

DeviceAnywhere Metrics

2011
March



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Summary

This monthly report contains handset usage statistics 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 edition, data from March 2011 is compared to data from February 2011 and March 2010. For more information about the methodology and data used in this report, please see About This Report on page 11.

Findings

Smartphones continued to dominate testing time across all operators:

- Smartphone usage as a % of total usage has increased to 67.7% of total usage in March 2011, up from 67.2% in February 2011, and well above its 53.4% in March 2010
- Smartphone usage as a percentage of total testing time increased on 3 of 4 US operators in March 2011 (AT&T, T-Mobile and Verizon)

RIM's BlackBerry OS market share of total smartphone testing time decreased in March, but still remained the most tested on smartphone OS in DeviceAnywhere Test Center:

- BlackBerry OS devices share of total smartphone testing time decreased to 40.0% in March 2011 from 40.8% in February 2011 and is well below its 53.4% in March 2010
- The BlackBerry OS share of total smartphone testing time at 40% is still significantly higher than Android at 30.1% and iPhone OS at 18%
- Out of total smartphone testing time, Blackberry OS devices are the most used on the AT&T network, and the second most used on Verizon, T-Mobile and Sprint

iPhone OS devices continue to gain share of testing time:

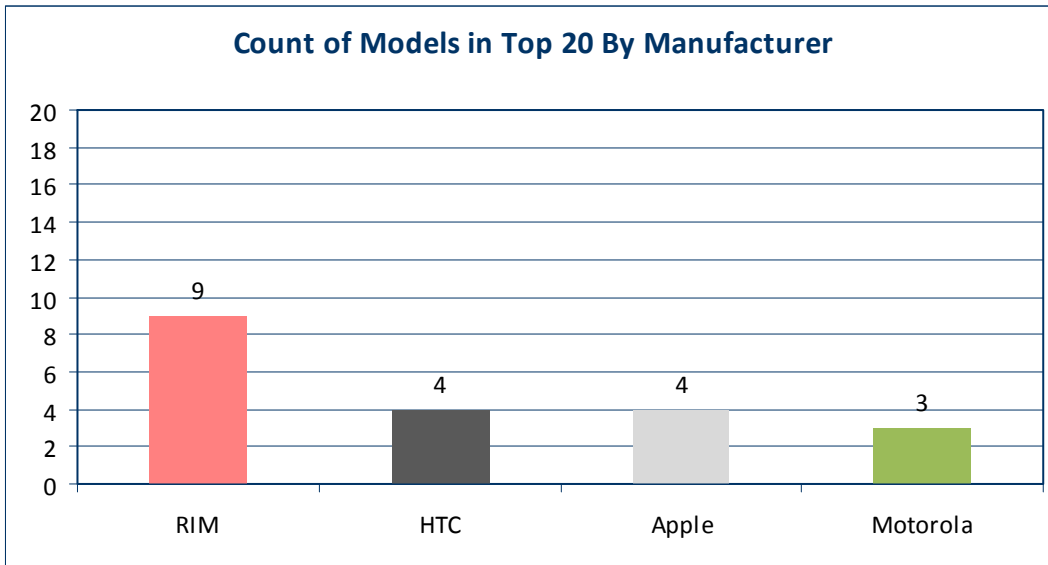
- March saw the iPhone 4 on Verizon launched in Test Center. 6.6% of smartphone testing time on Verizon devices was spent on the iPhone 4
- The iPhone OS share of testing time increase to 18.0% in March 2011, up from 17.2% in February 2011 and well above its 11.0% in March 2010

Other notable data points:

- Android OS devices overtook Blackberry OS as the most tested devices on Sprint Network in March, making Android OS devices the most tested on 3 out of 4 major carriers (T-Mobile, Verizon and Sprint)
- Motorola moved up to 2nd place on the manufacturer list with 14.1% of total usage in March 2011, up from 3rd place in February 2011
- HTC was 1st place manufacturer for total testing time on the T-Mobile network, displacing RIM
- The Motorola V3 RAZR is back on the top 20 most tested devices list for March; there were no feature phones on the top 20 in February

