KANTAR WORLDPANEL
COMTECH > Real Consumer Connection

OS (Operating System) Share - Smartphone Sales

	12 w/e 15 May 2011 %	12 w/e 13 May 2012 %	Change %
GB	100.0%	100.0%	0.0
Symbian	10.0	1.7	-8.3
RIM	20.6	12.8	-7.8
iOS	16.6	29.0	12.4
WP7	1.1	3.1	2.0
WinMobile	1.5	0.4	-1.1
Android	48.3	52.5	4.2
Bada	1.6	0.1	-1.5
Other	0.2	0.4	0.2
Germany	100.0%	100.0%	0.0
Symbian	27.4	5.7	-21.7
RIM	4.8	1.7	-3.1
iOS	17.1	18.2	1.1
WP7	5.1	3.7	-1.4
WinMobile	0.9	0.5	-0.4
Android	37.3	68.6	31.3
Bada	6.4	0.8	-5.6
Other	1	0.8	-0.2
France	100.0%	100.0%	0.0
Symbian	18.2	5.3	-12.9
RIM	12.2	8.8	-3.4
iOS	21.3	16.2	-5.1
WP7	1.6	3.2	1.6
WinMobile	1.2	0.2	-1.0
Android	36.2	56.0	19.8
Bada	8.5	9.2	0.7
Other	0.8	1.2	0.4
Italy	100.0%	100.0%	0.0
Symbian	42.6	17.1	-25.5
RIM	6.1	4.9	-1.2
iOS	19.8	21.9	2.1
WP7	1.1	3.2	2.1
WinMobile	4.7	3.2	-1.5
Android	23.8	47.4	23.6
Bada	2.0	2.0	0.0
Other	0.0	0.3	0.3
Spain	100.0%	100.0%	0.0
Symbian	42.0	6.2	-35.8
RIM	12.1	9.0	-3.1
iOS	5.8	3.3	-2.5
WP7	1.7	1.2	-0.5
WinMobile	1.9	1.4	-0.5
Android	33.3	78.7	45.4
Bada	3.2	0.0	-3.2
Other	0.0	0.2	0.2

	12 w/e 15 May 2011 %	12 w/e 13 May 2012 %	Change %
US	100.0%	100.0%	0.0
Symbian	0.4	0.5	0.1
RIM	9.2	5.2	-4.0
iOS	30.8	37.3	6.5
Win7	1.8	3.6	1.8
WinMobile	0.8	0.4	-0.4
Android	54.7	50.8	-3.9
Bada	0.0	0.0	0.0
Other	2.3	2.3	0.0
Australia	100.0%	100.0%	0.0
Symbian	23.4	5.5	-17.9
RIM	2.8	0.6	-2.2
iOS	31.5	31.1	-0.4
WP7	1.1	3.5	2.4
WinMobile	1.4	0.3	-1.1
Android	36.3	55.4	19.1
Bada	2.3	0.0	-2.3
Other	1.2	3.5	2.3

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