

DeviceAnywhere Metrics

2010
November



Contents

Summary	3
20 Most Used DeviceAnywhere Handsets	4
20 Most Used DeviceAnywhere Handsets - By Operator	5
Percentage of Time Spent on DeviceAnywhere Handsets - By Manufacturer.....	6
Percentage of Time Spent on DeviceAnywhere Handsets - By Manufacturer and By Operator	7
Percentage of Time Spent on DeviceAnywhere Handsets - Smartphones vs. Feature Phones	9
Percentage of Time Spent on Smartphone OS's Out of Total Smartphone Testing Time	10
About This Report.....	11

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 November 2010 is compared to data from October 2010 and November 2009. 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:

- November 2010 marks the first time all 20 of the most used handsets were smartphones – Motorola V3 RAZR, at 22th place was the most used feature phone. Ten devices were BlackBerry OS, three iPhone OS, six Android OS, and one Palm WebOS
- Smartphone usage as a % of total reached 66.6% of total usage in November 2010, up from 65.6% in October 2010 and 47.7% in November 2009

RIM maintains its lead as the manufacturer with the most tested devices, although its market share of smartphone testing time continues to decrease:

- RIM devices were the most tested on AT&T and Sprint networks in November 2010, and second most tested on Verizon and T-Mobile
- Ten of the top twenty most used devices in November were RIM devices, compared to 11 in October
- RIM devices share of total testing time decreased to 29% in November from 30.5% in October
- RIM devices share of smartphone testing time decreased to 43.5% in November 2010 from 46.4% in October 2010 and 55.8% in November 2009

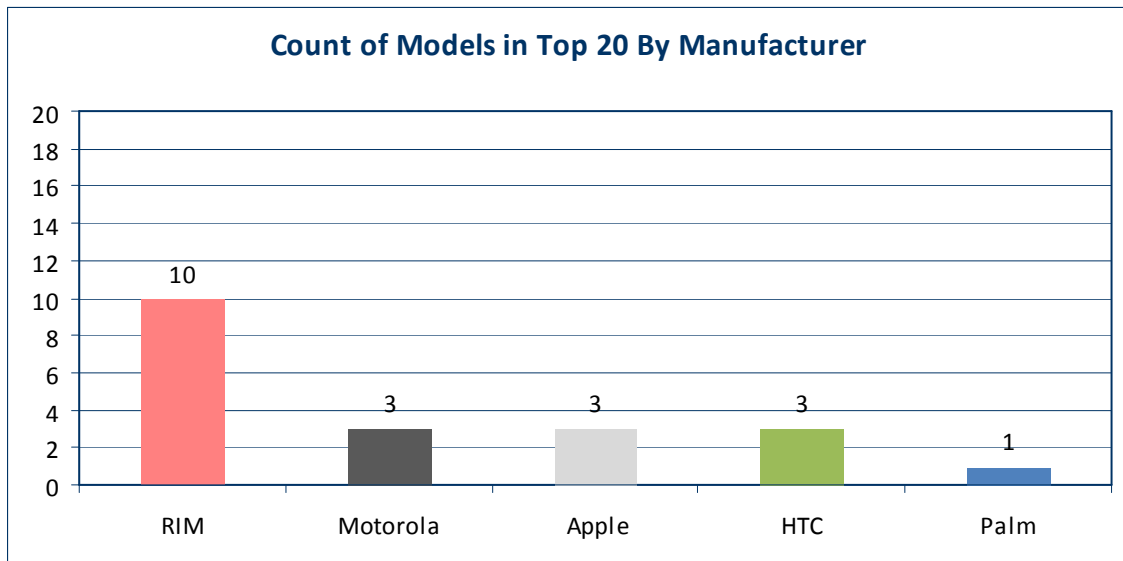
Android OS continues to gain share of testing time