20 Most Used DeviceAnywhere Handsets

Ranking			Device	Offered On			
Mar-11	Feb-11	Mar-10		AT&T	Sprint	T-Mobile	Verizon
1	1	13	Apple iPhone	yes	-	-	-
2	5	-	BlackBerry 9800 (Torch)	yes	-	-	-
3	6	-	Apple iPhone 4	yes	-	-	yes
4	2	34	Apple iPhone 3G S	yes	-	-	-
5	4	3	BlackBerry 8330 (Curve)	-	yes	-	yes
6	10	7	BlackBerry 9700 (Bold)	yes	-	yes	-
7	7	2	Apple iPhone 3G	yes	-	-	-
8	8	-	HTC EVO 4G	-	yes	-	-
9	3	1	BlackBerry 9000 (Bold)	yes	-	-	-
10	14	9	BlackBerry 8830	-	yes	-	yes
11	9	12	Motorola Droid	-	-	-	yes
12	11	14	HTC Nexus One	yes	-	yes	-
13	13	4	BlackBerry 8300 (Curve)	yes	-	yes	-
14	17	8	BlackBerry 8900 (Curve)	yes	-	yes	-
15	22	-	Motorola MB810 (Droid X)	-	-	-	yes
16	19	21	HTC Hero	-	yes	-	-
17	21	22	Motorola V3 (RAZR)	yes	-	yes	-
18	15	-	BlackBerry 9650 (Bold)	-	yes	-	yes
19	18	85	HTC Droid Eris	-	-	-	yes
20	12	15	BlackBerry 9630 (Tour)	-	yes	-	yes



The figures above are based on 506 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

Ranking			Device
Mar-11	Feb-11	Mar-10	
1	1	6	Apple iPhone
2	4	-	BlackBerry 9800 (Torch)
3	2	11	Apple iPhone 3G S
4	6	2	Apple iPhone 3G
5	3	1	BlackBerry 9000 (Bold)
6	5	-	Apple iPhone 4
7	7	5	BlackBerry 9700 (Bold)
8	8	4	BlackBerry 8300 (Curve)
9	9	20	BlackBerry 8310 (Curve)
10	10	7	BlackBerry 8900 (Curve)
11	11	124	HTC Nexus One
12	16	-	Motorola V3 (RAZR)
13	19	15	BlackBerry 8800
14	26	30	BlackBerry 8520 (Curve)
15	12	-	HTC Aria
16	14	14	Nokia 6682
17	17	26	Samsung SGH-A737
18	15	25	Nokia E71x
19	138	-	Motorola ATRIX™ 4G
20	13	32	LG CU720 (Shine)

Out of a total 187 models used

Sprint

Ranking			Device
Mar-11	Feb-11	Mar-10	
1	1	-	HTC EVO 4G
2	2	3	HTC Hero
3	3	2	BlackBerry 8330 (Curve)
4	5	-	BlackBerry 9650 (Bold)
5	4	11	BlackBerry 9630 (Tour)
6	6	6	BlackBerry 8530 (Curve)
7	7	4	Palm Pre
8	8	-	HTC EVO Shift 4G
9	14	-	BlackBerry 9670 (Style)
10	23	-	BlackBerry 9330
11	10	-	Samsung SPH-D700 (Epic 4G)
12	11	58	Motorola i680
13	9	31	BlackBerry 8830
14	17	-	Samsung SPH-P100 (Galaxy Tab)
15	13	8	Samsung SPH-M540 (Rant)
16	19	12	BlackBerry 8130 (Pearl)
17	22	-	LG LN510 (Rumor Touch)
18	16	-	LG LS670 (Optimus)
19	85	27	Samsung SPH-M560 (Reclaim)
20	34	9	Motorola V9m (Razr2)

