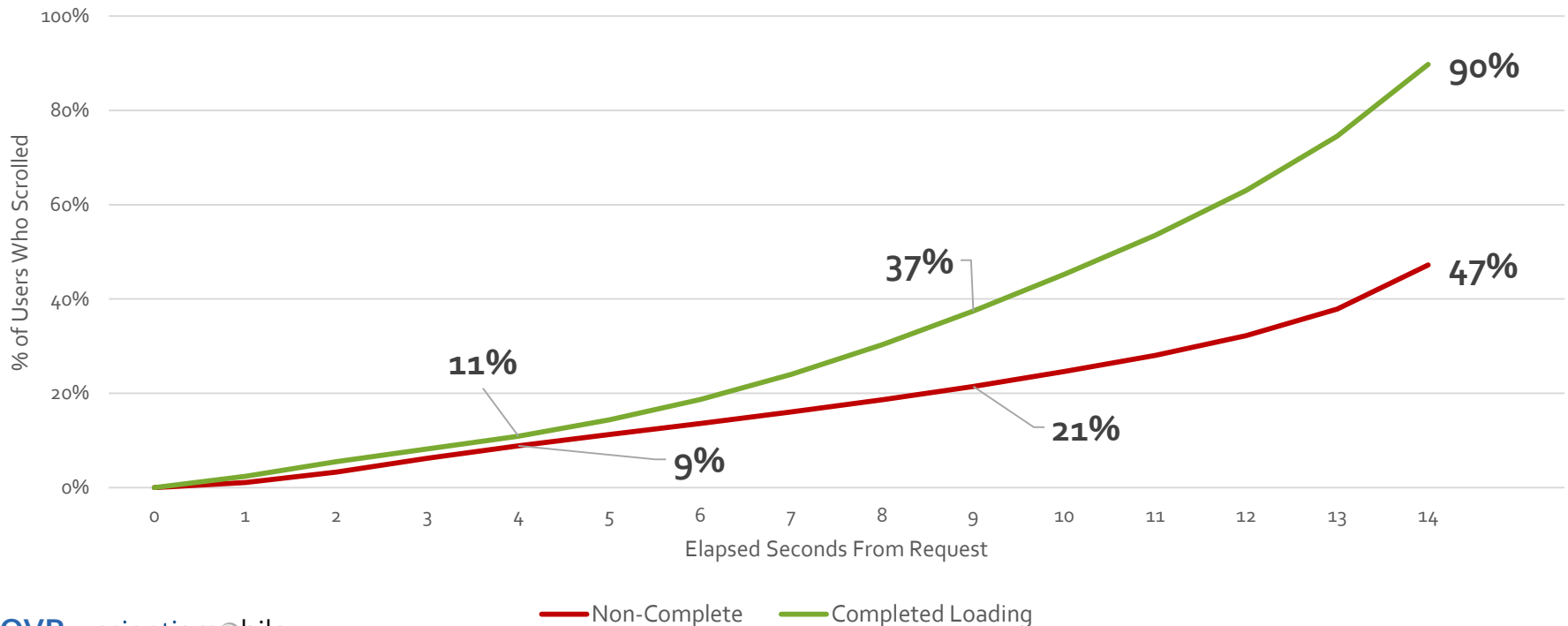


*n= 1.8 million hits*

## Do Mobile Users See Headlines and Top Banners Before Scrolling?

- 11% of users start scrolling within 4 seconds when the page has completed. If the page is not complete, then 9% have still scrolled.
- However, if the page loads slowly and takes 9 seconds and is still not complete, then 21% of people have scrolled.
- Of the people who have scrolled at 9 seconds, over 50% of them have scrolled down over 250 pixels.
- For developers, this means that either you need to get the page to load quickly on mobile devices or the “above the fold” or “headline” area will be bypassed.
- For advertisers and developers, this behavior indicates that investments that improve loading speed might be worthwhile. Likewise, they might consider techniques that compensate for scrolling behavior to deliver headline messages.

### Scrolling Behavior

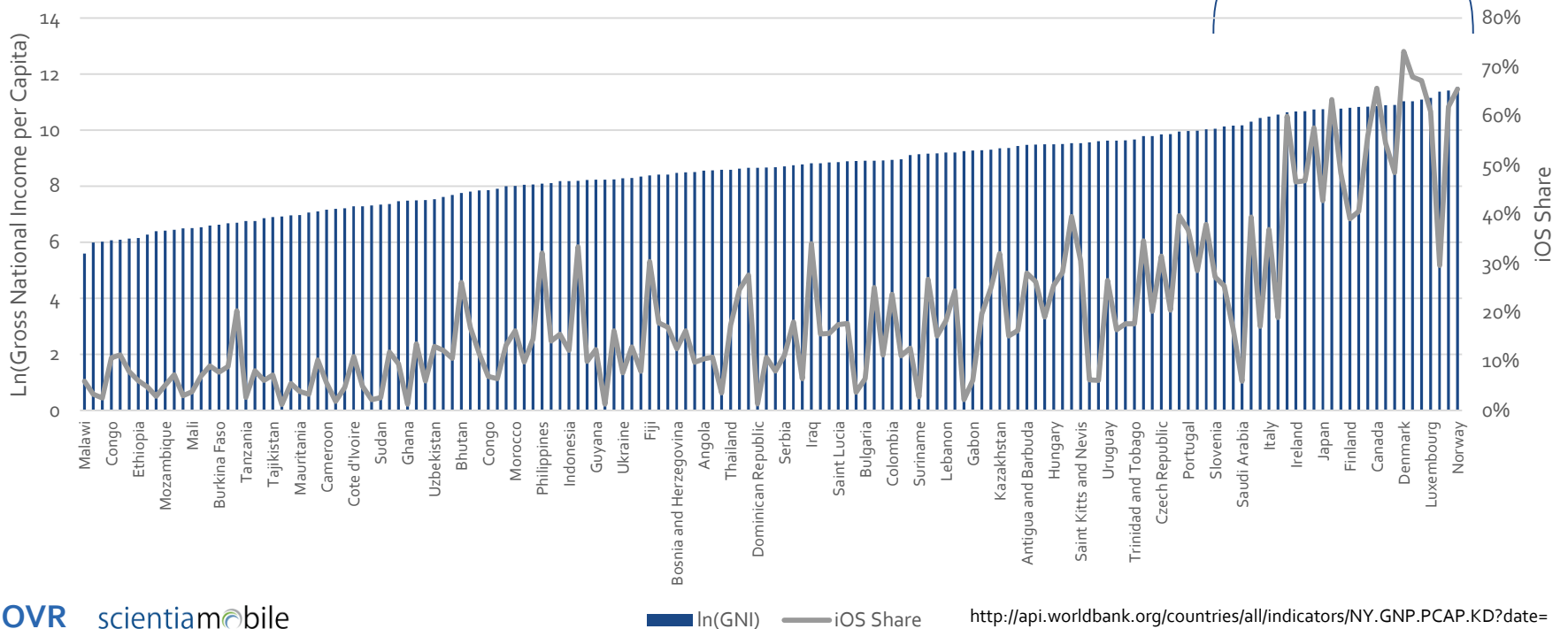




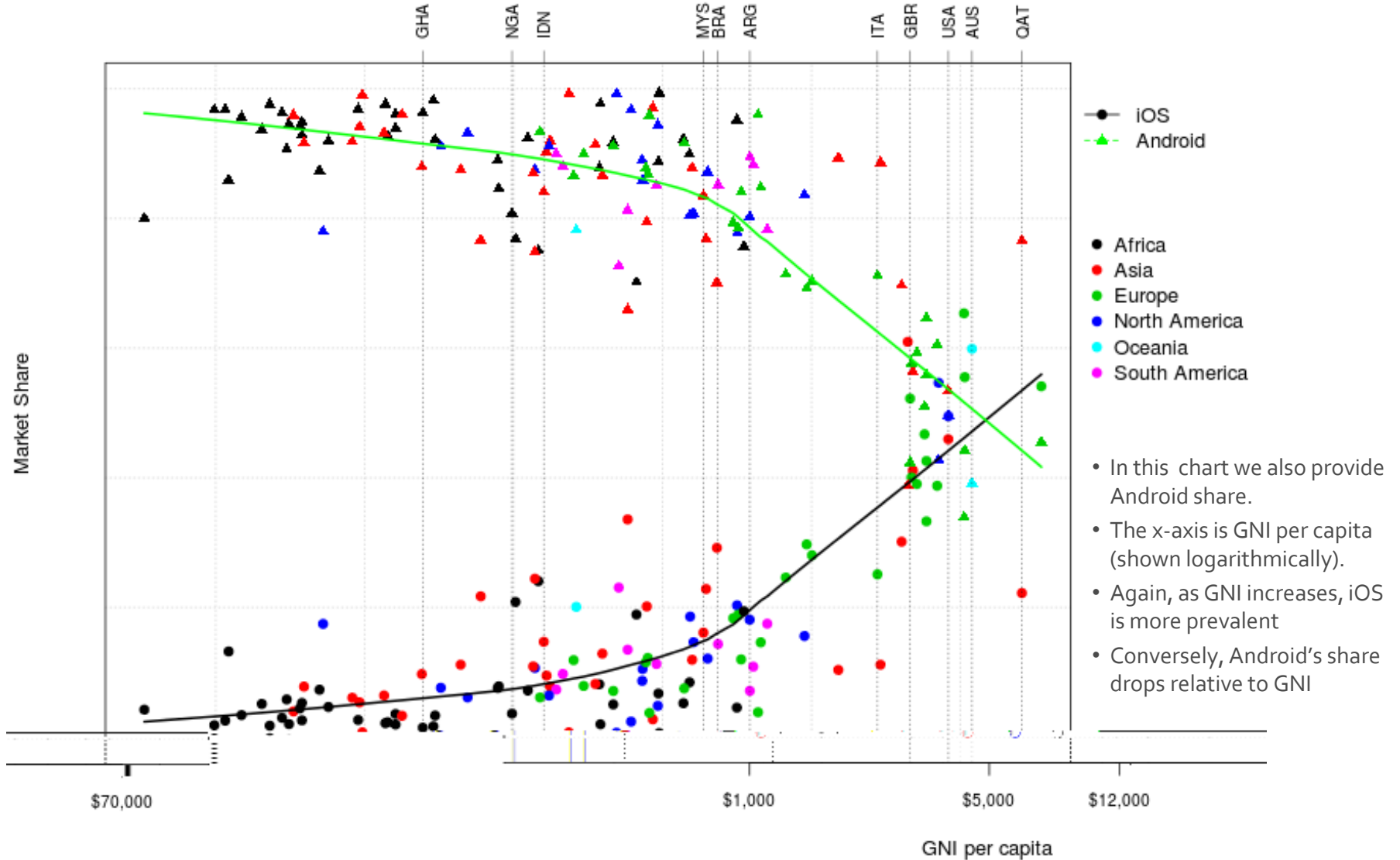
## World Bank + MOVR data = More Insights