- Android is the second most tested smartphone OS, garnering 26.5% of smartphone testing time in November, compared to 24.8% October. In November 2009, Android devices made up only 7.4% of total smartphone testing time
- Android OS devices are the most tested smartphone OS devices on the Verizon and T-Mobile networks, second most tested on Sprint
- Android only comprises 6.2% of smartphone testing time on the AT&T network devices, where the BlackBerry OS devices make up 47.3% of testing time, followed by iPhone OS devices at 30%
- The Motorola Droid was the most tested device in DeviceAnywhere Test Center in November 2010, the first time an Android device beat out both RIM and iPhone devices for the top spot

20 Most Used DeviceAnywhere Handsets

Ranking			Device	Offered On			
Nov-10	Oct-10	Nov-09		AT&T	Sprint	T-Mobile	Verizon
1	3	33	Motorola Droid	-	-	-	yes
2	2	37	Apple iPhone 3G S	yes	-	-	-
3	9	-	BlackBerry 9800 (Torch)	yes	-	-	-
4	1	1	BlackBerry 9000 (Bold)	yes	-	-	-
5	4	2	Apple iPhone 3G	yes	-	-	-
6	6	3	BlackBerry 8330 (Curve)	-	yes	-	yes
7	10	-	HTC Nexus One	yes	-	yes	-
8	8	4	BlackBerry 9630 (Tour)	-	yes	-	yes
9	5	122	BlackBerry 9700 (Bold)	yes	-	yes	-
10	7	18	Apple iPhone	yes	-	-	-
11	11	-	HTC EVO 4G	-	yes	-	-
12	12	5	BlackBerry 8300 (Curve)	yes	-	yes	-
13	14	7	BlackBerry 8830	-	yes	-	yes
14	15	8	BlackBerry 8310 (Curve)	yes	-	-	-
15	30	10	Palm Pre	-	yes	-	-
16	13	-	BlackBerry 8530 (Curve)	-	yes	-	yes
17	17	20	HTC Hero	-	yes	-	-
18	19	6	BlackBerry 8900 (Curve)	yes	-	yes	-
19	25	-	Motorola Droid 2	-	-	-	yes
20	23	-	Motorola MB810 (Droid X)	-	-	-	yes

Out of a total 562 models used



The figures above are based on 562 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
Nov-10	Oct-10	Nov-09	
1	2	16	Apple iPhone 3G S
2	5	-	BlackBerry 9800 (Torch)
3	1	1	BlackBerry 9000 (Bold)
4	3	2	Apple iPhone 3G
5	4	7	Apple iPhone
6	7	4	BlackBerry 8310 (Curve)
7	8	3	BlackBerry 8300 (Curve)
8	6	-	BlackBerry 9700 (Bold)
9	9	-	Apple iPhone 4
10	10	-	HTC Nexus One
11	12	5	BlackBerry 8900 (Curve)
12	14	10	BlackBerry 8800
13	11	8	Motorola V3 (RAZR)
14	26	20	HTC Tilt 2
15	25	13	Nokia E71x
16	31	22	Nokia 6682
17	27	34	Sony Ericsson w810i
18	20	19	BlackBerry 8110 (Pearl)
19	17	18	LG CU720 (Shine)
20	19	-	BlackBerry 8520 (Curve)

Out of a total 200 models used

Sprint

Ranking			Device
Nov-10	Oct-10	Nov-09	
1	1	-	HTC EVO 4G
2	7	1	Palm Pre
3	3	4	HTC Hero
4	2	2	BlackBerry 8330 (Curve)
5	4	7	BlackBerry 9630 (Tour)
6	5	-	BlackBerry 8530 (Curve)
7	6	-	BlackBerry 9650 (Bold)
8	9	6	BlackBerry 8130 (Pearl)
9	11	9	BlackBerry 8350i (Curve)
10	14	11	LG LX260 (Rumor)
11	53	19	LG LX-600 (Lotus)
12	10	8	BlackBerry 8830
13	12	24	LG LX265 (Rumor 2)
14	8	3	Samsung SPH-M800 (Instinct)
15	17	5	Motorola V3m (RAZR)
16	34	-	Samsung SPH-D700 (Epic 4G)
17	45	41	Samsung SPH-M900 (Moment)
18	21	37	HTC Touch Pro 2
19	58	34	HTC P3450 (Touch)
20	16	12	Samsung SPH-M540 (Rant)