Out of a total 106 models used

T-Mobile

Ranking			Device
Mar-11	Feb-11	Mar-10	
1	4	5	HTC myTouch 3G
2	1	2	HTC Nexus One
3	3	3	Motorola V3 (RAZR)
4	11	-	Samsung GT-i9020T (Nexus S)
5	2	1	HTC G1
6	8	-	BlackBerry 8300 (Curve)
7	7	8	Motorola V3T (RAZR)
8	10	-	HTC HD7
9	5	6	BlackBerry 8900 (Curve)
10	18	-	Samsung SGH-T959 (Vibrant)
11	9	10	BlackBerry 8520 (Curve)
12	6	9	BlackBerry 9700 (Bold)
13	21	-	BlackBerry 9780 (Bold)
14	26	4	BlackBerry 8320 (Curve)
15	12	-	BlackBerry 9300 (Curve 3G)
16	14	-	HTC HD2
17	28	15	Nokia 6030
18	19	7	BlackBerry 8100 (Pearl)
19	16	-	Nokia E73
20	22	-	Samsung SGH-T849 (Galaxy Tab)

Out of a total 105 models used

Verizon

Ranking			Device
Mar-11	Feb-11	Mar-10	
1	5	3	BlackBerry 8830
2	1	2	Motorola Droid
3	2	1	BlackBerry 8330 (Curve)
4	6	-	Motorola MB810 (Droid X)
5	3	20	HTC Droid Eris
6	4	-	HTC Incredible
7	-	-	Apple iPhone 4
8	7	4	BlackBerry 9530 (Storm)
9	8	5	BlackBerry 9630 (Tour)
10	11	9	BlackBerry 8530 (Curve)
11	14	-	Motorola Droid 2
12	15	12	BlackBerry 9550 (Storm 2)
13	10	-	BlackBerry 9650 (Bold)
14	9	-	Samsung SCH-I500 (Fascinate)
15	20	-	Motorola Droid Pro
16	12	-	BlackBerry 9330 (Curve 3G)
17	17	17	Motorola V3c (RAZR)
18	53	67	Motorola V860 (Barrage)
19	16	-	Motorola A956 (Droid 2 Global)
20	19	6	LG VX10000 (Voyager)

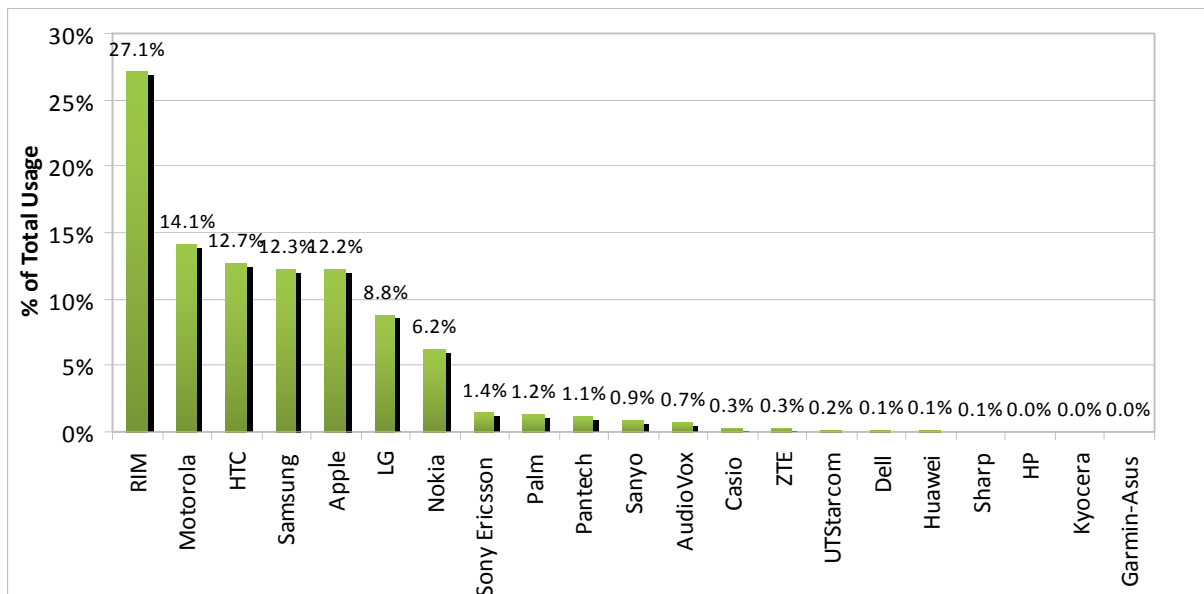
Out of a total 147 models used

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 545.