- Since MOVRs launch, we have provided our datasets to the public for further analysis. Our hope is that people will use the data, and combine it with other datasets for even more interesting insights.
- The World Bank has great open data covering a number of key indicators around the world. We decided to combine MOVR information with the Gross National Income (GNI) per capita data (<http://data.worldbank.org/indicator/NY.GNP.PCAP.CD>)
- This demonstrates how you might view adoption of certain mobile technologies through its correlation to wealth. Here we have ranked countries from lowest to highest in GNI and the percent of usage for Apple's iOS.
- iOS adoption is higher in the more wealthy countries

Apple iOS by Country Ranked by GNI per Capita



# World Bank Gross Net Income per Capita



scientiamobile

## Comparison of Continents





# Form Factor

## Feature Phones

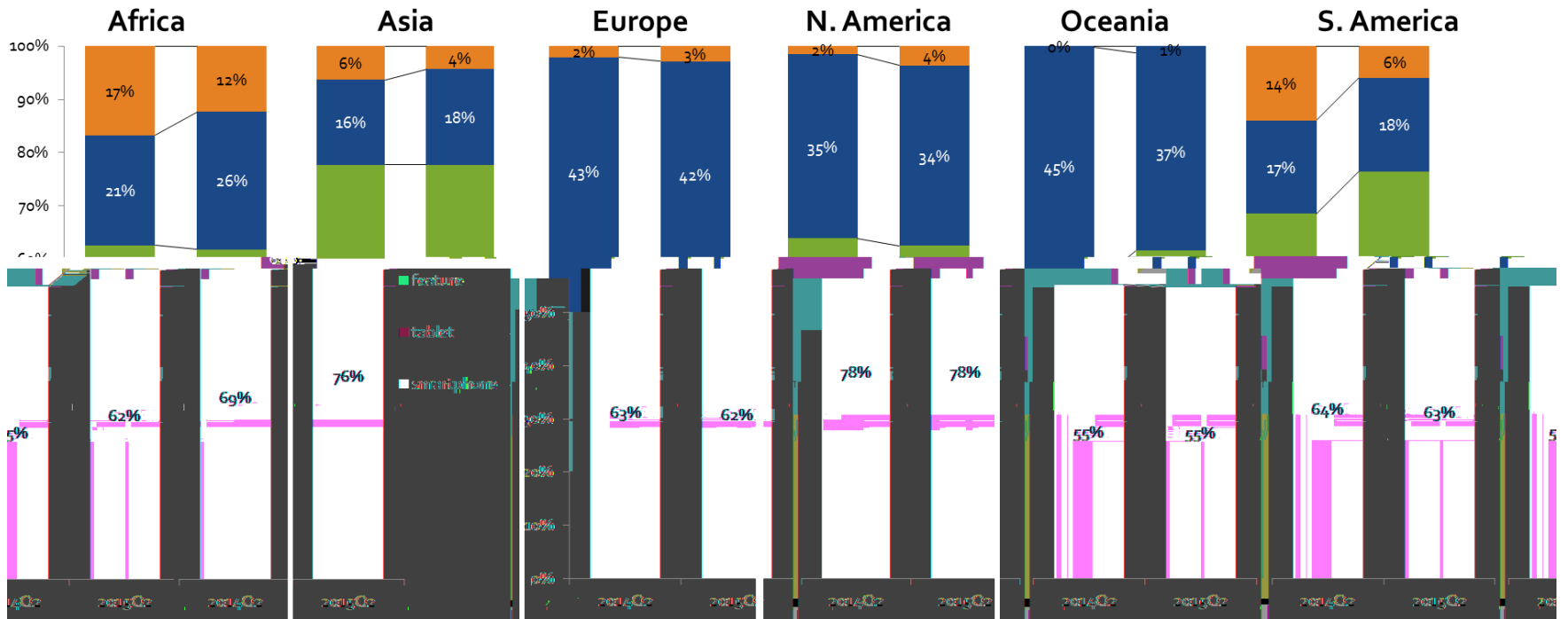
- While on the decline, feature phones are still used for browsing in Africa (12%), Asia (4%), and S. America (6%).
- Drops of use in Africa (-5%) and S. America (-8%) are significant.

## Smartphones

- All continents show over 55% of browsing from smartphones.
- S. America is showing continued growth in smartphone use (76%), gaining share primarily from feature phones.

## Tablets

- North America (34%), Europe (42%) and Oceania (37%) exhibit a high amount of tablet traffic. This traffic has held relatively stable over a year.



\*Oceania and Africa reflect a small sample size

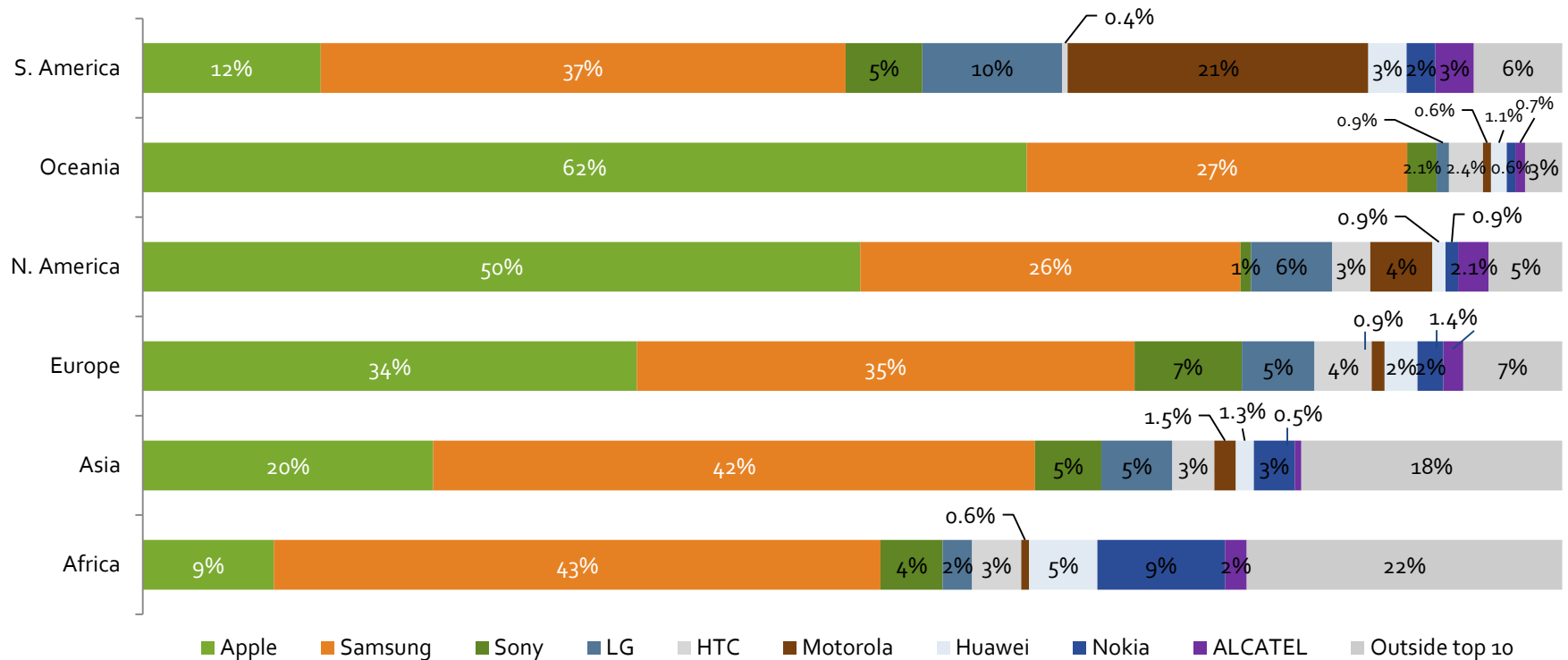
Source: ScientiaMobile



## Smartphone Manufacturers

- Samsung and Apple continue to hold the #1 and #2 manufacturer spots in most continents, frequently generating over 60% of hits.
- In Europe, Apple (34%) has reached near-parity with Samsung (35%).
- Sony, Motorola, HTC, and LG have pockets of strengths in some markets, but rarely account for more than 10% individually.
- "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

