

DeviceAnywhere Metrics

2010
April



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Summary

This monthly report contains handset usage stats based on usage in the DeviceAnywhere Test Center service on devices offered by the four major US operators (AT&T, Sprint, T-Mobile and Verizon). This report is published to the mobile community to help inform on mobile trends related to handsets and application development. In this addition, data from April 2010 is compared to data from March 2010 and April 2009. For more information about the methodology and data used in this report, please see About This Report on page 11.

Findings

RIM handsets continue to be the most used in DeviceAnywhere; however, not to the extent they did when we began this report in January:

- 11 BlackBerry's are on the top 20 most used handsets list, compared to 14 in January, and 12 last month.
- Motorola now has three handsets in the top 20, including the V3 (RAZR), the V3m (RAZR) and the Droid.
- Similar to past months, all three iPhone models, the iPhone, iPhone 3G and iPhone 3G S made the top 20 list; however, this month all three rank in the top 10 (#2, #4, and #7).
- HTC's two handsets in the top 20, the G1 and the Nexus One, are both Android devices.

The % of usage on smartphones continues to increase:

- In April 2010, 53.5% of DeviceAnywhere usage was on smartphones, compared to 49.5% of usage in January 2010.
- Android continues to increase its footprint, accounting for 13.7% of smartphone usage, compared to 7.5% in January 2010, and 2.7% in April one year earlier.
- While Android usage continues to grow, iPhone usage also increased this month, with 14.3% of smartphone usage compared to 11% last month.

Manufacturers:

- Motorola and Samsung continue to vie for the second place spot; this month usage on Motorola handsets accounted for 15.1% of all usage; slightly higher than Samsung at 14.9%. In March 2010, Samsung usage was higher than Motorola usage, at 15.6% to Motorola's 14.3%.
- RIM handsets remain the most-used in April, accounting for over ¼ of all DeviceAnywhere usage across the top four US operators' handsets

Other notable data points:

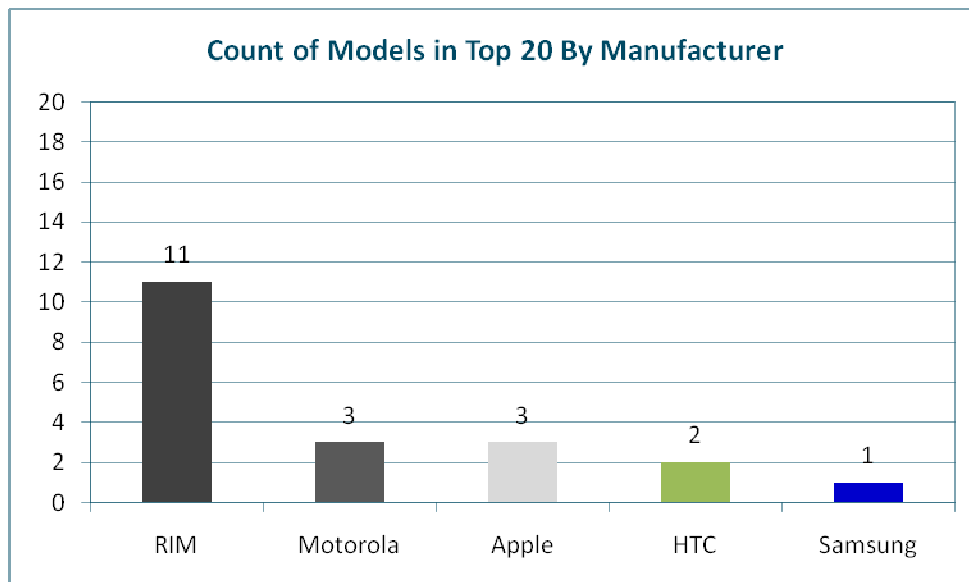
- Android devices now hold the top spot on both T-Mobile (HTC Nexus One) and Verizon (Droid).
- There is an Android device in the top 20 for all carriers; the Nexus One, which is offered unlocked on the AT&T network, is the 20th most-used AT&T device in April.
- The Motorola RAZR continues to rank in the top 20 for each operator (may be different models).