Percentage of Time Spent on Device Anywhere Handsets - By Manufacturer

Ranking			No. of Models	Manufacturer	% of Total Usage
Mar-11	Feb-11	Mar-10			
1	1	1	37	RIM	27.1%
2	3	3	89	Motorola	14.1%
3	2	5	37	HTC	12.7%
4	4	2	127	Samsung	12.3%
5	5	7	4	Apple	12.2%
6	6	4	84	LG	8.8%
7	7	6	52	Nokia	6.2%
8	9	9	15	Sony Ericsson	1.4%
9	8	8	10	Palm	1.2%
10	10	11	16	Pantech	1.1%
11	11	10	11	Sanyo	0.9%
12	12	12	6	AudioVox	0.7%
13	13	14	7	Casio	0.3%
14	14	-	3	ZTE	0.3%
15	16	15	3	UTStarcom	0.2%
16	15	-	2	Dell	0.1%
17	18	-	2	Huawei	0.1%
18	17	16	2	Sharp	0.1%
19	19	13	1	HP	0.0%
20	21	17	1	Kyocera	0.0%
21	20	-	1	Garmin-Asus	0.0%

Out of a total 506 models used



The figures above are based on 506 available and used models* offered across AT&T, Sprint, T-Mobile and Verizon in the DeviceAnywhere system.

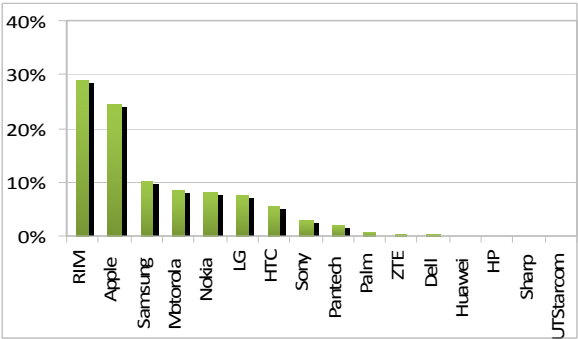
*A model is defined as a unique manufacturer and model.

Percentage of Time Spent on DeviceAnywhere Handsets - By Manufacturer and By Operator

AT&T

Ranking			No. of Models	Manufacturer	% of Total Usage
Mar-11	Feb-11	Mar-10			
1	1	1	17	RIM	28.8%
2	2	2	4	Apple	24.5%
3	3	3	38	Samsung	10.3%
4	6	4	27	Motorola	8.4%
5	4	6	25	Nokia	8.2%
6	5	5	28	LG	7.7%
7	7	7	12	HTC	5.5%
8	8	8	13	Sony Ericsson	2.8%
9	9	9	12	Pantech	2.0%
10	10	11	3	Palm	0.6%
11	11	-	2	ZTE	0.4%
12	12	-	2	Dell	0.3%
13	15	-	1	Huawei	0.1%
14	14	10	1	HP	0.1%
15	13	-	1	Sharp	0.1%
16	16	12	1	UTStarcom	0.1%

