#### STRATEGYANALYTICS INSIGHTS FOR SUCCESS

#### PRESS RELEASE

# Strategy Analytics: Android Smartphone Market Share Declines to 56 Percent in United States in Q2 2012

Boston, MA - July 30th, 2012 – According to the latest research from Strategy Analytics, smartphone shipments fell 5 percent annually to reach 24 million units in the United States during the second quarter of 2012. The Android operating system lost ground to Apple iOS and Android's market share fell four points on an annual basis to 56 percent.

Alex Spektor, Associate Director at Strategy Analytics, said, "Smartphone shipments fell 5 percent annually to reach 23.8 million units in the United States in Q2 2012. This was one of the slowest growth rates ever experienced by the important US smartphone market. A volatile economy, maturing penetration of smartphones among contract mobile subscribers, and major operators tightening their upgrade policies to enhance profits were among the main causes of the slowdown."

Neil Mawston, Executive Director at Strategy Analytics, added, "We estimate Android shipped 13.4 million smartphones for 56 percent share of the United States market in the second quarter of 2012. This was down from 15.3 million units shipped and 61 percent share a year earlier. Android remains the number one platform by volume in the United States, but its market share is approaching a peak and Apple iOS has been gaining ground. Apple's US

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market share has risen by ten points from 23 percent in Q2 2011 to 33 percent in Q2 2012. Apple is rumored to be launching a new iPhone in the coming weeks, and that event, if it takes place, is going to heap even more pressure on Android in its home market."

Scott Bicheno, Senior Analyst at Strategy Analytics, added, "Blackberry's smartphone market share in the United States has dropped from 11 percent to 7 percent over the past year, reaching its lowest level in recent history. Consumers, businesses and operators continue to be frustrated by Blackberry's limited toushcreen smartphone portfolio and repeated delays to its new BB10 operating system."

United States Smartphone Operating System Shipments (Millions of Units)	Q2 '11	Q2 '12
Android	15.3	13.4
Apple iOS	5.9	7.9
Blackberry OS	2.7	1.6
Others	1.4	1.0
and the second	25.2	23.8
Total United States Smartphone Operating System Market Share (% of Total)	Q2 '11	Q2 '12
United States Smartphone Operating System Market Share (% of Total) Android		
United States Smartphone Operating System Market Share (% of Total)	Q2 '11	Q2 '12
United States Smartphone Operating System Market Share (% of Total) Android	Q2 '11 60.6%	Q2 '12 56.3%
United States Smartphone Operating System Market Share (% of Total) Android Apple iOS	Q2 '11 60.6% 23.2%	Q2 '12 56.3% 33.2%

Exhibit 1: United States Smartphone OS Shipments and Market Share in Q2 2012<sup>1</sup>

Total Growth Year-over-Year %

70.1% -5.4%

<sup>&</sup>lt;sup>1</sup> Numbers are rounded.

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The full report, *North America Smartphone Vendor* & *OS Market Share by Country:* Q2 2012, is published by the Strategy Analytics Wireless Smartphone Strategies (WSS) service, details of which can be found here: http://tinyurl.com/c5mpusx.

#### About Strategy Analytics:

Strategy Analytics is a global, independent research and consulting firm. The company is headquartered in Boston, USA, with offices in the UK, France, Germany, Japan, South Korea, India and China. Visit <u>www.strategyanalytics.com</u> for more information.

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