20 Most Used DeviceAnywhere Handsets

Ranking	Ranking		Device	Offered On			
	Apr-10	Mar-10		Apr-09	AT&T	Sprint	T-Mobile
1	1	2	BlackBerry 9000 (Bold)	Yes	-	-	-
2	2	5	Apple iPhone 3G	Yes	-	-	-
3	3	4	BlackBerry 8330 (Curve)	-	Yes	-	Yes
4	13	21	Apple iPhone	Yes	-	-	-
5	5	13	BlackBerry 8310 (Curve)	Yes	-	-	-
6	4	3	BlackBerry 8300 (Curve)	Yes	-	-	-
7	17	-	Apple iPhone 3G S	Yes	-	-	-
8	11	6	Samsung SPH-M800 (Instinct)	-	Yes	-	-
9	19	12	BlackBerry 8800	Yes	Yes	Yes	-
10	14	-	HTC Nexus One	Yes ¹	-	Yes	-
11	15	-	BlackBerry 9630 (Tour)	-	Yes	-	Yes
12	7	1	Motorola V3 (RAZR)	Yes	-	Yes	-
13	6	59	BlackBerry 8900 (Curve)	Yes	-	Yes	-
14	12	-	Motorola Droid	-	-	-	Yes
15	10	8	BlackBerry 8830	-	Yes	-	Yes
16	9	-	BlackBerry 9700 (Bold)	Yes	-	-	-
17	8	16	HTC G1	-	-	Yes	-
18	18	79	BlackBerry 8320 (Curve)	Yes	-	Yes	-
19	23	9	Motorola V3m (RAZR)	-	Yes	-	Yes
20	20	11	BlackBerry 8100 (Pearl)	Yes	-	Yes	-

Out of a total **508** models used

¹ The AT&T Nexus One is an unlocked device.



The figures above are based on 508 available and used models* offered across AT&T, Sprint, T-Mobile and Verizon in the DeviceAnywhere system.

* A device model is defined here as a unique manufacturer and model (i.e. a V3 RAZR offered on both AT&T and T-Mobile is considered one unique model, not two.)

20 Most Used DeviceAnywhere Handsets - By Operator

AT&T

Apr-10	Ranking		Device
	Mar-10	Apr-09	
1	1	1	BlackBerry 9000 (Bold)
2	2	3	Apple iPhone 3G
3	6	14	Apple iPhone
4	4	8	BlackBerry 8310 (Curve)
5	3	4	BlackBerry 8300 (Curve)
6	8	-	Apple iPhone 3G S
7	5	-	BlackBerry 9700 (Bold)
8	7	-	BlackBerry 8900 (Curve)
9	13	11	BlackBerry 8800
10	9	2	Motorola V3 (RAZR)
11	12	-	Nokia E71x
12	10	19	LG CU500
13	14	7	BlackBerry 8100 (Pearl)
14	15	-	BlackBerry 8520 (Curve)
15	22	-	Samsung SGH-i637
16	11	29	Samsung SGH-A737
17	18	22	BlackBerry 8820
18	20	23	LG CU920
19	23	13	LG CU720 (Shine)
20	131	-	HTC Nexus One

Out of a total 169 models used

Sprint

Apr-10	Ranking		Device
	Mar-10	Apr-09	
1	1	1	Samsung SPH-M800 (Instinct)
2	2	2	BlackBerry 8330 (Curve)
3	3	-	HTC Hero
4	5	3	Motorola V3m (RAZR)
5	7	5	LG LX260 (Rumor)
6	4	-	Palm Pre
7	11	-	BlackBerry 9630 (Tour)
8	9	11	Motorola V9m (RAZR2)
9	6	-	BlackBerry 8530 (Curve)
10	12	10	BlackBerry 8130 (Pearl)
11	16	-	HTC Touch Pro2
12	10	15	BlackBerry 8350i (Curve)
13	31	4	BlackBerry 8830
14	8	6	Samsung SPH-M540 (Rant)
15	19	-	BlackBerry 8800
16	21	39	Samsung SPH-i325 (Ace)
17	20	13	LG LX600 (Lotus)
18	17	9	Samsung SPH-A900
19	23	-	LG LX370
20	14	-	Samsung Instinct Mini