- Apple grew strongly in Europe (10.2%) and Oceania (5.4%), while Samsung and Nokia dropped.
- LG dropped over -1.5% In Asia, Europe, N. America and Oceania.
- Samsung grew in Africa (6.8%), but dropped over -2% in Europe, N. America, and Oceania.

manufacturer	Africa	Asia	Europe	N. America	Oceania	S. America
ALCATEL	-0.3%	0.1%	-0.3%	0.9%	0.37%	0.49%
Apple	1.0%	-1.8%	10.2%	1.0%	5.3%	-0.4%
Asus	0.0%	0.7%	0.01%	0.0%	0.0%	0.3%
BlackBerry	-0.4%	-0.1%	-0.1%	-0.2%	0.0%	0.0%
HTC	0.1%	-0.5%	-0.7%	-0.4%	-0.5%	-0.1%
Huawei	-1.3%	-0.1%	-0.3%	0.4%	0.2%	-0.1%
LENOVO	0.4%	2.8%	0.6%	0.0%	0.0%	0.1%
LG	-0.4%	-2.3%	-1.5%	-1.8%	-1.4%	0.6%
Micromax	0.0%	0.57%	0.0%	0.0%	0.0%	0.0%
Motorola	0.0%	0.3%	-0.04%	-0.2%	-0.1%	-2.05%
Nokia	-4.6%	-0.4%	-3.23%	-0.32%	-0.4%	-1.3%
OPPO	0.0%	1.48%	0.0%	0.0%	0.2%	0.0%
RIM	-0.2%	-0.1%	0.0%	0.0%	-0.02%	0.0%
Samsung	6.8%	0.5%	-2.6%	-2.08%	-4.4%	1.0%
Sony	-0.2%	-0.4%	-2.6%	-0.1%	-0.5%	-0.7%
Sony Ericsson	1.3%	0.9%	1.3%	0.16%	0.6%	0.4%
ZTE	-0.6%	-0.1%	0.0%	0.3%	0.0%	0.0%
others	-1.6%	-1.6%	-0.7%	2.3%	0.6%	1.7%

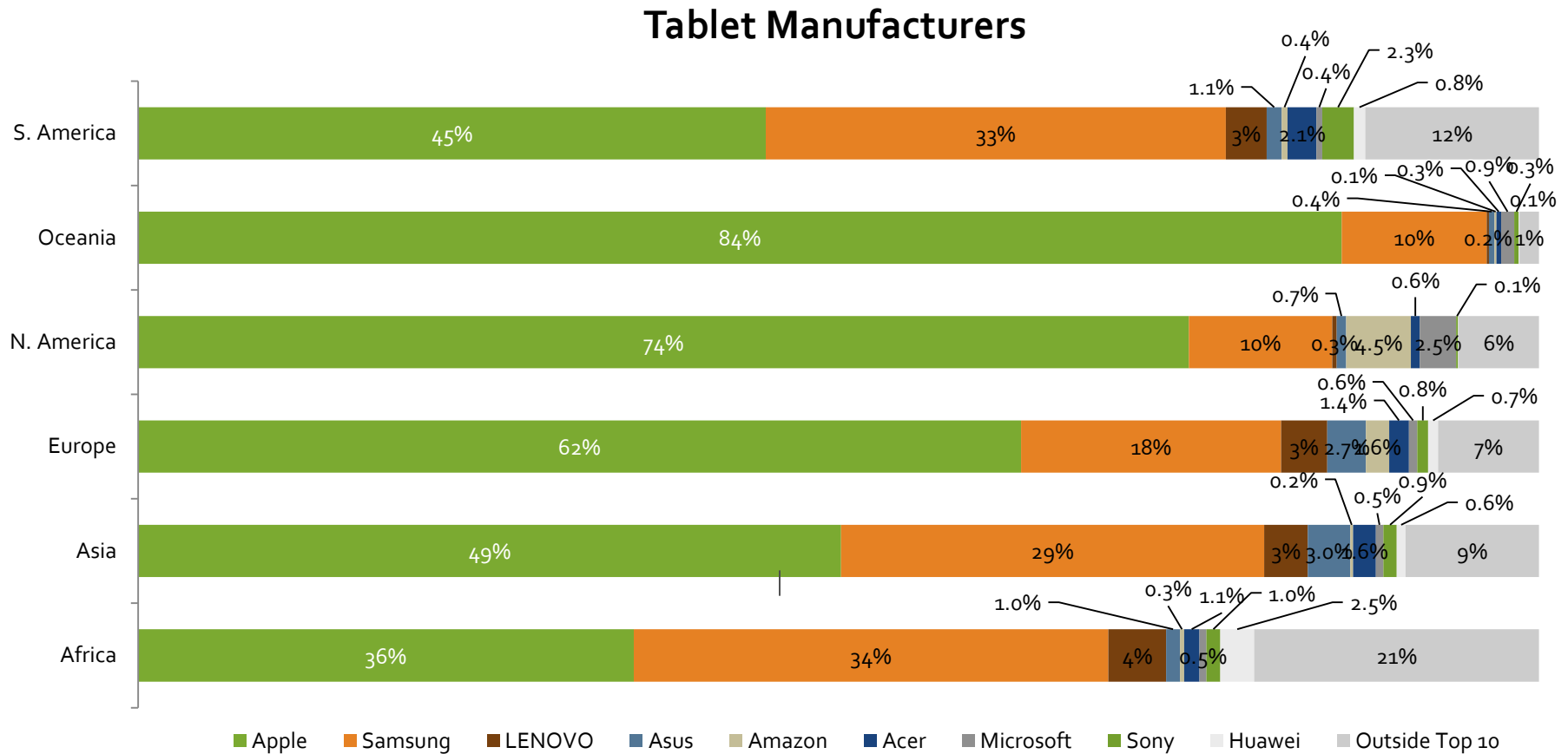
 High Growth

 High Reduction



## Tablet Manufacturers

- Apple continues to hold a majority of most markets, with over 50% 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.





## Tablet Manufacturer Trend

- Apple, continued to its lead in Europe and N. America, but lost considerable share in Asia (-13%), Africa (-9%) and S. America (-8.4%).
- Lenovo increase its shares Africa, Asia, Europe and S. America. Likewise, Google shares increased in Asia, Europe, N. America, and Oceania.
- Samsung also grew 7.5 % in Asia.

manufacturer	Africa	Asia	Europe	N. America	Oceania	S. America	
ALCATEL		-0.1%	0.0%	-0.1%	0.0%	0.01%	0.43%
Acer		-0.4%	0.3%	-0.2%	0.1%	0.0%	0.7%
Amazon		-0.1%	-1.0%	-0.08%	0.2%	0.0%	0.1%
Apple		-9.0%	-13.0%	2.9%	-0.2%	-0.1%	-8.4%
Asus		-0.8%	-0.6%	-2.3%	-1.9%	-0.7%	-0.4%
Google		0.7%	3.2%	2.2%	2.0%	1.8%	0.9%
HP		0.1%	0.1%	-0.1%	0.0%	0.0%	-0.1%
Huawei		0.7%	0.1%	-0.2%	0.0%	0.1%	0.1%
LENOVO		4.2%	3.0%	3.3%	0.3%	0.2%	2.9%
LG		-0.1%	0.01%	0.0%	0.2%	0.0%	0.3%
Microsoft		-1.2%	0.0%	-1.40%	-2.4%	-0.5%	-0.16%
Nextbook		0.0%	0.0%	-0.01%	0.66%	0.0%	0.0%
RCA		0.0%	0.01%	0.0%	0.3%	0.0%	0.1%
Samsung		4.4%	7.6%	-2.2%	0.4%	-0.82%	0.1%
Sony		0.2%	0.1%	-0.2%	0.01%	-0.1%	1.0%
Xiaomi		0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
others		1.4%	-0.2%	-1.6%	0.35%	0.3%	2.4%



## Top Smartphones

- The list of top 10 smartphones consists of only 19 devices across 6 continents, showing a consolidation in tastes for blockbuster phones.
- In N. America, iPhone 6 is now the most popular device, followed closely by the iPhone 5S.
- In S.America, the Moto G is the most popular device (13.2%).
- Samsung's Galaxy S4 and S5 are its most popular devices. Its newer S6 has yet to break the top 10 in any continent.

Top Smartphones	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPhone 4		0.4%	1.1%	1.7%	1.8%	2.8%
Apple iPhone 4S		0.7%	2.0%	4.2%	4.2%	6.4%
Apple iPhone 5		1.7%	4.4%	5.4%	6.0%	11.0%
Apple iPhone 5C		0.5%	0.5%	4.6%	7.1%	5.5%
Apple iPhone 5S		2.5%	5.2%	8.8%	11.7%	13.5%
Apple iPhone 6		2.4%	4.6%	7.1%	12.8%	16.2%
Apple iPhone 6 Plus		0.7%	2.0%	1.2%	5.5%	5.5%
BlackBerry Z10		2.1%	0.1%	0.2%	0.2%	0.1%
Motorola Moto E		0.02%	0.4%	0.1%	0.2%	0.1%
Motorola Moto G		0.1%	0.9%	0.5%	1.0%	13.2%
Nokia Lumia 520		3.3%	0.3%	0.3%	0.2%	0.1%
Samsung Galaxy Grand Quattro		0.2%	0.8%	0.02%	0.02%	0.02%
Samsung Galaxy Note 3		2.5%	4.6%	1.2%	1.4%	1.9%
Samsung Galaxy Note II		1.3%	3.6%	0.7%	0.9%	0.6%
Samsung Galaxy S III		2.7%	2.6%	3.1%	3.5%	1.4%
Samsung Galaxy S4		5.3%	5.7%	5.2%	5.0%	5.8%
Samsung Galaxy S4 Mini		2.6%	0.8%	3.0%	0.6%	0.7%
Samsung Galaxy S5		4.2%	2.7%	5.0%	6.4%	9.0%
Samsung Trend Plus		3.1%	0.4%	1.0%	0.0%	0.1%
others		63.9%	57.2%	46.6%	31.7%	19.0%



## Top Smartphone Trends

- Apple iPhone6 grew substantially in Europe (3.3%) and N. America (2.7%) and Oceania (4.5%).
- The Samsung SIII and S4 dropped slightly, but the S5 held about even.