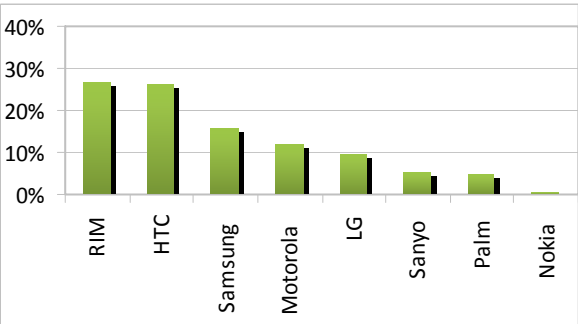
Out of a total 187 models used



Sprint

Ranking			No. of Models	Manufacturer	% of Total Usage
Mar-11	Feb-11	Mar-10			
1	1	2	12	RIM	26.5%
2	2	4	9	HTC	26.1%
3	3	1	29	Samsung	15.7%
4	4	3	25	Motorola	11.9%
5	5	5	14	LG	9.7%
6	6	7	11	Sanyo	5.3%
7	7	6	6	Palm	4.6%
8	8	8	1	Nokia	0.2%

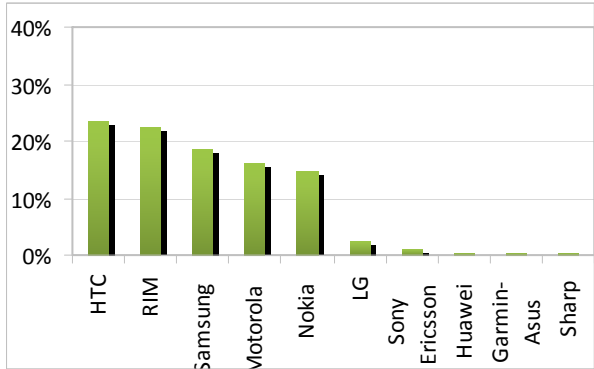
Out of a total 106 models used



T-Mobile

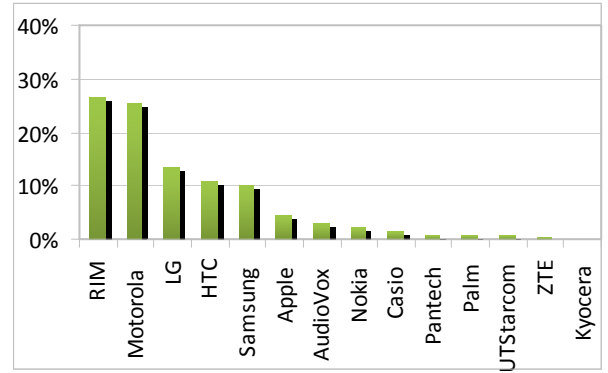
Ranking			No. of Models	Manufacturer	% of Total Usage
Mar-11	Feb-11	Mar-10			
1	2	1	12	HTC	23.5%
2	1	2	14	RIM	22.6%
3	4	4	33	Samsung	18.6%
4	3	3	17	Motorola	16.1%
5	5	5	21	Nokia	14.7%
6	6	-	4	LG	2.6%
7	7	6	2	Sony Ericsson	1.0%
8	8	-	1	Huawei	0.5%
9	9	-	1	Garmin-Asus	0.3%
10	10	7	1	Sharp	0.2%

Out of a total 105 models used



Verizon

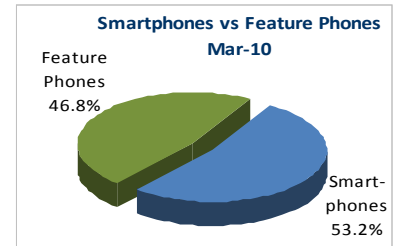
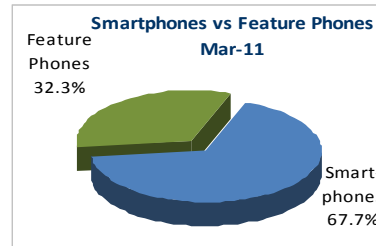
Ranking			No. of Models	Manufacturer	% of Total Usage
Mar-11	Feb-11	Mar-10			
1	1	1	11	RIM	26.6%
2	2	3	27	Motorola	25.2%
3	3	2	38	LG	13.6%
4	5	5	7	HTC	10.7%
5	4	4	30	Samsung	10.2%
6	-	-	1	Apple	4.3%
7	7	7	6	AudioVox	2.9%
8	6	6	10	Nokia	2.3%
9	9	9	7	Casio	1.4%
10	11	11	4	Pantech	0.8%
11	8	8	3	Palm	0.7%
12	10	10	2	UTStarcom	0.7%
13	12	-	1	ZTE	0.3%
14	13	12	1	Kyocera	0.2%
Out of a total 147 models used					