Out of a total 118 models used

T-Mobile

Apr-10	Ranking		Device
	Mar-10	Apr-09	
1	2	-	HTC Nexus One
2	1	1	HTC G1
3	3	2	Motorola V3 (RAZR)
4	4	7	BlackBerry 8320 (Curve)
5	5	-	HTC myTouch 3G
6	8	3	Motorola V3T (RAZR)
7	10	-	BlackBerry 8520 (Curve)
8	9	-	BlackBerry 9700 (Onyx)
9	7	78	BlackBerry 8100 (Pearl)
10	6	5	BlackBerry 8900 (Curve)
11	34	-	Motorola CLIQ XT
12	12	-	Motorola CLIQ
13	13	-	HTC S522 (DASH 3G)
14	19	18	BlackBerry 8800
15	24	31	Nokia 5610 XpressMusic
16	11	4	Samsung SGH-T919
17	15	9	Nokia 6030
18	16	11	BlackBerry 8220 (Pearl Flip)
19	92	15	Nokia 5310 XpressMusic
20	23	-	HTC Touch Pro2

Out of a total 96 models used

Verizon

Apr-10	Ranking		Device
	Mar-10	Apr-09	
1	2	-	Motorola Droid
2	1	5	BlackBerry 8330 (Curve)
3	5	-	BlackBerry 9630 (Tour)
4	3	2	BlackBerry 8830
5	4	7	BlackBerry 9530 (Storm)
6	18	-	Motorola Devour
7	12	-	BlackBerry 9550 (Storm)
8	13	15	LG VX9100
9	11	-	Samsung SCH-U960
10	6	1	LG VX10000 (Voyager)
11	17	3	Motorola V3c (RAZR)
12	19	-	HTC XV6975
13	23	-	LG VX5500
14	16	14	LG VX9900 (enV)
15	10	10	BlackBerry 9500
16	150	-	LG VX9200
17	15	9	Motorola K1m (KRZR)
18	27	-	HTC Touch Pro2
19	32	-	Samsung U450
20	25	13	Nokia 6015i