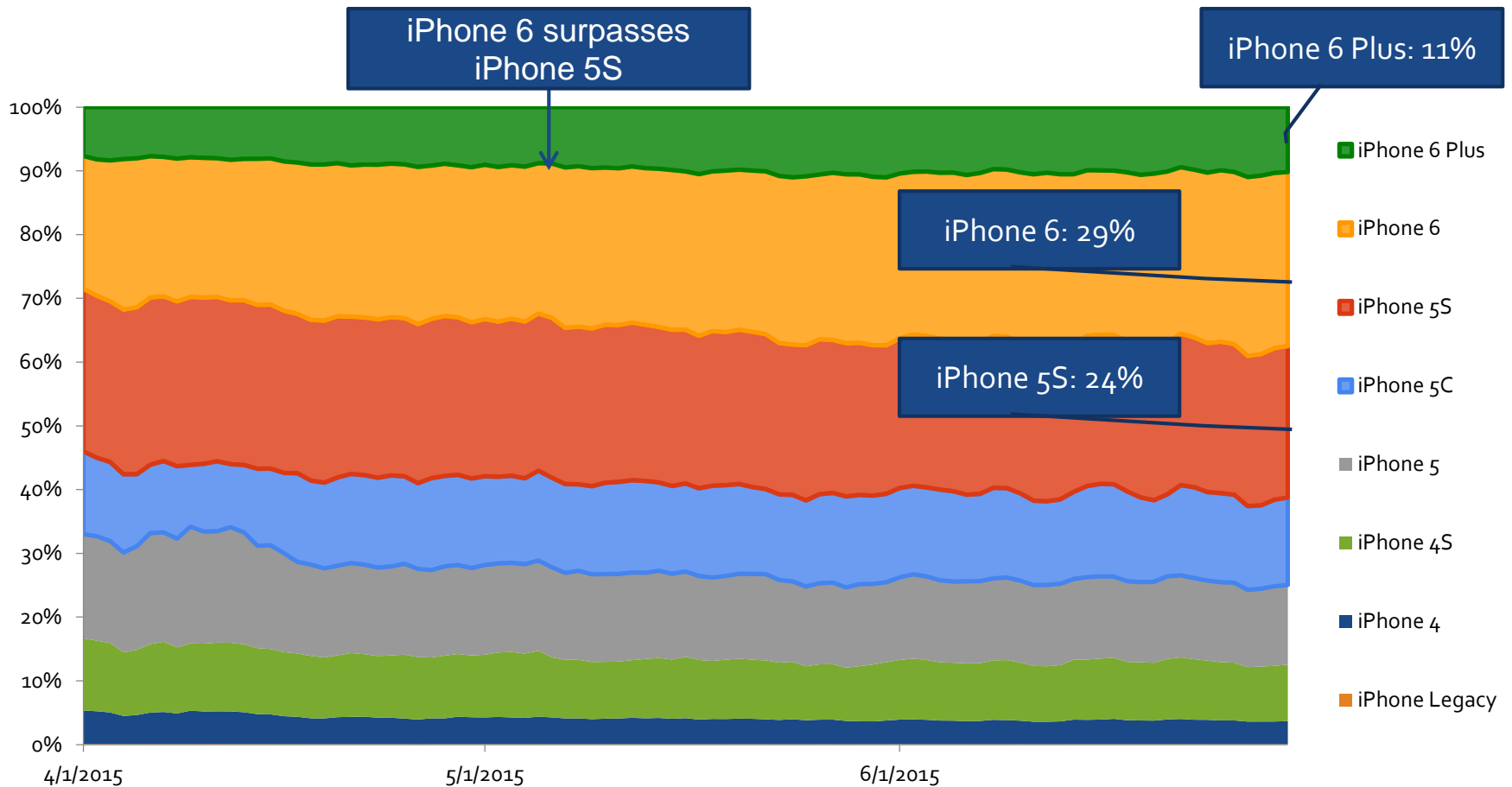
Top Smartphones Trends	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPhone 4	-0.2%	-0.4%	-0.1%	-0.5%	-0.4%	-0.5%
Apple iPhone 4S	-0.1%	-0.6%	0.4%	-1.0%	-0.5%	-0.7%
Apple iPhone 5	-0.2%	-1.0%	0.7%	-1.0%	-0.9%	-0.3%
Apple iPhone 5C	0.1%	0.0%	2.0%	-0.1%	0.5%	0.0%
Apple iPhone 5S	0.1%	-1.0%	2.3%	-0.6%	0.5%	-0.1%
Apple iPhone 6	0.9%	0.4%	3.3%	2.7%	4.5%	0.8%
Apple iPhone 6 Plus	0.2%	0.4%	0.5%	1.4%	1.6%	0.1%
BlackBerry Z10	-0.2%	-0.1%	-0.1%	-0.1%	0.0%	0.0%
Motorola Moto E	0.0%	0.1%	0.0%	0.0%	0.0%	0.6%
Motorola Moto G	0.0%	0.3%	0.0%	0.0%	0.0%	-1.5%
Nokia Lumia 520	-1.3%	-0.1%	-0.6%	-0.1%	-0.1%	-0.3%
Samsung Galaxy Grand Quattro	0.0%	0.1%	0.0%	0.0%	0.0%	0.6%
Samsung Galaxy Note 3	0.3%	-0.5%	-0.1%	-1.2%	-0.2%	-0.5%
Samsung Galaxy Note II	0.1%	-1.0%	-0.1%	-0.2%	-0.3%	-0.1%
Samsung Galaxy S III	0.0%	-0.8%	-0.7%	-0.8%	-1.6%	-0.2%
Samsung Galaxy S4	-0.5%	-0.2%	-0.7%	-1.8%	-1.3%	-0.6%
Samsung Galaxy S4 Mini	-0.3%	-0.2%	0.0%	0.1%	-0.2%	-0.3%
Samsung Galaxy S5	-0.1%	-0.1%	0.4%	0.2%	0.0%	-1.2%
Samsung Trend Plus	1.5%	0.0%	-0.2%	0.0%	-0.1%	-0.1%
others	-0.2%	4.7%	-6.9%	2.9%	-1.5%	4.2%





## Spotlight on iPhone 6 and 6 Plus Globally

- During May, iPhone 6 surpasses the 5S as the most active iPhone model.
- By the end of Q1, the iPhone 6 reached 28% of iPhone traffic, and iPhone 6 Plus reached 11%.
- Over the quarter, the iPhone 5 showed the sharpest decline (-4.2%), followed by the iPhone 4S (-3.3%).





## 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 3% in over most markets.

Top Smartphones	Africa	Asia	Europe	N. America	Oceania	S. America	
Amazon Kindle Fire		0.1%	0.1%	0.5%	1.6%	0.0%	0.1%
Apple iPad 2		8.2%	8.9%	14.8%	20.9%	22.2%	11.2%
Apple iPad 3		5.7%	6.8%	6.4%	7.0%	10.4%	5.5%
Apple iPad 4		6.2%	7.2%	10.8%	12.3%	16.7%	8.0%
Apple iPad Air		5.8%	7.8%	11.5%	12.6%	13.7%	6.7%
Apple iPad Air 2		1.4%	3.4%	3.0%	4.1%	4.0%	1.6%
Apple iPad Mini		6.2%	11.1%	11.5%	12.3%	13.1%	7.9%
Apple iPad Mini Retina		1.8%	4.0%	3.6%	3.5%	3.6%	3.2%
Google Nexus 7		0.6%	4.0%	1.8%	1.5%	1.6%	0.8%
Microsoft Windows RT Tablet		0.5%	0.5%	0.6%	2.6%	0.9%	0.4%
Samsung Galaxy Note 8.0		1.1%	3.4%	0.2%	0.3%	0.4%	1.0%
Samsung Galaxy Tab		3.5%	2.0%	0.1%	0.1%	0.0%	1.1%
Samsung Galaxy Tab 2 10.1		2.8%	1.3%	2.4%	0.9%	1.0%	2.4%
Samsung Galaxy Tab 2 7.0		2.2%	3.3%	1.5%	0.7%	0.3%	4.4%
Samsung Galaxy Tab 3 10.1 3G		3.8%	0.7%	2.4%	0.7%	0.9%	0.8%
Samsung Galaxy Tab 3 7.0		1.4%	2.9%	1.3%	1.5%	0.2%	4.2%
Samsung Galaxy Tab 3 Lite		3.1%	2.7%	1.4%	0.3%	0.4%	7.9%
Samsung Galaxy Tab 4 10.1		4.5%	0.8%	2.3%	1.0%	1.5%	1.6%
Samsung Tab S		0.1%	0.2%	0.0%	0.0%	1.4%	0.0%
Vodafone Smart Tab 3G		10.3%	0.0%	0.0%	0.0%	0.0%	0.0%
others		30.7%	29.0%	24.0%	16.3%	7.7%	31.1%