Out of a total 126 models used

T-Mobile

Ranking			Device
Nov-10	Oct-10	Nov-09	
1	1	-	HTC Nexus One
2	2	-	HTC myTouch 3G
3	4	1	HTC G1
4	22	-	Nokia 5230
5	6	4	Motorola V3 (RAZR)
6	3	16	BlackBerry 9700 (Bold)
7	5	3	BlackBerry 8900 (Curve)
8	7	5	BlackBerry 8520 (Curve)
9	14	7	BlackBerry 8100 (Pearl)
10	20	-	HTC HD2
11	21	24	BlackBerry 8820
12	8	11	BlackBerry 8300 (Curve)
13	11	9	BlackBerry 8320 (Curve)
14	9	8	Motorola V3T (RAZR)
15	29	-	Nokia 5130
16	-	-	BlackBerry 9300 (Curve 3G)
17	16	-	Motorola CLIQ XT
18	19	-	Samsung SGH-T939 (Behold II)
19	10	2	Motorola MB200 (Cliq)
20	18	-	Nokia E73

Out of a total 111 models used

Verizon

Ranking			Device
Nov-10	Oct-10	Nov-09	
1	1	7	Motorola Droid
2	2	2	BlackBerry 8330 (Curve)
3	3	3	BlackBerry 8830
4	7	-	Motorola Droid 2
5	6	-	Motorola MB810 (Droid X)
6	4	1	BlackBerry 9630 (Tour)
7	5	-	HTC Incredible
8	12	4	BlackBerry 9530 (Storm)
9	8	-	HTC Droid Eris
10	11	-	BlackBerry 8530 (Curve)
11	10	-	BlackBerry 9550 (Storm 2)
12	9	-	Motorola Devour
13	31	-	LG VX11000 (enV Touch)
14	15	-	Samsung SCH-U960 (Rogue)
15	22	14	BlackBerry 8130 (Pearl)
16	14	5	LG VX10000 (Voyager)
17	81	-	Palm Pixi Plus
18	28	51	Samsung SCH-U700 (Gleam)
19	33	88	Nokia 6256i
20	25	71	AudioVox CDM-7075