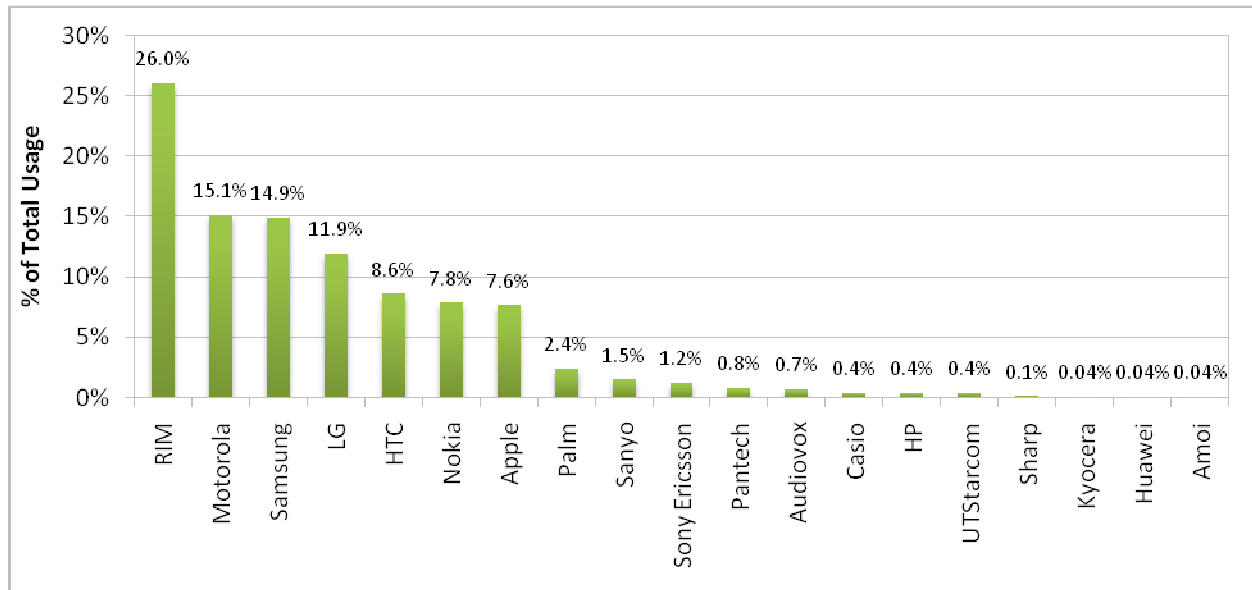
Out of a total 163 models used

Note: Some models are offered by multiple operators. The total number of models, defined for purposes on this page as a unique carrier, manufacturer, and model (i.e. a V3 RAZR offered on both AT&T and T-Mobile counts as two models) is 546.

Percentage of Time Spent on DeviceAnywhere Handsets - By Manufacturer

	Ranking			No. of Models	Manufacturer	% of Total Usage
	Apr-10	Mar-10	Apr-09			
1	1	2	34	RIM	26.0%	
2	3	1	88	Motorola	15.1%	
3	2	3	139	Samsung	14.9%	
4	4	4	70	LG	11.9%	
5	5	6	31	HTC	8.6%	
6	6	5	53	Nokia	7.8%	
7	7	9	3	Apple	7.6%	
8	8	10	12	Palm	2.4%	
9	10	7	22	Sanyo	1.5%	
10	9	8	15	Sony Ericsson	1.2%	
11	11	11	16	Pantech	0.8%	
12	12	12	7	Audiovox	0.7%	
13	14	16	4	Casio	0.4%	
14	13	17	1	HP	0.4%	
15	15	14	5	UTStarcom	0.4%	
16	16	13	5	Sharp	0.1%	
17	17	-	1	Kyocera	0.04%	
18	-	-	1	Huawei	0.04%	
19	-	-	1	Amoi	0.04%	

Out of a total 508 models used



The figures above are based on 508 available and used models* offered across AT&T, Sprint, T-Mobile and Verizon in the DeviceAnywhere system.

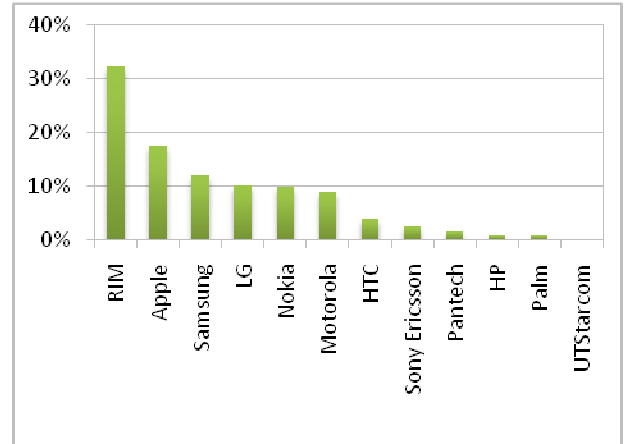
*A model is defined as a unique manufacturer and model.

Percentage of Time Spent on Device Anywhere Handsets - By Manufacturer and By Operator

AT&T

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Apr-10	Mar-10	Apr-09			
1	1	1	14	RIM	32.2%	
2	2	6	3	Apple	17.5%	
3	3	3	42	Samsung	12.0%	
4	5	5	21	LG	10.1%	
5	6	4	27	Nokia	9.9%	
6	4	2	24	Motorola	8.9%	
7	7	8	9	HTC	3.9%	
8	8	7	13	Sony Ericsson	2.4%	
9	9	9	11	Pantech	1.5%	
10	10	12	1	HP	0.8%	
11	11	10	3	Palm	0.7%	
12	12	11	1	UTStarcom	0.1%	