## Top Tablet Trends

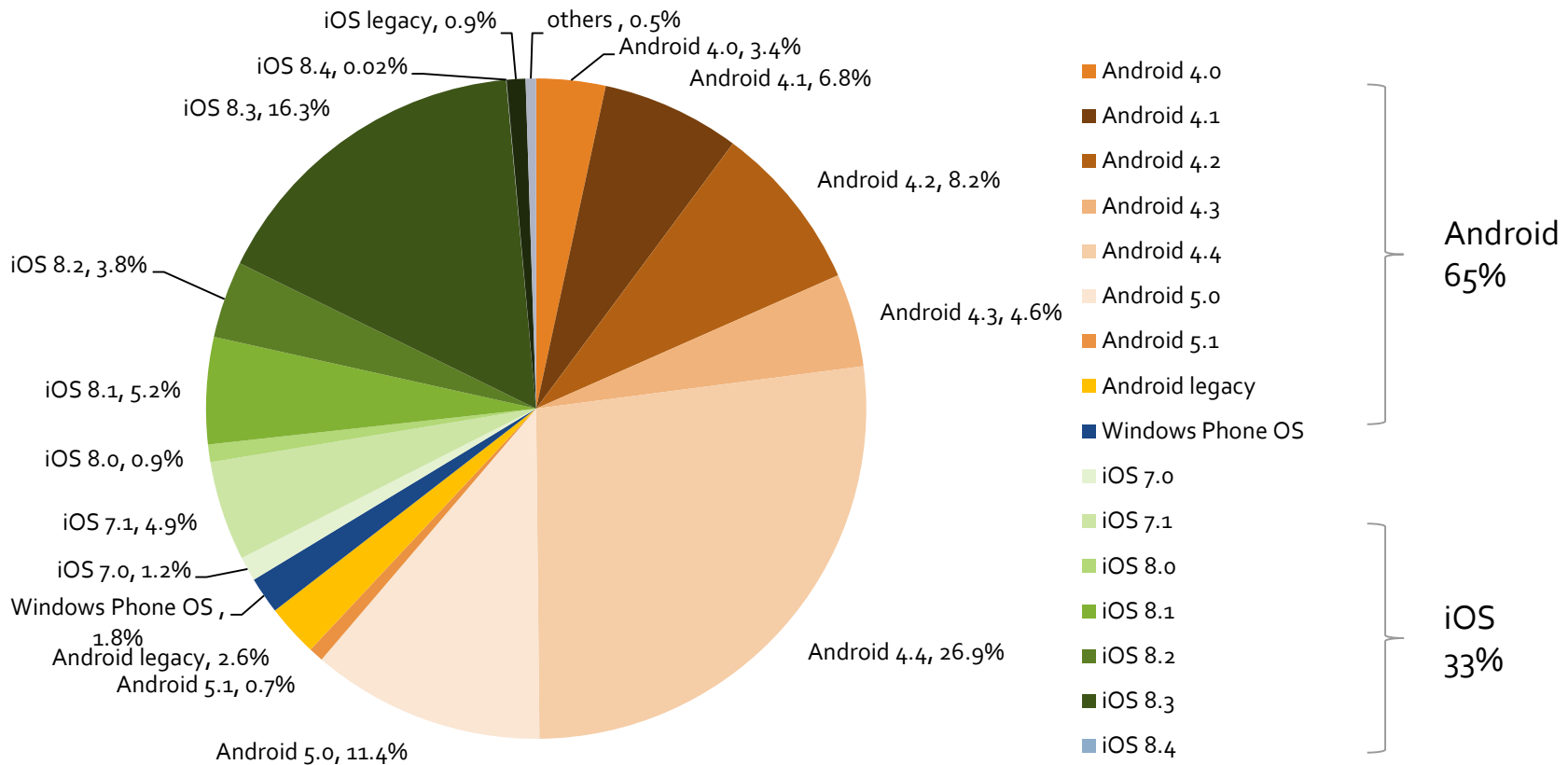
- Older iPads are losing a small amount of share, with only the iPad Air 2 growing across all continents
- The Google Nexus 7 continues to grow on most continents.

Top Tablet Trend	Africa	Asia	Europe	N. America	Oceania	S. America
Amazon Kindle Fire		-0.1%	0.0%	-0.1%	-0.8%	-0.04%
Apple iPad 2		-3.1%	-2.7%	-0.1%	-1.1%	-1.6%
Apple iPad 3		-1.8%	-1.6%	0.04%	-0.3%	-0.4%
Apple iPad 4		-1.6%	-3.0%	0.2%	-0.4%	-0.3%
Apple iPad Air		-1.1%	-4.8%	1.0%	0.3%	0.6%
Apple iPad Air 2		0.3%	1.3%	1.0%	1.0%	1.2%
Apple iPad Mini		-1.7%	-1.0%	0.6%	0.1%	0.3%
Apple iPad Mini Retina		-0.3%	-0.3%	0.4%	0.2%	0.2%
Google Nexus 7		0.6%	4.0%	1.8%	1.5%	1.6%
Microsoft Windows RT Tablet		-1.2%	0.02%	-1.4%	-2.4%	-0.5%
Samsung Galaxy Note 8.0		0.3%	1.6%	0.00%	0.1%	-0.5%
Samsung Galaxy Tab		1.6%	0.8%	-0.05%	0.02%	0.0%
Samsung Galaxy Tab 2 10.1		-0.6%	0.00%	-0.5%	-0.2%	-0.1%
Samsung Galaxy Tab 2 7.0		-0.3%	0.6%	-0.5%	-0.2%	0.00%
Samsung Galaxy Tab 3 10.1 3G		-0.9%	0.0%	0.1%	-0.03%	-0.2%
Samsung Galaxy Tab 3 7.0		0.9%	1.0%	-0.1%	0.1%	-0.1%
Samsung Galaxy Tab 3 Lite		1.5%	1.4%	-0.1%	0.02%	-0.1%
Samsung Galaxy Tab 4 10.1		2.3%	0.2%	0.2%	0.1%	0.2%
Samsung Tab S		0.1%	0.1%	0.05%	0.00%	1.0%
Vodafone Smart Tab 3G		4.5%	0.0%	0.01%	0.0%	0.0%
others	0.58%		2.34%	-2.55%	1.95%	-1.24%



## Global Smartphone OS Release

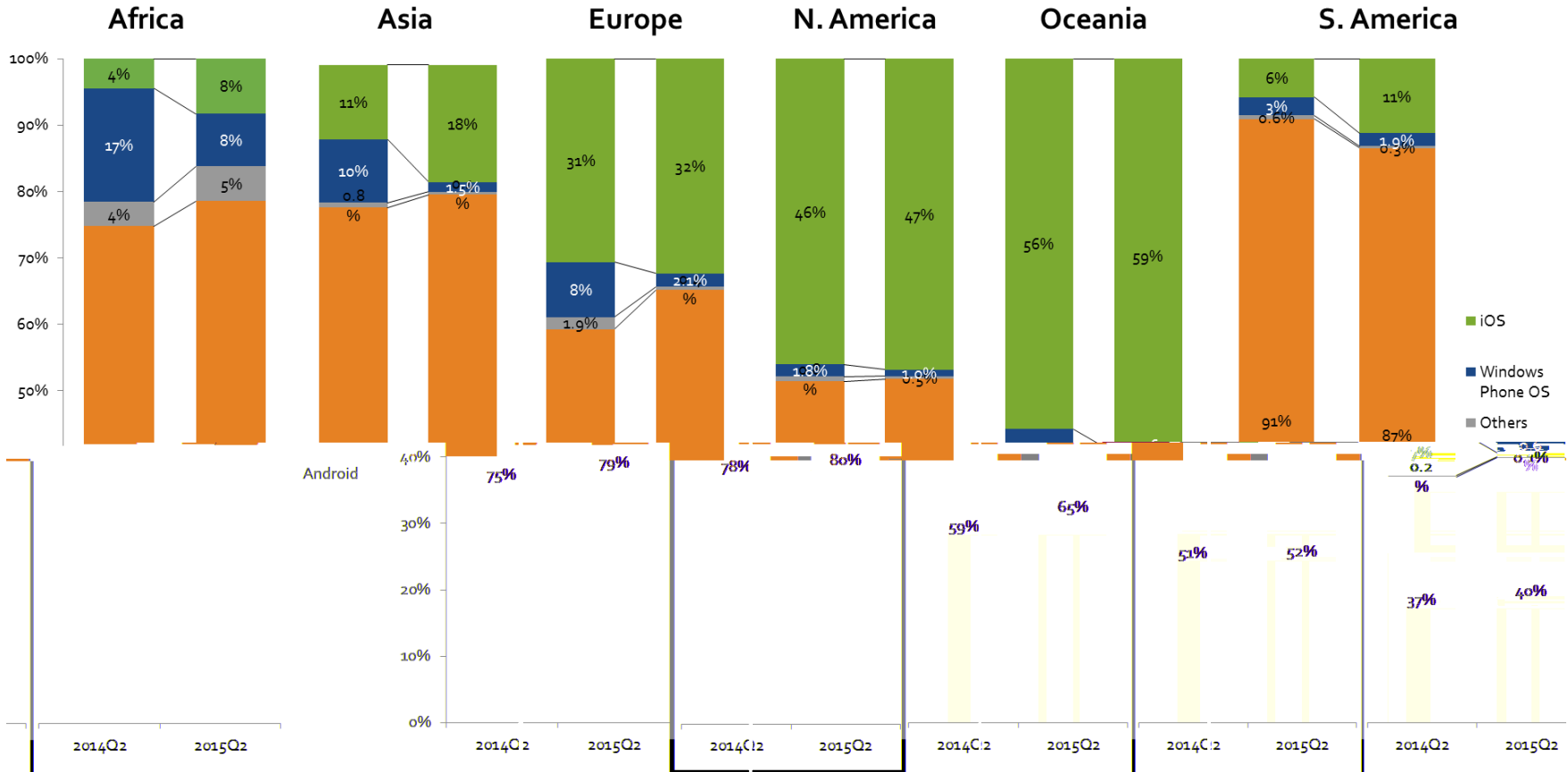
- Android holds 65% of the global smartphone OS market. Android 4.4 is the largest with 27%. Newer OS versions (5.0 and 5.1) have gained 12% share at this stage.
- Apple is the second largest with 33%. iOS 8.3 is the most popular version, with 16%.
- Windows Phone is a distant third with only 1.8%, and all others account for less than 1%.