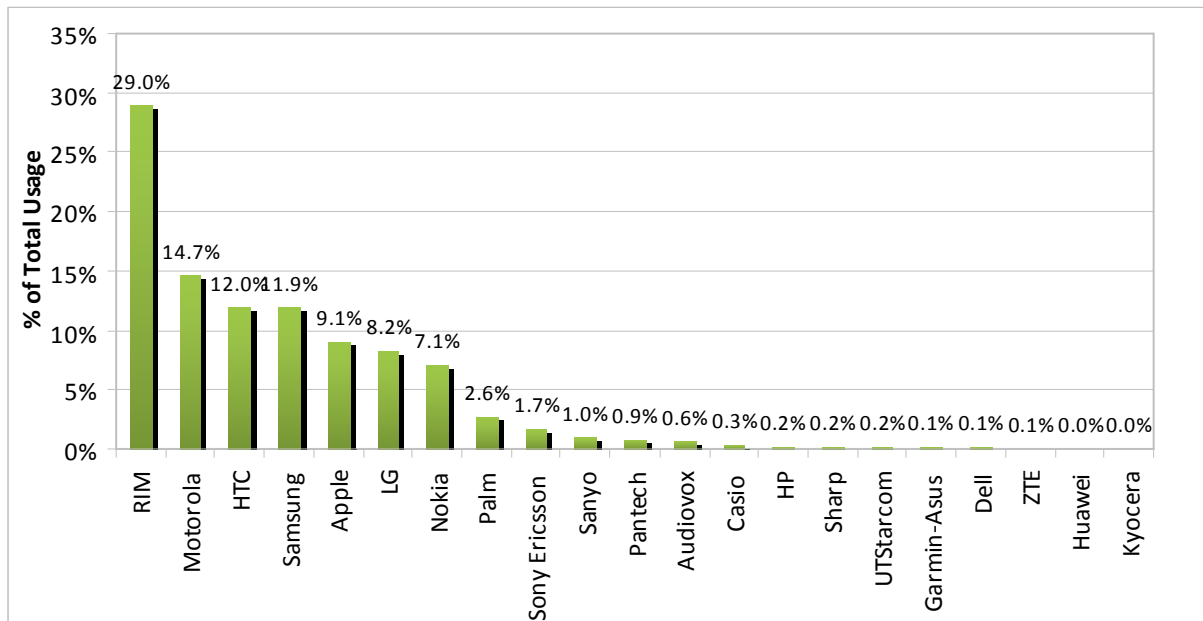
Out of a total 162 models used

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 599.

Percentage of Time Spent on DeviceAnywhere Handsets - By Manufacturer

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Nov-10	Oct-10	Nov-09			
1	1	1	39	RIM	29.0%	
2	2	3	91	Motorola	14.7%	
3	3	6	37	HTC	12.0%	
4	4	2	150	Samsung	11.9%	
5	5	7	4	Apple	9.1%	
6	6	4	80	LG	8.2%	
7	7	5	55	Nokia	7.1%	
8	8	8	13	Palm	2.6%	
9	9	9	18	Sony Ericsson	1.7%	
10	11	10	24	Sanyo	1.0%	
11	10	11	21	Pantech	0.9%	
12	12	12	6	Audiovox	0.6%	
13	13	14	7	Casio	0.3%	
14	15	-	1	HP	0.2%	
15	17	15	6	Sharp	0.2%	
16	14	13	4	UTStarcom	0.2%	
17	18	-	1	Garmin-Asus	0.1%	
18	16	-	1	Dell	0.1%	
19	-	-	2	ZTE	0.1%	
20	20	-	1	Huawei	0.0%	
21	19	16	1	Kyocera	0.0%	

Out of a total 562 models used



The figures above are based on 562 available and used models* offered across AT&T, Sprint, T-Mobile and Verizon in the DeviceAnywhere system.

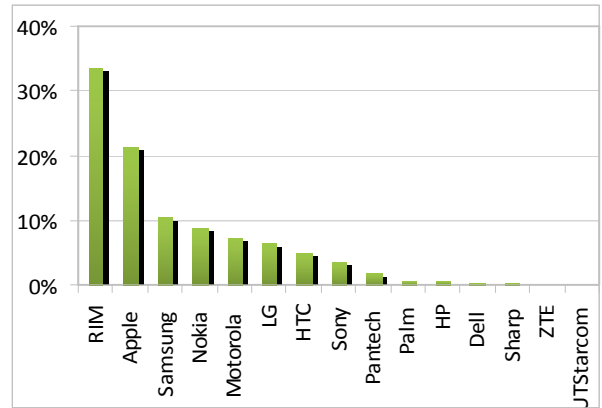
*A model is defined as a unique manufacturer and model.

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

AT&T

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Nov-10	Oct-10	Nov-09			
1	1	1	17	RIM	33.5%	
2	2	3	4	Apple	21.3%	
3	3	2	47	Samsung	10.6%	
4	5	6	25	Nokia	8.8%	
5	4	4	28	Motorola	7.4%	
6	6	5	27	LG	6.4%	
7	7	8	11	HTC	5.0%	
8	8	7	16	Sony Ericsson	3.5%	
9	9	9	16	Pantech	1.9%	
10	10	10	4	Palm	0.5%	
11	11	-	1	HP	0.5%	
12	12	-	1	Dell	0.2%	
13	14	-	1	Sharp	0.2%	
14	-	-	1	ZTE	0.1%	
15	13	11	1	UTStarcom	0.1%	

