

10 July 2012

Android maintains Euro dominance *...by attracting first time smartphone consumers*

The latest data from Kantar Worldpanel ComTech shows that for the first time Android has taken at least half of smartphone sales in Great Britain, Germany, France, Italy, Spain, US and Australia.* Android's share now ranges from 49.6% in Italy to a massive 84.1% in Spain.

Dominic Sunnebo, consumer insight director, explains: "We are seeing much of the Android sales growth being driven by consumers trading up from feature phones to smartphones. Android handsets currently offer an easier platform to enable these consumers to upgrade, as many first time smartphone consumers state 'price of handset' and 'multimedia capabilities' as their main reason for choosing an Android device. Our data shows that Android has a higher share of those consumers spending under £50 on buying their handset across the vast majority of countries we cover."

In markets like the UK, smartphone penetration in the prepay market is increasing, with Android handsets such as the Samsung Galaxy Ace and Y performing well. These models are attracting younger first time owners, a group who have traditionally been loyal to BlackBerry.

Dominic adds: "It's important to understand the added value that these first time smartphone consumers bring to carriers and brands. When consumers trade-up from a feature phone, they spend significantly more on their bills and on buying their device. The increase in monthly bill becomes even more important to the carriers, when we consider that most mobile contracts have a 24 month minimum term.

"Smartphone consumers are much more loyal to their brand of handset and carrier than feature phone consumers, highlighting the importance of capturing feature phone owners when they are starting to look to change their handset.

"It's also interesting to note that although Android's share is high in the USA market, it has decreased by 6.8% points over the year. This trend contrasts Apple's growth, which is a

reflection of a successful iPhone 4S release and the first time availability of the iPhone 4 and 4S on Sprint.”

* 12 w/e 10th June 2012

	12 w/e 12 Jun 2011 %	12 w/e 10 Jun 2012 %	Change % pts
GB	100.00%	100.00%	0.0
Symbian	7.6	1.8	-5.8
RIM	19.3	10.6	-8.7
iOS	20.2	25.6	5.4
Win7	1.7	3.7	2.0
WinMobile	1.0	0.4	-0.6
Android	48.7	57.2	8.5
Bada	1.2	0.4	-0.8
Other	0.3	0.4	0.1
Germany	100.00%	100.00%	0.0
Symbian	24.8	5.6	-19.2
RIM	3.3	0.8	-2.5
iOS	18.4	17.0	-1.4
Win7	5.4	5.4	0.0
WinMobile	0.9	1.4	0.5
Android	41.3	68.5	27.2
Bada	4.1	0.6	-3.5
Other	1.7	0.8	-0.9
France	100.00%	100.00%	0.0
Symbian	20.4	4.2	-16.2
RIM	9.9	9.5	-0.4
iOS	17.9	14.7	-3.2
Win7	1.6	2.5	0.9
WinMobile	1.5	0.2	-1.3
Android	37.5	58.8	21.3
Bada	11.2	8.4	-2.8
Other	0.0	1.8	1.8
Italy	100.00%	100.00%	0.0
Symbian	38.9	16.1	-22.8
RIM	6.0	5.5	-0.5
iOS	21.2	20.2	-1.0
Win7	0.9	3.6	2.7
WinMobile	4.3	2.6	-1.7
Android	25.3	49.6	24.3
Bada	3.4	2.1	-1.3
Other	0.0	0.3	0.3
Spain	100.00%	100.00%	0.0
Symbian	40.2	3.4	-36.8
RIM	9.3	7.2	-2.1
iOS	5.7	3.2	-2.5
Win7	1.7	1.7	0.0
WinMobile	1.9	0.2	-1.7
Android	41.3	84.1	42.8
Bada	0.0	0.0	0.0
Other	0.0	0.2	0.2

	12 w/e 12 Jun 2011 %	12 w/e 10 Jun 2012 %	Change % pts
US	100.00%	100.00%	0.0
Symbian	0.2	0.5	0.3
RIM	8.8	4.5	-4.3
iOS	28.7	37.4	8.7
Win7	1.8	3.0	1.2
WinMobile	0.8	0.6	-0.2
Android	57.0	50.2	-6.8
Bada	0.0	0.0	0.0
Other	2.7	3.8	1.1
Australia	100.00%	100.00%	0.0
Symbian	20.8	3.8	-17.0
RIM	2.2	0.1	-2.1
iOS	36.9	30.5	-6.4
Win7	2.1	4.8	2.7
WinMobile	0.6	1.0	0.4
Android	36.4	56.9	20.5
Bada	0.5	0.0	-0.5
Other	0.5	2.9	2.4

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About Kantar Worldpanel ComTech's Smartphone OS market share data

Kantar Worldpanel ComTech's smartphone OS market share data provides the media and businesses with access to the most up to date sales market share figures for the major smartphone OS.

This information is based on the research extracted from the Kantar Worldpanel ComTech global consumer panel. ComTech is the largest continuous research consumer mobile phone tracking panel of its kind in the world, conducting over 1 million interviews per year in Europe alone. ComTech tracks mobile phone behaviour, including purchasing of phones, mobile phone bills/airtime, source of purchase and phone usage and delivers beyond market share tracking to understand drivers of share changes, market dynamics through consumer insight - the data included in this release is excluding enterprise sales

The latest 12 week-ending smartphone OS market share data is released every four weeks.

Data period	Release to media
10 th Jul	6th Aug
07 th Aug	3rd Sept
04 th Sep	1st Oct
02 nd Oct	30th Oct
30 th Oct	27th Nov
27 th Nov	23rd Dec
25 th Dec	22nd Jan

About Kantar Worldpanel

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its **High Definition Inspiration™** approach combines market monitoring, advanced analytics and tailored market research solutions to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel's expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,000, and services covering more than 50 countries directly or through partners, Kantar Worldpanel delivers High Definition Inspiration™ in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

For further information, please visit us at www.kantarworldpanel.com and follow us on Twitter http://twitter.com/#!/KWP_ComTech

About Kantar

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