## Smartphone OS by Continent

- Android has over 50% of hits in all continents except Oceania. Apple's iOS is a close second to Android in N. America with 47%.
- Over the last year, iOS has grown its share in all continents.
- Windows Phone OS share has dropped markedly in all continents, being supplanted by iOS and Android.

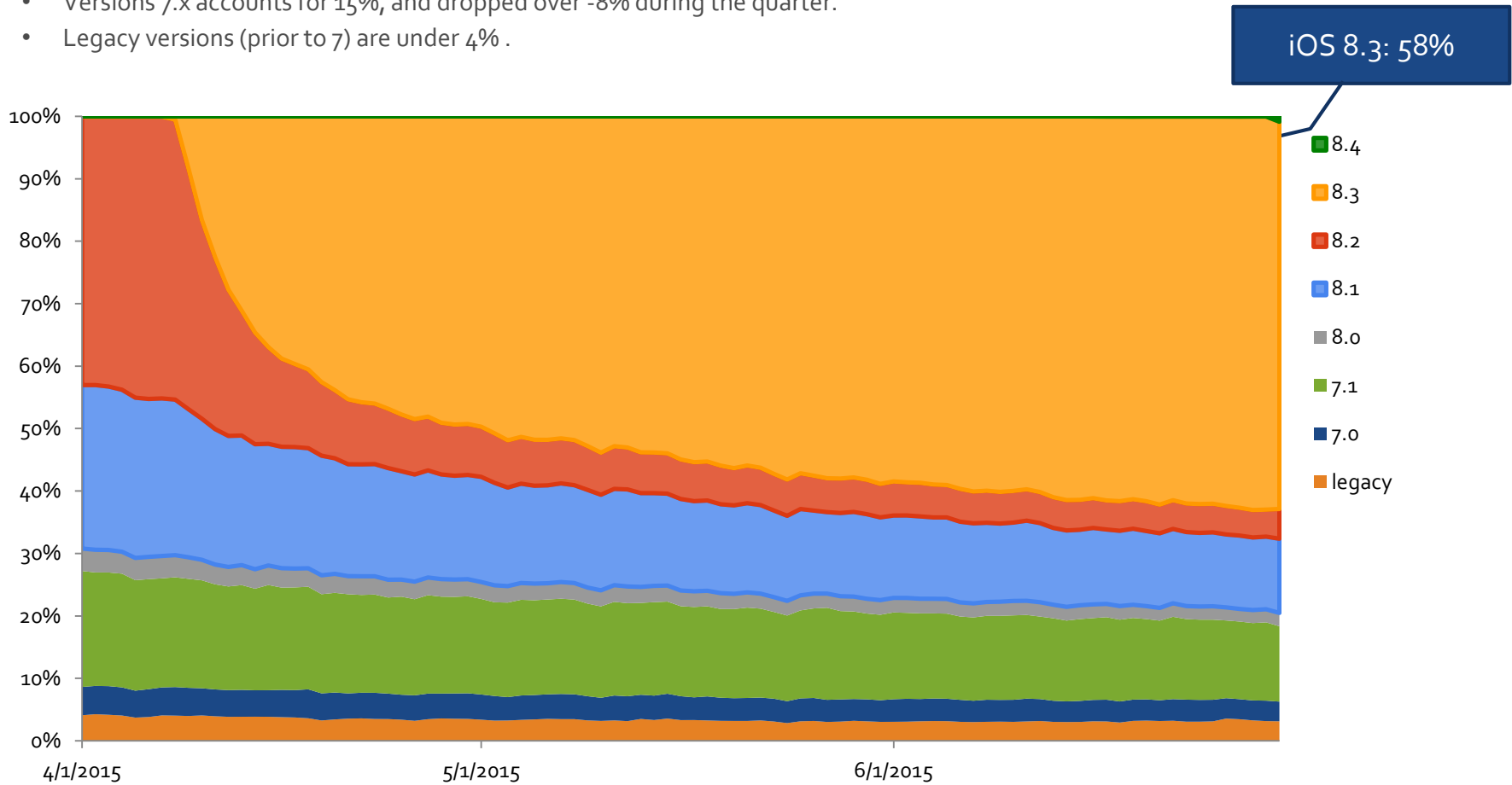






## iOS Trend, Global

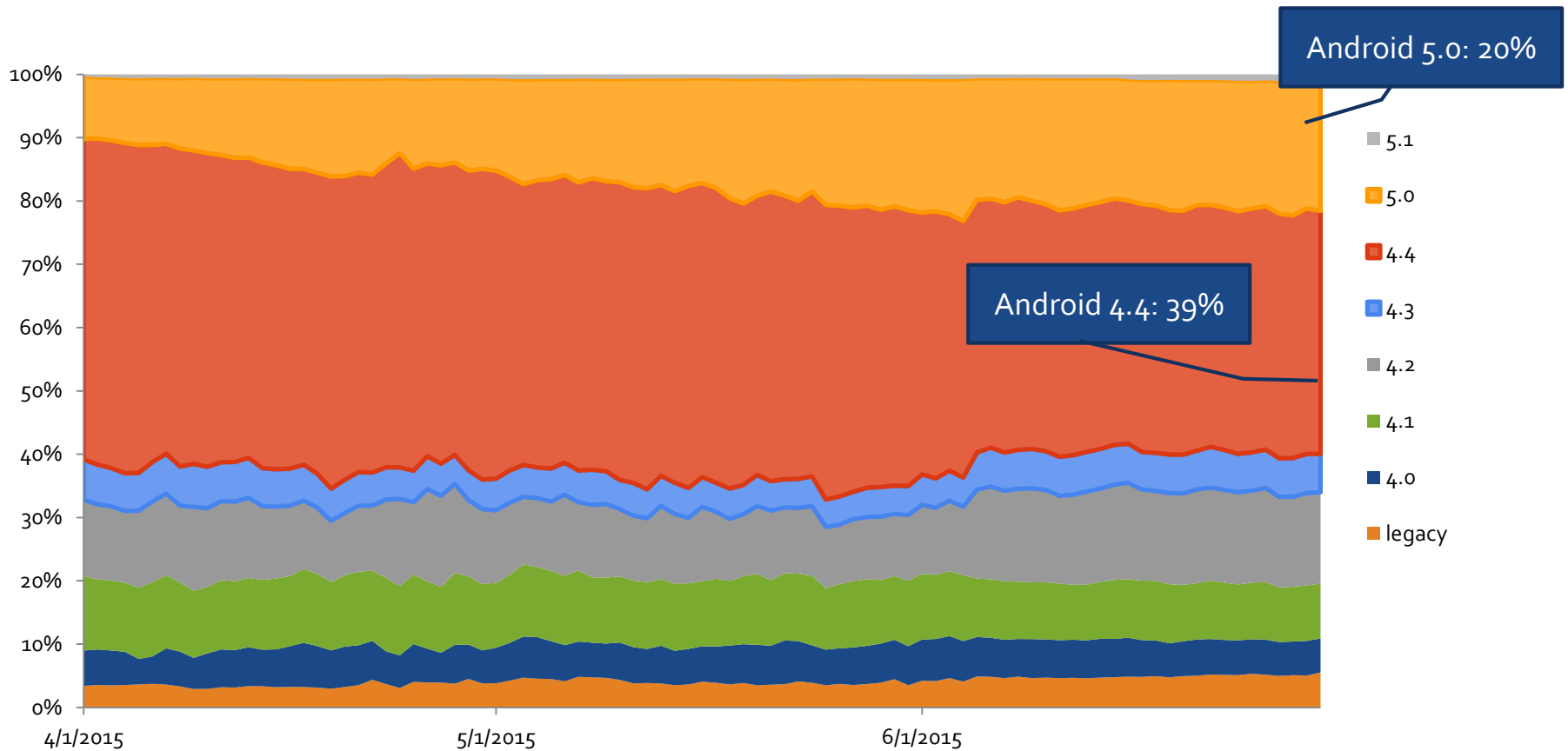
- iOS 8.3 quickly grew to the dominant iOS version, with 58%.
- Versions of 8.x account for 80% of traffic by the end of 2015 Q2.
- Versions 7.x accounts for 15%, and dropped over -8% during the quarter.
- Legacy versions (prior to 7) are under 4% .





## Android OS Trend, Global

- Android 4.4 is the most popular version, with 39% at the end of June, but it has dropped -11% over the quarter.
- Android 5.0 gained momentum, reaching 20% and growing 10% over the quarter.
- The legacy OS version (prior to 4.0) remain at about 6%.