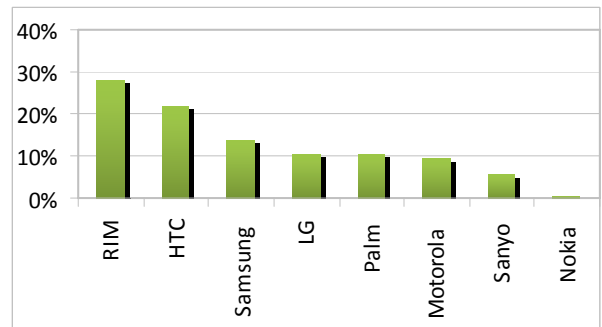
Out of a total 200 models used



Sprint

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Nov-10	Oct-10	Nov-09			
1	1	3	13	RIM	28.0%	
2	2	7	8	HTC	22.0%	
3	3	1	28	Samsung	13.8%	
4	5	4	14	LG	10.4%	
5	6	6	10	Palm	10.4%	
6	4	2	28	Motorola	9.3%	
7	7	5	24	Sanyo	5.7%	
8	8	8	1	Nokia	0.5%	

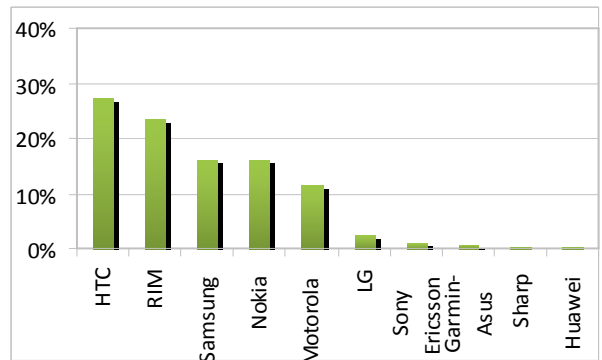
Out of a total 126 models used



T-Mobile

Ranking	Ranking			No. of Models	Manufacturer	% of Total Usage
	Nov-10	Oct-10	Nov-09			
1	1	5	11	HTC	27.5%	
2	2	1	13	RIM	23.4%	
3	5	3	39	Samsung	16.3%	
4	3	4	21	Nokia	16.0%	
5	4	2	15	Motorola	11.7%	
6	6	-	3	LG	2.5%	
7	7	6	2	Sony Ericsson	1.1%	
8	9	-	1	Garmin-Asus	0.7%	
9	8	7	5	Sharp	0.5%	
10	10	-	1	Huawei	0.3%	

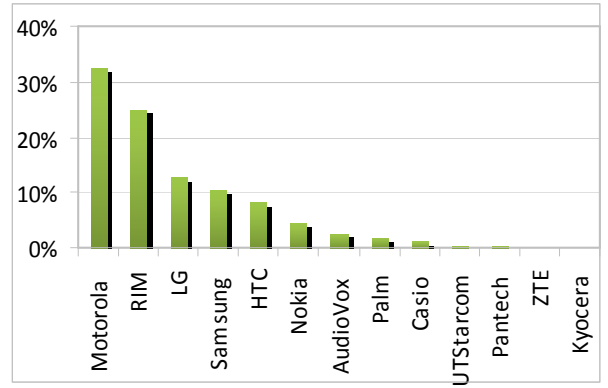
Out of a total 111 models used



Verizon

	Ranking			No. of Models	Manufacturer	% of Total Usage
	Nov-10	Oct-10	Nov-09			
1	1	3	27	Motorola	32.6%	
2	2	1	11	RIM	25.2%	
3	3	2	36	LG	12.7%	
4	4	4	37	Samsung	10.5%	
5	5	6	10	HTC	8.1%	
6	6	5	12	Nokia	4.4%	
7	7	7	6	AudioVox	2.5%	
8	9	8	6	Palm	2.0%	
9	8	11	7	Casio	1.1%	
10	10	9	3	UTStarcom	0.5%	
11	11	10	5	Pantech	0.3%	
12	-	-	1	ZTE	0.1%	
13	12	13	1	Kyocera	0.1%	