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

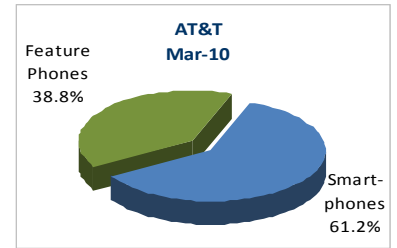
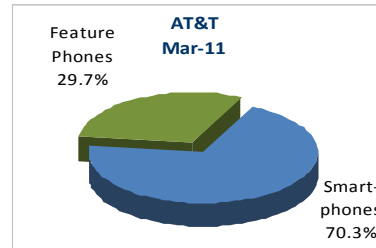
Smartphones* vs. Feature Phones

No. of Models	Type of Phones	% of Total Usage		
		Mar-11	Feb-11	Mar-10
163	Smartphones	67.7%	67.2%	53.2%
343	Feature Phones	32.3%	32.8%	46.8%



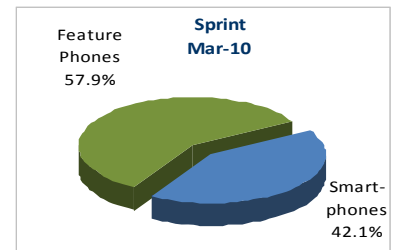
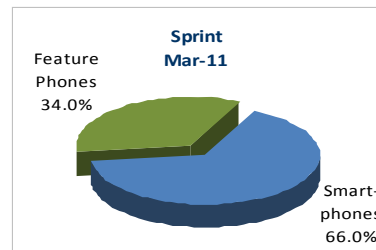
AT&T

No. of Models	Type of Phones	% of Total Usage		
		Mar-11	Feb-11	Mar-10
68	Smartphones	70.3%	69.8%	61.2%
119	Feature Phones	29.7%	30.2%	38.8%



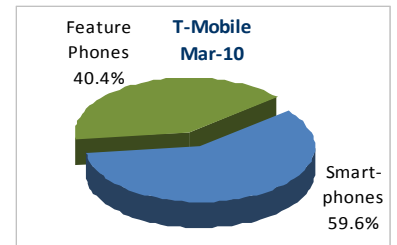
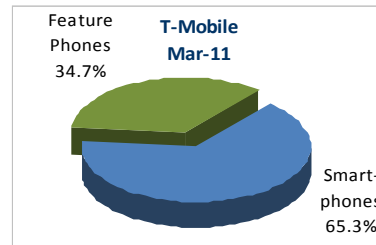
Sprint

No. of Models	Type of Phones	% of Total Usage		
		Mar-11	Feb-11	Mar-10
41	Smartphones	66.0%	69.5%	42.1%
65	Feature Phones	34.0%	30.5%	57.9%



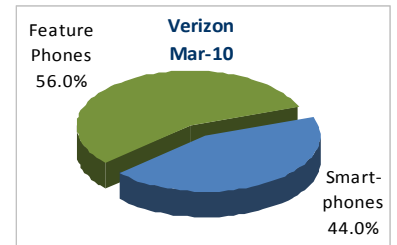
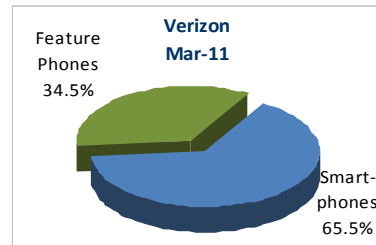
T-Mobile

No. of Models	Phone Type	% of Total Usage		
		Mar-11	Feb-11	Mar-10
41	Smartphones	65.3%	62.0%	59.6%
64	Feature Phones	34.7%	38.0%	40.4%



Verizon

No. of Models	Phone Type	% of Total Usage		
		Mar-11	Feb-11	Mar-10
41	Smartphones	65.5%	63.4%	44.0%
106	Feature Phones	34.5%	36.6%	56.0%

