

PRESS RELEASE

**Strategy Analytics: Apple Captures 95 Percent Share of Global
Tablet Shipments in Q3 2010**

Boston, MA - November 2, 2010 – **According to the latest research from Strategy Analytics, global tablet shipments reached over 4 million units in the third quarter of 2010. Apple was the clear market leader, capturing 95 percent global share and beating Android into second place.**

Peter King, Director at Strategy Analytics, said, “Global tablet shipments grew 26 percent sequentially to reach 4.4 million units in Q3 2010. Apple was the clear market leader during the quarter, capturing an impressive 95 percent share with the iPad and beating Android into second place.”

Neil Mawston, Director at Strategy Analytics, added, “The tablet wars are up and running. Apple has quickly leveraged its famous brand, an extensive retail presence and user-friendly design to develop the tablet segment into a multi-billion-dollar global business. Android, Microsoft, MeeGo, webOS, Blackberry and other platforms are trailing in Apple’s wake and they already have much ground to make up.”

Other findings from the research include:

- The Android operating system achieved just 2 percent global tablet market share in Q3 2010. We expect Android's share to rise in the fourth quarter as more models, such as the Samsung Galaxy Tab, enter the market;
- The United States was by far the world's largest tablet market during the quarter, but demand is also emerging in Western Europe and Asia.

Exhibit 1: Global Tablet Operating System Shipments and Market Share in Q3 2010

Global Tablet OS Shipments (Millions of Units)	Q2 '10	Q3 '10
Apple iOS	3.3	4.2
Android	0.1	0.1
Others	0.1	0.1
Total	3.5	4.4

Global Tablet OS Market Share %	Q2 '10	Q3 '10
Apple iOS	94.3%	95.5%
Android	2.9%	2.3%
Others	2.9%	2.3%
Total	100.0%	100.0%

The full report, *Global Tablet Vendor Market Share: Q3 2010*, is published by the Strategy Analytics Tablet & Touchscreen (TTS) service, details of which can be found here:

<http://tinyurl.com/2v26d69>.

About Strategy Analytics:

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