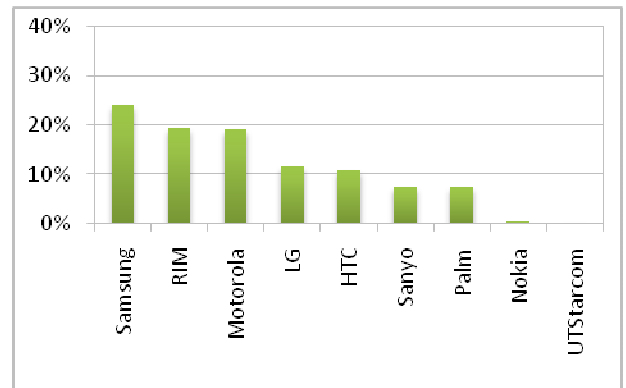
Out of a total 169 models used



Sprint

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Apr-10	Mar-10	Apr-09			
1	1	1	27	Samsung	23.9%	
2	2	3	12	RIM	19.2%	
3	3	2	28	Motorola	19.0%	
4	5	4	11	LG	11.6%	
5	4	7	7	HTC	10.9%	
6	7	5	22	Sanyo	7.5%	
7	6	6	9	Palm	7.4%	
8	8	8	1	Nokia	0.5%	
9	9	9	1	UTStarcom	0.1%	

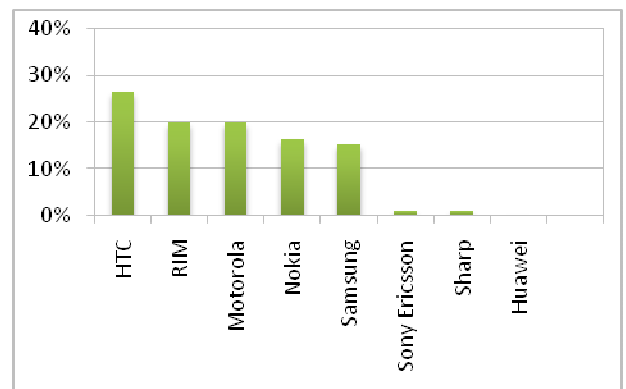
Out of a total 118 models used



T-Mobile

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Apr-10	Mar-10	Apr-09			
1	1	4	11	HTC	26.5%	
2	2	5	10	RIM	20.0%	
3	3	1	16	Motorola	19.8%	
4	5	3	17	Nokia	16.2%	
5	4	2	34	Samsung	15.1%	
6	6	7	2	Sony Ericsson	1.2%	
7	7	6	5	Sharp	0.9%	
8	-	-	1	Huawei	0.3%	

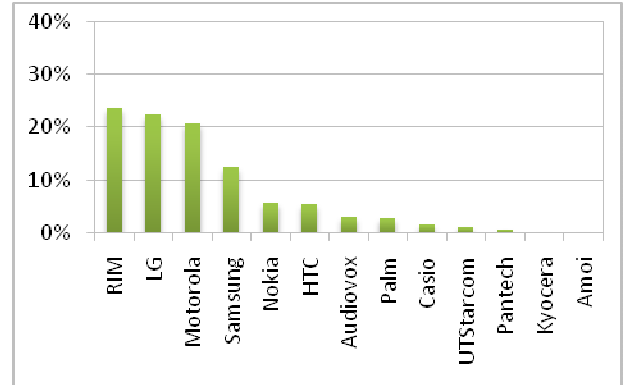
Out of a total 96 models used



Verizon

	Ranking			No. of Models	Manufacturer	% of Total Usage
	Apr-10	Mar-10	Apr-09			
1	1	3	12	RIM	23.7%	
2	2	1	38	LG	22.3%	
3	3	2	27	Motorola	20.8%	
4	4	4	37	Samsung	12.5%	
5	6	5	12	Nokia	5.6%	
6	5	7	9	HTC	5.4%	
7	7	6	7	Audiovox	3.1%	
8	8	8	7	Palm	2.7%	
9	9	9	4	Casio	1.7%	
10	10	10	3	UTStarcom	1.2%	
11	11	11	5	Pantech	0.6%	
12	12	-	1	Kyocera	0.2%	
13	-	-	1	Amoi	0.2%	