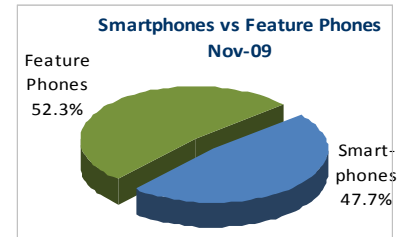
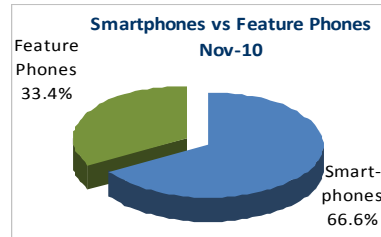
Out of a total **162** models used



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

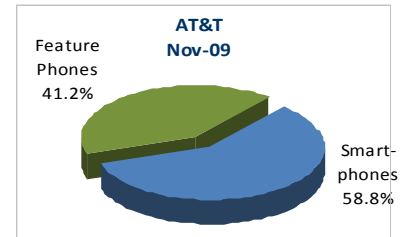
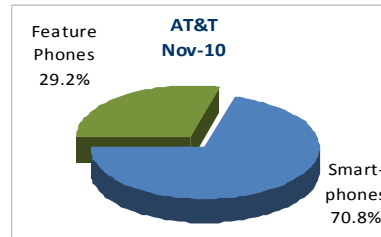
Smartphones* vs. Feature Phones

No. of Models	Type of Phones	% of Total Usage		
		Nov-10	Oct-10	Nov-09
153	Smartphones	66.6%	65.6%	47.7%
409	Feature Phones	33.4%	34.4%	52.3%



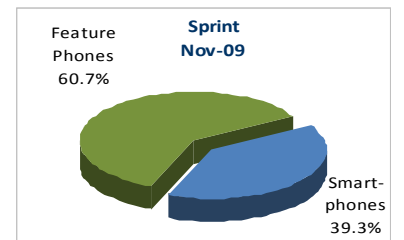
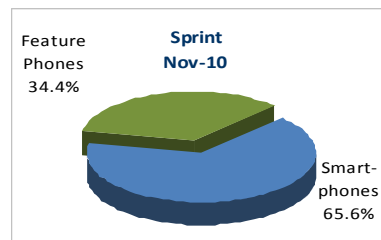
AT&T

No. of Models	Type of Phones	% of Total Usage		
		Nov-10	Oct-10	Nov-09
65	Smart-phones	70.8%	70.5%	58.8%
135	Feature Phones	29.2%	29.5%	41.2%



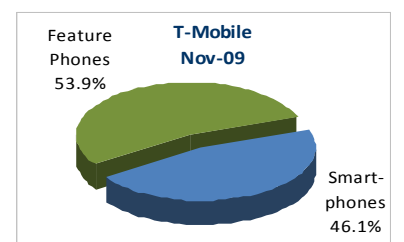
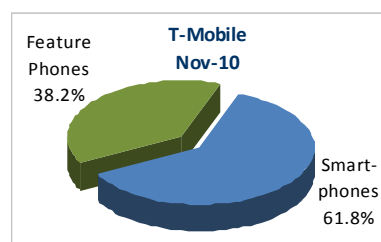
Sprint

No. of Models	Type of Phones	% of Total Usage		
		Nov-10	Oct-10	Nov-09
42	Smartphones	65.6%	67.9%	39.3%
84	Feature Phones	34.4%	32.1%	60.7%



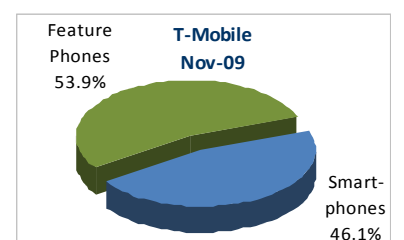
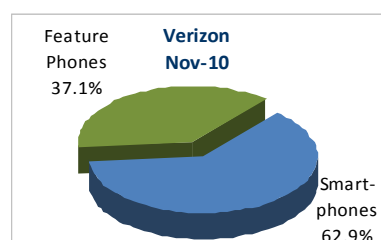
T-Mobile