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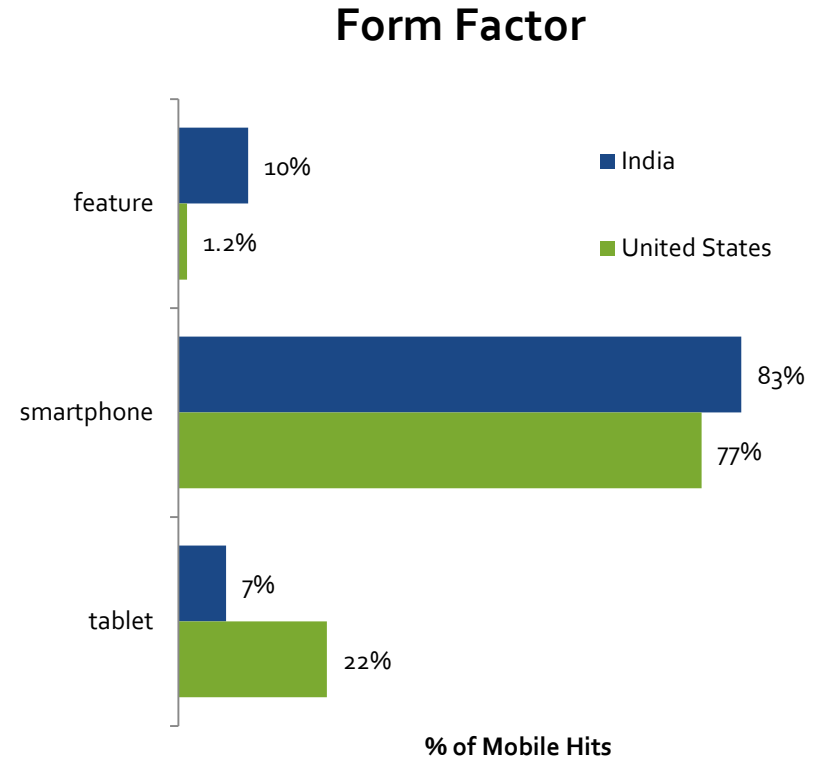
**Spotlight: India vs. USA**





## Form Factor

- India has a significantly higher feature phone usage at 10% relative to less than 2% in the USA.
- Smartphone usage is strong (77%), only slightly lower than the USA.
- Tablet usage remains relatively low at 7% in India, compared to 22% in the USA.

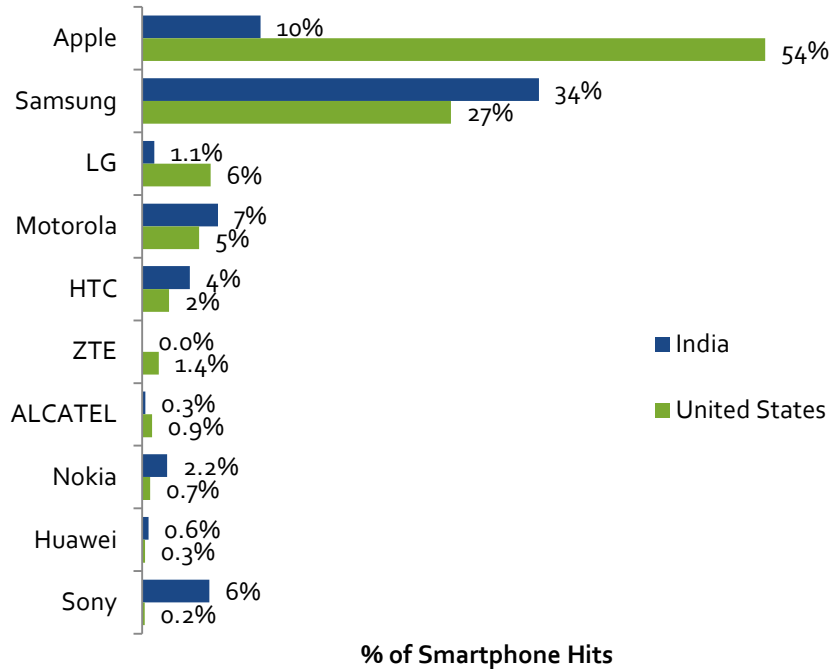




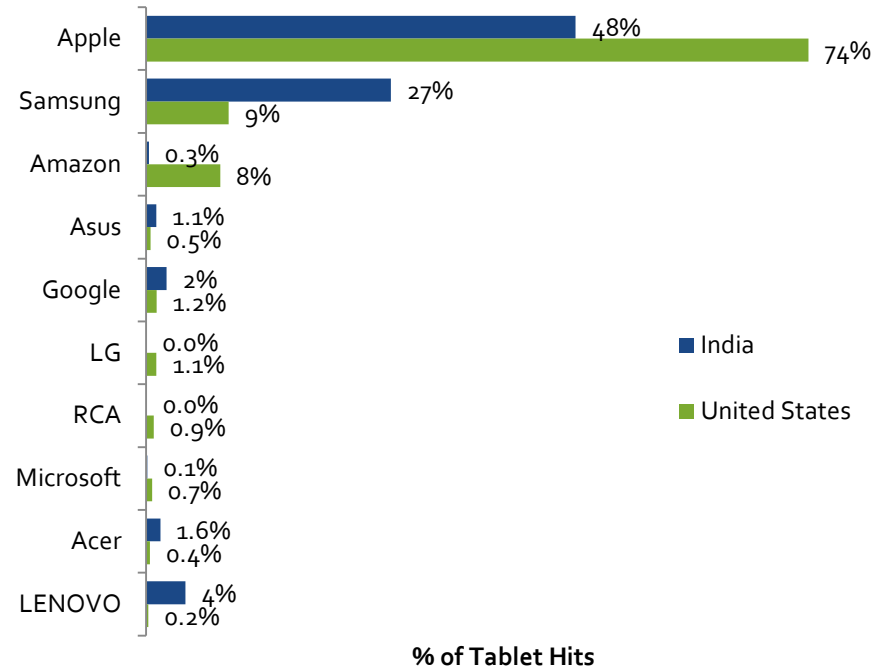
## Top Manufacturer

- Apple iPhone share in India (10%), is significantly lower than the USA (54%).
- Several Android manufacturers (Samsung, Motorola, HTC, Sony) have stronger positions in India than the USA.
- While iPad usage in India is significantly less than the USA, at 48% it is almost as the next largest manufacturer Samsung (27%).

### Smartphone Manufacturer



### Tablet Manufacturer

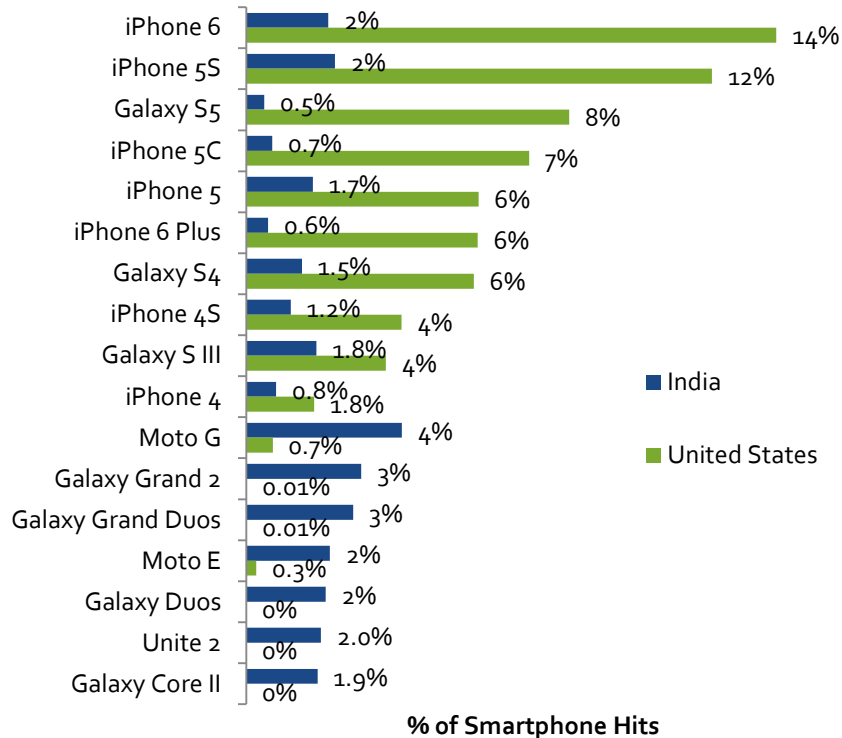




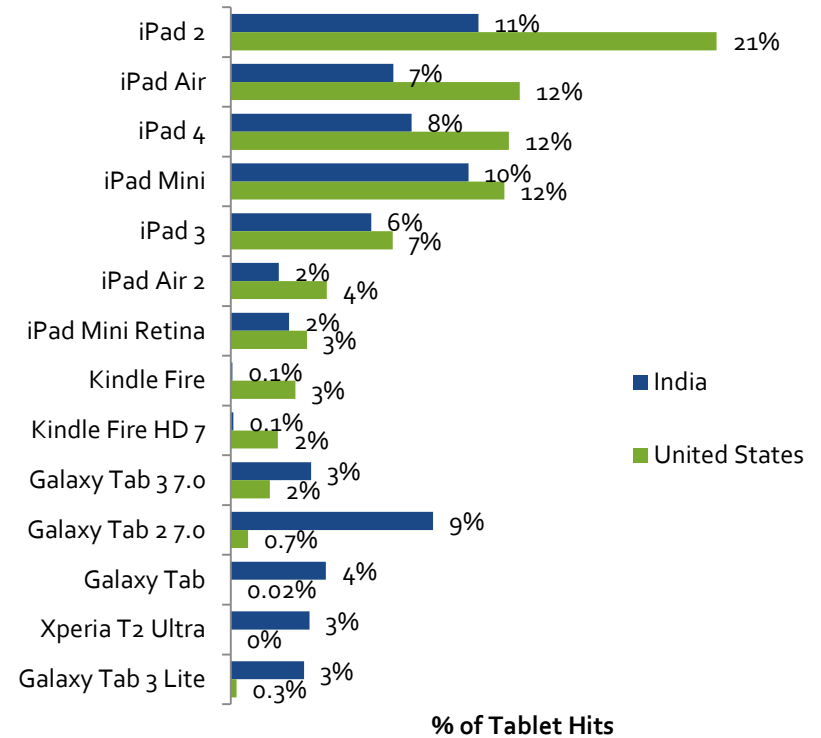
## Top Devices

- Apple devices are among the top 10 devices in India, but much less popular than the USA. iPhone 5S is the most popular Apple, with 2% in India vs. 12% in USA.
- Moto G has strong 4% share, making it the top device in India.
- Samsung devices round out most of the remaining top spots.
- iPads make up most of the market, with newer models (Air, iPad 4) making the 4<sup>th</sup> and 5<sup>th</sup> spots.
- Samsung's smaller Galaxy 2.0 7.0 is the 3<sup>rd</sup> most popular tablet.

