

OS (Operating System) Share - Smartphone Sales

	12 w/e 02 Oct 2011 %	12 w/e 30 Sep 2012 %	Change %
GB	100.0%	100.0%	0.0
iOS	18.1	28.0	9.9
Android	53.4	58.2	4.8
RIM	20.8	8.8	-12.0
Symbian	5.1	0.6	-4.5
Windows	2.0	4.2	2.2
Bada	0.5	0.1	-0.4
Other	0.0	0.1	0.1
Germany	100.0%	100.0%	0.0
iOS	21.7	12.2	-9.5
Android	53.6	77.8	24.2
RIM	1.9	1.6	-0.3
Symbian	14.9	4.5	-10.4
Windows	4.5	2.7	-1.8
Bada	2.4	0.7	-1.7
Other	1.0	0.4	-0.6
France	100.0%	100.0%	0.0
iOS	14.9	12.4	-2.5
Android	48.0	61.1	13.1
RIM	13.4	9.8	-3.6
Symbian	9.5	2.5	-7.0
Windows	3.3	6.5	3.2
Bada	10.5	7.8	-2.7
Other	0.5	0.0	-0.5
Italy	100.0%	100.0%	0.0
iOS	18.1	14.1	-4.0
Android	40.5	61.6	21.1
RIM	4.7	3.2	-1.5
Symbian	30.0	8.9	-21.1
Windows	4.5	11.0	6.5
Bada	1.3	1.3	0.0
Other	0.9	0.0	-0.9
Spain	100.0%	100.0%	0.0
iOS	6.2	3.4	-2.8
Android	56.5	82.7	26.2
RIM	19.3	5.2	-14.1
Symbian	17.7	3.9	-13.8
Windows	0.3	2.5	2.2
Bada	0.0	0.0	0.0
Other	0.0	2.3	2.3

	12 w/e 02 Oct 2011 %	12 w/e 30 Sep 2012 %	Change %
US	100.0%	100.0%	0.0
iOS	21.5	35.7	14.2
Android	66.4	57.5	-8.9
RIM	6.9	2.1	-4.8
Symbian	0.7	0.3	-0.4
Windows	2.7	2.9	0.2
Bada	0.0	0.0	0.0
Other	1.8	1.5	-0.3
Australia	100.0%	100.0%	0.0
iOS	27.9	23.2	-4.7
Android	53.0	67.1	14.1
RIM	2.1	0.6	-1.5
Symbian	11.8	2.5	-9.3
Windows	3.9	4.9	1.0
Bada	0.2	0.3	0.1
Other	1.1	1.3	0.2
Urban China	100.0%	100.0%	0.0
iOS	n/a	18.6	
Android	n/a	65.2	
RIM	n/a	0.1	
Symbian	n/a	7.7	
Windows	n/a	5.7	
Bada	n/a	0.0	
Other	n/a	2.7	
Brazil	100.0%	100.0%	0.0
iOS	2.4	5.3	2.9
Android	19.6	53.5	33.9
RIM	8.1	3.6	-4.5
Symbian	57.4	27.7	-29.7
Windows	6.2	6.3	0.1
Bada	0.4	1.4	1.0
Other	6.0	2.2	-3.8
EU5	100.0%	100.0%	0.0
iOS	17.3	16.5	-0.8
Android	50.9	67.1	16.2
RIM	11.9	5.9	-6.0
Symbian	13.1	3.4	-9.7
Windows	3.1	4.9	1.8
Bada	3.2	1.7	-1.5
Other	0.5	0.4	-0.1