No. of Models	Phone Type	% of Total Usage		
		Nov-10	Oct-10	Nov-09
34	Smartphones	61.8%	64.7%	46.1%
77	Feature Phones	38.2%	35.3%	53.9%



Verizon

No. of Models	Phone Type	% of Total Usage		
		Nov-10	Oct-10	Nov-09
40	Smartphones	62.9%	56.3%	36.0%
122	Feature Phones	37.1%	43.7%	64.0%

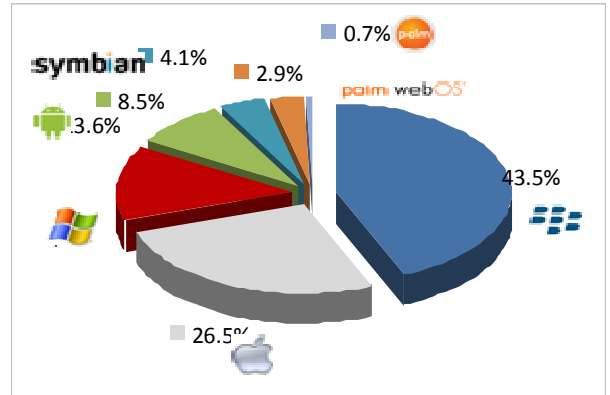


* Smartphones are defined as having one of the following OS platforms: Android, BlackBerry, iPhone, Palm OS or WebOS, Symbian, or Microsoft Windows Mobile.

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	% of Total Usage		
		Nov-10	Oct-10	Nov-09
39	BlackBerry OS	43.5%	46.4%	55.8%
33	Android	26.5%	24.8%	7.4%
4	iPhone OS	13.6%	15.5%	11.3%
54	Windows Mobile	8.5%	7.6%	16.0%
14	Symbian	4.1%	3.1%	4.9%
4	Web OS	2.9%	1.4%	2.9%
5	Palm OS	0.7%	1.1%	1.7%



AT&T

No. of Models	Operating System	% of Total Usage		
		Nov-10	Oct-10	Nov-09
17	BlackBerry OS	47.3%	48.3%	52.5%
4	iPhone OS	30.0%	32.4%	21.6%
21	Windows Mobile	9.6%	6.5%	16.6%
10	Symbian	6.5%	5.0%	8.5%
10	Android	6.2%	7.2%	-
2	Palm OS	0.4%	0.5%	0.8%
1	Web OS	0.0%	-	-

Sprint

No. of Models	Operating System	% of Total Usage		
		Nov-10	Oct-10	Nov-09
13	BlackBerry OS	42.7%	50.0%	50.1%
9	Android	33.3%	32.7%	10.7%
2	Web OS	12.7%	6.4%	15.7%
13	Windows Mobile	9.3%	7.8%	19.3%
5	Palm OS	2.0%	3.2%	4.2%

T-Mobile

No. of Models	Operating System	% of Total Usage		
		Nov-10	Oct-10	Nov-09
9	Android	45.0%	46.2%	35.8%
13	BlackBerry OS	37.8%	41.8%	52.4%
4	Symbian	9.3%	6.3%	3.5%
8	Windows Mobile	8.0%	5.8%	8.2%

Verizon

No. of Models	Operating System	% of Total Usage		
		Nov-10	Oct-10	Nov-09
6	Android	50.4%	46.7%	6.8%
11	BlackBerry OS	40.1%	41.8%	74.1%
17	Windows Mobile	6.3%	9.3%	16.1%
2	Web OS	2.7%	0.9%	-
4	Palm OS	0.6%	1.3%	3.0%

Notes:

Not all operators offered handsets as of November 30, 2010 with all available Smartphone OS's. For example, iPhones are only offered currently on the AT&T network.

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>).