KANTAR WORLDPANEL
COMTECH > Real Consumer Connection

OS (Operating System) Share - Smartphone Sales

	12 w/e 04 Sep 2011 %	12 w/e 02 Sep 2012 %	Change %
GB	**100.0%**	**100.0%**	**0.0**
iOS	18.5	21.3	2.8
Android	49.9	62.5	12.6
RIM	22.5	10.6	-11.9
Symbian	6.3	0.9	-5.4
Windows	2.1	4.4	2.3
Bada	0.6	0.3	-0.3
Other	0.0	0.1	0.1
Germany	**100.0%**	**100.0%**	**0.0**
iOS	22.0	11.2	-10.8
Android	51.4	78.6	27.2
RIM	1.7	0.5	-1.2
Symbian	13.8	4.2	-9.6
Windows	7.3	4.0	-3.3
Bada	2.9	0.7	-2.2
Other	1.0	0.8	-0.2
France	**100.0%**	**100.0%**	**0.0**
iOS	17.2	12.2	-5.0
Android	47.8	61.5	13.7
RIM	11.6	10.4	-1.2
Symbian	10.0	2.5	-7.5
Windows	2.2	5.7	3.5
Bada	10.6	7.3	-3.3
Other	0.5	0.4	-0.1
Italy	**100.0%**	**100.0%**	**0.0**
iOS	18.4	14.7	-3.7
Android	37.2	58.7	21.5
RIM	4.8	3.5	-1.3
Symbian	32.6	11.0	-21.6
Windows	3.8	10.4	6.6
Bada	2.4	1.8	-0.6
Other	0.8	0.0	-0.8
Spain	**100.0%**	**100.0%**	**0.0**
iOS	7.9	3.7	-4.2
Android	55.2	84.0	28.8
RIM	20.2	5.5	-14.7
Symbian	14.1	3.1	-11.0
Windows	2.6	1.6	-1.0
Bada	0.0	0.0	0.0
Other	0.0	2.1	2.1

	12 w/e 04 Sep 2011 %	12 w/e 02 Sep 2012 %	Change %
US	**100.0%**	**100.0%**	**0.0**
iOS	24.6	33.6	9.0
Android	62.9	59.6	-3.3
RIM	6.2	1.7	-4.5
Symbian	0.9	0.2	-0.7
Windows	3.5	2.7	-0.8
Bada	0.0	0.0	0.0
Other	1.9	2.2	0.3
Australia	**100.0%**	**100.0%**	**0.0**
iOS	32.0	25.7	-6.3
Android	48.8	65.8	17.0
RIM	1.9	1.6	-0.3
Symbian	11.9	1.9	-10.0
Windows	4.1	3.8	-0.3
Bada	0.2	0.2	0.0
Other	1.2	0.9	-0.3
Brazil	**100.0%**	**100.0%**	**0.0**
iOS	2.0	6.2	4.2
Android	19.6	47.1	27.5
RIM	2.5	4.1	1.6
Symbian	64.5	26.7	-37.8
Windows	3.8	12.2	8.4
Bada	0.8	2.1	1.3
Other	6.9	1.5	-5.4
Mexico	**100.0%**	**100.0%**	**0.0**
iOS	8.6	4.7	-3.9
Android	19.4	37.3	17.9
RIM	34.4	29.7	-4.7
Symbian	33.0	20.2	-12.8
Windows	2.9	2.7	-0.2
Bada	0.5	2.0	1.5
Other	1.1	3.4	2.3
EU5	**100.0%**	**100.0%**	**0.0**
iOS	18.3	14.0	-4.3
Android	48.6	68.5	19.8
RIM	12.2	6.4	-5.8
Symbian	13.3	3.7	-9.6
Windows	3.8	5.0	1.2
Bada	3.4	1.9	-1.4
Other	0.5	0.6	0.1