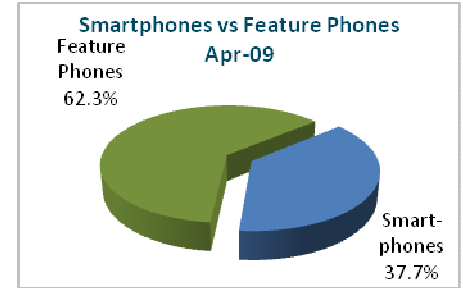
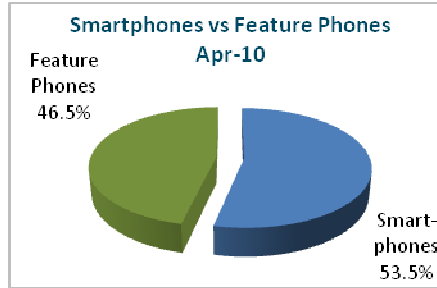
Out of a total 163 models used



Percentage of Time Spent on Device Anywhere Handsets, Smartphones vs. Feature Phones

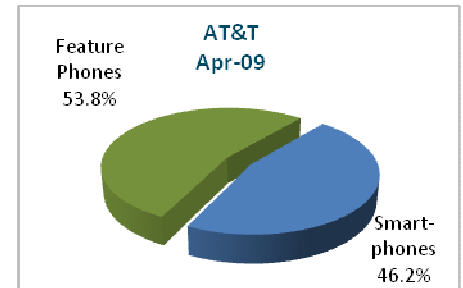
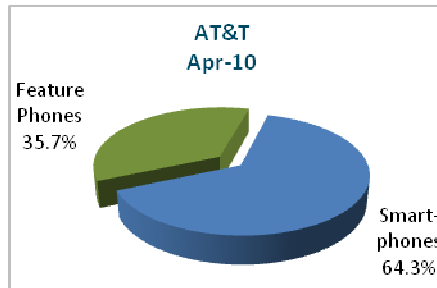
Smartphones* vs. Feature Phones

No. of Models	Type of Phones	Ranking		
		Apr-10	Mar-10	Apr-09
119	Smartphones	53.5%	53.2%	37.7%
389	Feature Phones	46.5%	46.8%	62.3%



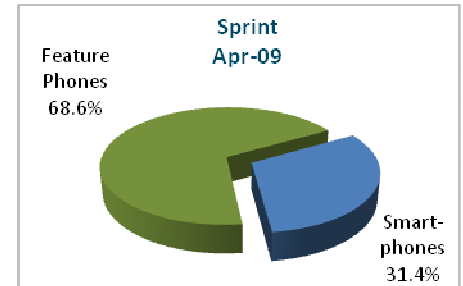
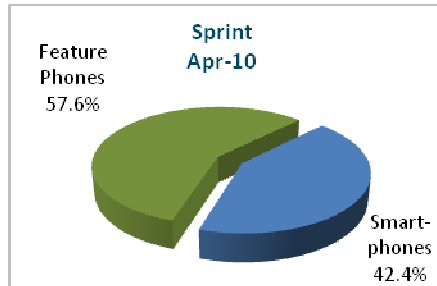
AT&T

No. of Models	Type of Phones	Ranking		
		Apr-10	Mar-10	Apr-09
47	Smartphones	64.3%	61.2%	46.2%
122	Feature Phones	35.7%	38.8%	53.8%



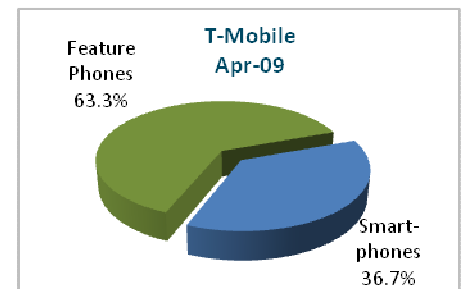
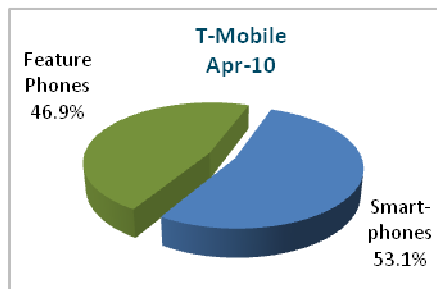
Sprint