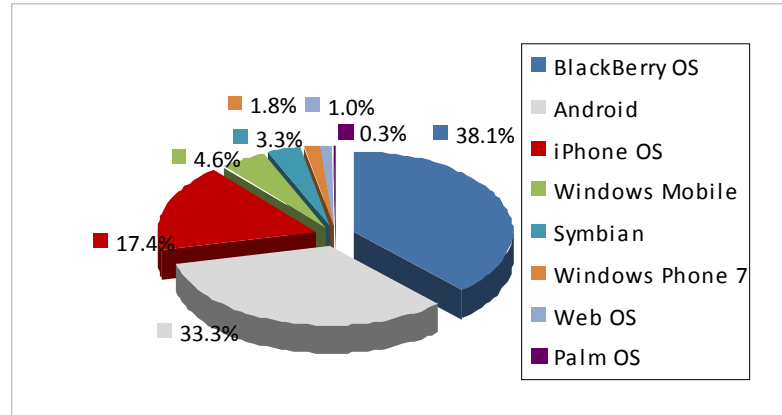


* Smartphones are defined as having one of the following OS platforms: Android, BlackBerry, iPhone, Palm OS, WebOS, Symbian, Microsoft Windows Mobile or Windows Phone 7

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	% of Total Usage		
		Mar-11	Feb-11	Mar-10
37	BlackBerry OS	40.0%	40.8%	53.4%
57	Android	30.1%	30.0%	12.3%
4	iPhone OS	18.0%	17.2%	11.0%
39	Windows Mobile	5.6%	5.4%	16.5%
13	Symbian	3.3%	3.6%	3.5%
5	Windows Phone 7	1.6%	1.3%	-
5	Web OS	1.0%	1.1%	1.9%
3	Palm OS	0.5%	0.7%	1.4%



AT&T

No. of Models	Operating System	% of Total Usage		
		Mar-11	Feb-11	Mar-10
17	BlackBerry OS	41.0%	40.2%	54.7%
4	iPhone OS	34.9%	35.8%	22.3%
15	Android	10.2%	9.4%	0.9%
18	Windows Mobile	6.1%	5.7%	15.0%
9	Symbian	5.3%	6.5%	6.4%
3	Windows Phone 7	2.1%	1.7%	-
1	Palm OS	0.3%	0.6%	0.7%
1	Web OS	0.0%	-	-

Sprint

No. of Models	Operating System	% of Total Usage		
		Mar-11	Feb-11	Mar-10
14	Android	46.3%	44.0%	11.9%
12	BlackBerry OS	40.1%	44.6%	47.1%
9	Windows Mobile	6.7%	5.4%	26.1%
2	Web OS	4.8%	4.7%	11.3%
3	Palm OS	1.6%	1.3%	3.6%
1	Windows Phone 7	0.4%	-	-

T-Mobile

No. of Models	Operating System	% of Total Usage		
		Mar-11	Feb-11	Mar-10
16	Android	49.8%	51.4%	42.5%
14	BlackBerry OS	34.6%	35.5%	41.3%
4	Symbian	5.8%	4.0%	2.0%
6	Windows Mobile	5.4%	5.4%	14.2%
1	Windows Phone 7	4.3%	3.8%	-

Verizon

No. of Models	Operating System	% of Total Usage		
		Mar-11	Feb-11	Mar-10
17	Android	48.0%	51.6%	17.6%
11	BlackBerry OS	40.7%	41.7%	64.3%
1	iPhone OS	6.6%	-	-
9	Windows Mobile	3.6%	4.7%	14.7%
2	Web OS	0.8%	1.4%	1.0%
1	Palm OS	0.4%	0.6%	2.4%

Notes:

Not all operators offered handsets as of March 31, 2011 with all available Smartphone OS's. For example, iPhones were only offered on the AT&T and Verizon networks.

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. More than 1500 customers, translating to over 15,000 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 2010.

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>).