### Top Smartphones

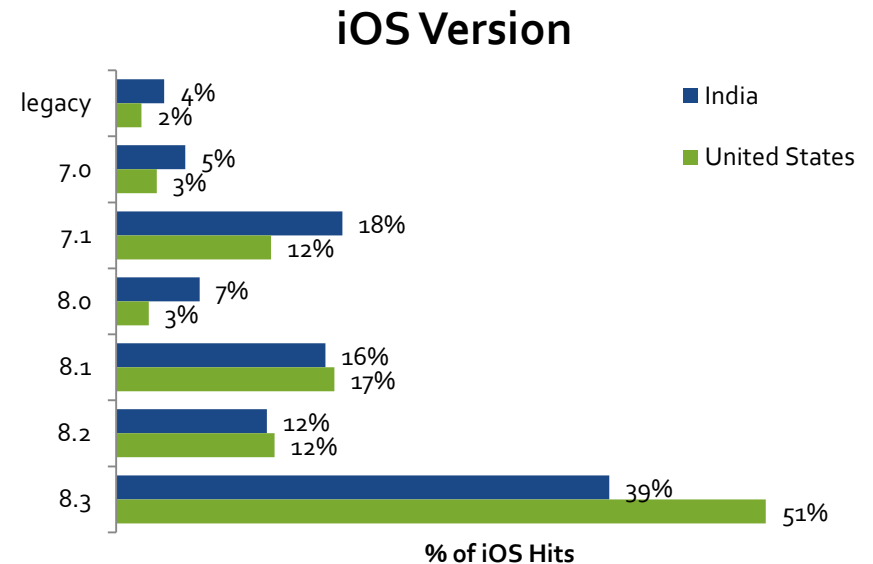
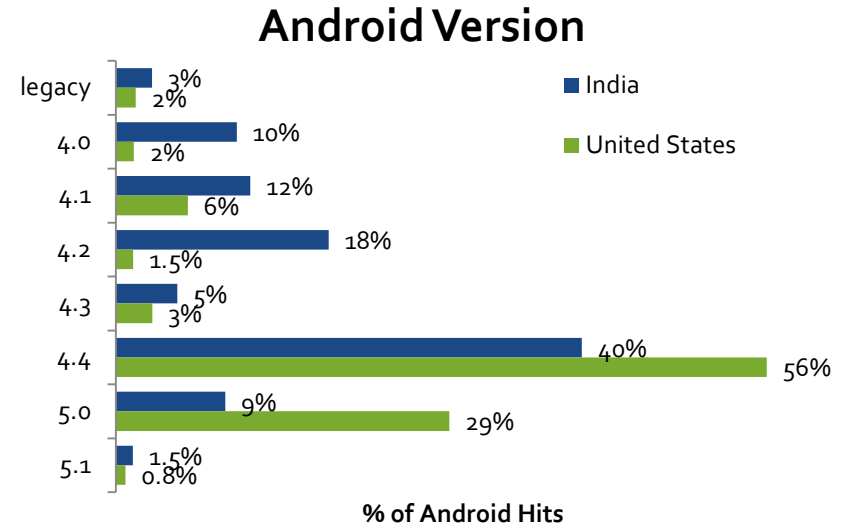
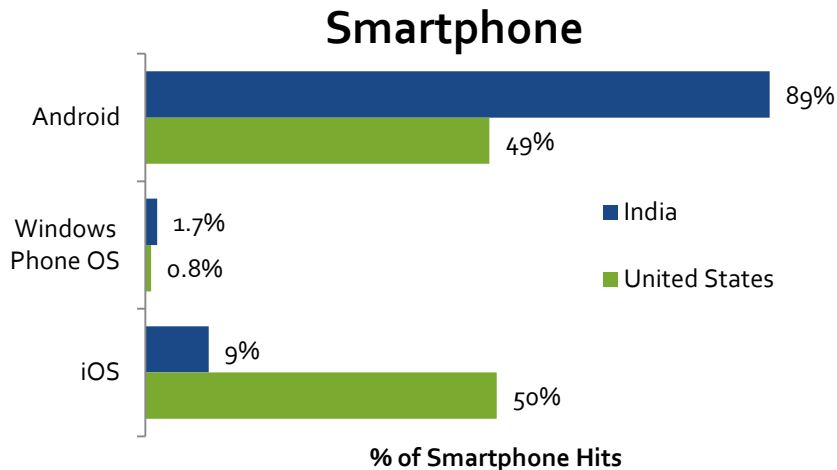


### Top Tablets



## OS Smartphones

- Android has 89% share in India, much higher than the United States.
- iOS is one fifth in India (9%) relative to the United States (50%).
- Android version 4.4 is also the most popular version in India (40%), but 16% lower than the USA (56%).
- Android 5.x is only 10% in India, whereas USA has almost 30%.
- iOS version 8.x in India is 73%, compared to 83% in the USA.
- Adoption of iOS 8.3 in India (39%) trails the USA (51%).

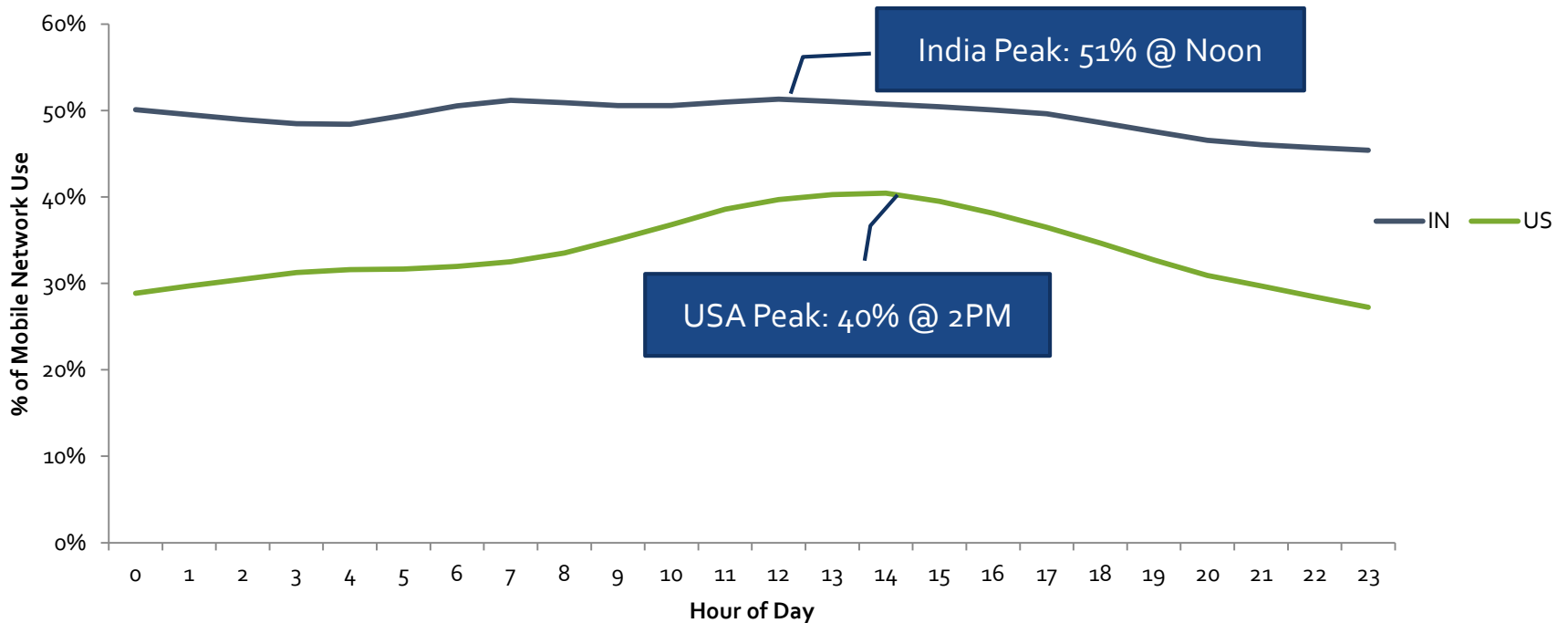




## Connection Type by Hour of Day

- Average Indian usage of mobile networks (49%) is much higher than the USA (34%).
- India has much higher use of the mobile network relative to the USA throughout the day and night.
- India's peak hour occurs at noon with 51% of hits occurring via mobile networks.
- The Indian peak usage is not as pronounced – occurring 1.14x times the average – compared to the USA, which is 1.22x the average.

### Mobile Network Operator Connection Type Comparison





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