No. of Models	Type of Phones	Ranking		
		Apr-10	Mar-10	Apr-09
35	Smartphones	42.4%	42.1%	31.4%
83	Feature Phones	57.6%	57.9%	68.6%



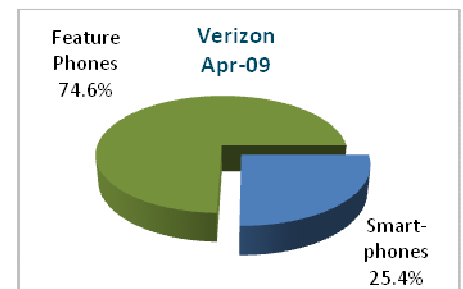
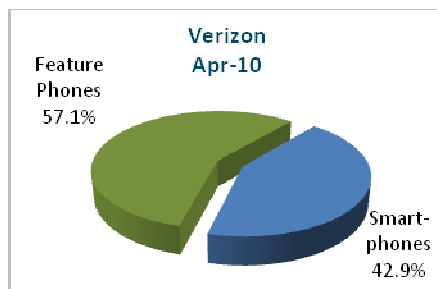
T-Mobile

No. of Models	Phone Type	Ranking		
		Apr-10	Mar-10	Apr-09
28	Smartphones	53.1%	59.6%	36.7%
68	Feature Phones	46.9%	40.4%	63.3%



Verizon

No. of Models	Phone Type	Ranking		
		Apr-10	Mar-10	Apr-09
37	Smartphones	42.9%	44.0%	25.4%
126	Feature Phones	57.1%	56.0%	74.6%

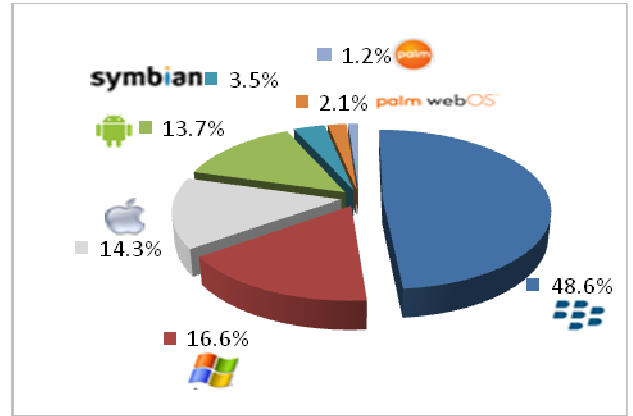


* Smartphones are defined as having one of the following OS platforms: Android, BlackBerry, iPhone, Palm OS or webOS, Symbian, or Microsoft Windows Mobile.

Percentage of Time Spent on Smartphone OS's Out of Total Smartphone Testing Time

Overall Share of Usage by OS, Four US Operators

No. of Models	Operating System	Ranking		
		Apr-10	Mar-10	Apr-09
34	BlackBerry OS	48.6%	53.4%	49.9%
53	Microsoft Windows Mobile	16.6%	16.5%	26.1%
3	iPhone OS	14.3%	11.0%	7.3%
12	Android	13.7%	12.3%	2.7%
9	Symbian	3.5%	3.5%	10.6%
4	Palm webOS	2.1%	1.9%	-
4	Palm OS	1.2%	1.4%	3.4%



AT&T

No. of Models	Operating System	Ranking		
		Apr-10	Mar-10	Apr-09
14	BlackBerry OS	50.0%	54.7%	45.3%
3	iPhone OS	27.2%	22.3%	13.4%
18	Microsoft Windows Mobile	13.0%	15.0%	21.2%
8	Symbian	6.2%	6.4%	18.6%
2	Android	2.9%	0.9%	-
2	Palm OS	0.7%	0.7%	1.6%

Sprint

No. of Models	Operating System	Ranking		
		Apr-10	Mar-10	Apr-09
12	BlackBerry OS	45.3%	47.1%	55.1%
15	Microsoft Windows Mobile	30.0%	26.1%	36.0%
2	Android	13.1%	11.9%	-
2	Palm webOS	8.3%	11.3%	-
4	Palm OS	3.3%	3.6%	8.9%

T-Mobile

No. of Models	Operating System	Ranking		
		Apr-10	Mar-10	Apr-09
6	Android	45.6%	42.5%	21.3%
10	BlackBerry OS	37.6%	41.3%	42.8%
11	Microsoft Windows Mobile	14.7%	14.2%	32.1%
1	Symbian	2.1%	2.0%	3.8%

Verizon

No. of Models	Operating System	Ranking		
		Apr-10	Mar-10	Apr-09
12	BlackBerry OS	55.2%	64.3%	71.9%
3	Android	22.5%	17.6%	-
16	Microsoft Windows Mobile	16.4%	14.7%	28.1%
2	Palm webOS	4.4%	1.0%	-
4	Palm OS	1.4%	2.4%	6.3%

Notes:

Not all operators offered handsets as of April 30, 2010 with all available Smartphone OS's. For example, iPhones are only offered currently on the AT&T network. Similarly, AT&T did not offer any handsets with Palm WebOS.

About This Report

This monthly DeviceAnywhere Metrics report includes handset usage data from DeviceAnywhere Test Center, a paid service which provides access to over 2000 handsets deployed across seven countries and over two dozen carrier networks. Over 1000 customers, translating to over 10,000 active users utilize this service to test their mobile content and applications on live mobile handsets, over the internet. Over 350,000 handset testing hours were logged in DeviceAnywhere in 2009.

The data presented here is based solely on usage of handsets in the DeviceAnywhere Test Center system, offered by the four major US operators: AT&T, Sprint, T-Mobile, and Verizon. Because of the unique data available to DeviceAnywhere (time spent by our customers testing mobile applications and content on various handsets in our system), we believe this snapshot of handset usage can help inform on mobile trends related to handsets and application development.

Limitations of the Data

This data is not necessarily representative of the popularity of various device models, or the number of applications developed for various handset models or platforms. Numbers may be impacted by the availability of certain device models within the DeviceAnywhere system.

The DeviceAnywhere Test Center service is not limited to testing of consumer applications; enterprise applications can also be tested through the service, and are therefore represented in the data. Some types of application testing may be limited in DeviceAnywhere; for instance, location-based application test cases which require the movement of handsets to simulate real-world activity cannot be performed using DeviceAnywhere handsets which are in static locations.

Other testing methods exist for mobile applications and content (e.g. purchasing and testing on your own physical handset rather than using the DeviceAnywhere service). As such, this data represents the subset of mobile application testing that was performed in the DeviceAnywhere system.

It is likely that the data reported here under-represents the popularity of iPhone or Android handsets, as the developer community for these platforms includes many individuals or smaller companies that may be more likely to test on their own consumer device than use the DeviceAnywhere service.

Comments and Questions

If you have any comments or questions, or suggestions as to additional data or analyses you would like to see in this report, please contact us at metrics@deviceanywhere.com.

About DeviceAnywhere

DeviceAnywhere is an award-winning provider of solutions for mobile application testing, test automation, QoS monitoring, application certification and post-development sales and support. DeviceAnywhere Test Center™ is used by thousands of mobile application developers across the globe providing real-time interaction with real mobile handsets that are connected to live global networks, thus enabling mobile application developers to bring better content to market faster than ever before.

DeviceAnywhere's success has won the company numerous industry accolades including the prestigious Fierce 15, Frost & Sullivan's Mobility award and the GSMA award twice. DeviceAnywhere's customers span a wide breadth of market segments ranging from media and entertainment, mobile operators and handset manufacturers to finance and banking, healthcare, retail, supply chain, and travel – all companies with the common goal of taking their business into the mobile channel.

Founded in 2003, DeviceAnywhere is a privately held, venture backed company based in San Mateo, CA.

To learn more about DeviceAnywhere – and to sign up for a free, three-hour trial – please visit www.deviceanywhere.com. Interested in our perspective on trends and issues in the mobile marketplace? Visit our CEO's blog (www.mobileapplicationtestingtimes.wordpress.com) and follow us on Twitter (<http://twitter.com/devanywhere>).