

DeviceAnywhere Metrics

2010
October



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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 October 2010 is compared to data from September 2010 and October 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:

- 19 out of the 20 most used handsets in October were smartphones – Motorola V3 RAZR, at 18th place on the most used list, was the only feature phone on the list compared to 5 feature phones in October 2009
- Smartphone usage as a % of total reached 65.6% of total usage in October 2010, up from 61.5% in September 2010 and 45.5% in October 2009
- Smartphone usage as a percentage of total testing time increased on all US operators in October; 70.5% for AT&T, 67.9% for Sprint, 64.7% for T-Mobile and 56.3% for Verizon

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 are the most tested on AT&T and Sprint in October 2010, and second most tested on Verizon and T-Mobile
- RIM devices share of total smartphone testing time decreased to 46.4% in October 2010 from 47.4% in September 2010 and 58.7% in October 2009

Android OS continues to gain share of testing time

- Android is the second most tested smartphone OS, garnering 24.8% of smartphone testing time in October, compared to 20.3% in September. In October 2009, Android devices made up only 2.7% of total smartphone testing time
- Android is the most tested smartphone on Verizon and T-Mobile, second most tested on Sprint, and third most tested on AT&T, well behind BlackBerry and iPhone OS's, with only 7.2% of smartphone testing time

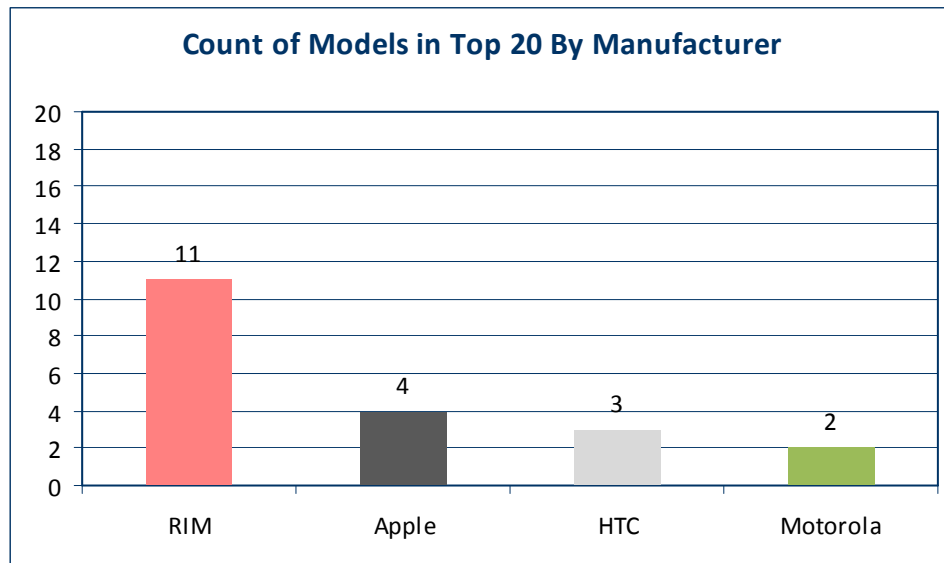
Other notable data points:

- Symbian devices continue to lose their share of smartphone testing time - this figure was down at 3.1% in October 2010 from 5.1% in September and 6.1% in October 2009
- Windows Mobile devices continue to lose their share of smartphone testing time – this figure was down at 7.6% in October 2010 from 8.5% in September 2010 and 18.2% in October 2009
- HTC moved to 3rd place on the list of most tested device manufacturers from 6th in September, becoming the manufacturer with the most tested devices on the T-Mobile network, and the second most tested devices for the Sprint network

20 Most Used DeviceAnywhere Handsets

Ranking			Device	Offered On			
Oct-10	Sep-10	Oct-09		AT&T	Sprint	T-Mobile	Verizon
1	1	1	BlackBerry 9000 (Bold)	yes	-	-	-
2	2	85	Apple iPhone 3G S	yes	-	-	-
3	8	-	Motorola Droid	-	-	-	yes
4	3	2	Apple iPhone 3G	yes	-	-	-
5	7	-	BlackBerry 9700 (Bold)	yes	-	yes	-
6	6	4	BlackBerry 8330 (Curve)	-	yes	-	yes
7	5	21	Apple iPhone	yes	-	-	-
8	4	10	BlackBerry 9630 (Tour)	-	yes	-	yes
9	24	-	BlackBerry 9800 (Torch)	yes	-	-	-
10	11	-	HTC Nexus One	yes	-	yes	-
11	16	-	HTC EVO 4G	-	yes	-	-
12	9	3	BlackBerry 8300 (Curve)	yes	-	yes	-
13	14	-	BlackBerry 8530 (Curve)	-	yes	-	yes
14	12	8	BlackBerry 8830	-	yes	-	yes
15	13	5	BlackBerry 8310 (Curve)	yes	-	-	-
16	15	-	Apple iPhone 4	yes	-	-	-
17	23	121	HTC Hero	-	yes	-	-
18	10	9	Motorola V3 (RAZR)	-	yes	-	yes
19	40	7	BlackBerry 8900 (Curve)	yes	-	yes	-
20	25	-	BlackBerry 9650 (Bold)	-	yes	-	yes

Out of a total 554 models used



The figures above are based on 554 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
Oct-10	Sep-10	Oct-09	
1	1	1	BlackBerry 9000 (Bold)
2	2	46	Apple iPhone 3G S
3	3	2	Apple iPhone 3G
4	4	12	Apple iPhone
5	10	-	BlackBerry 9800 (Torch)
6	5	-	BlackBerry 9700 (Bold)
7	7	4	BlackBerry 8310 (Curve)
8	6	3	BlackBerry 8300 (Curve)
9	8	-	Apple iPhone 4
10	12	-	HTC Nexus One
11	9	7	Motorola V3 (RAZR)
12	16	6	BlackBerry 8900 (Curve)
13	23	-	Motorola BACKFLIP
14	11	10	BlackBerry 8800
15	19	5	BlackBerry 8100 (Pearl)
16	18	11	Motorola V3xx (RAZR)
17	15	25	LG CU720 (Shine)
18	20	33	Nokia 6030
19	21	-	BlackBerry 8520 (Curve)
20	14	16	BlackBerry 8110 (Pearl)

Out of a total 196 models used

Sprint

Ranking			Device
Oct-10	Sep-10	Oct-09	
1	3	-	HTC EVO 4G
2	2	1	BlackBerry 8330 (Curve)
3	5	22	HTC Hero
4	1	7	BlackBerry 9630 (Tour)
5	6	-	BlackBerry 8530 (Curve)
6	7	-	BlackBerry 9650 (Bold)
7	4	3	Palm Pre
8	12	2	Samsung SPH-M800 (Instinct)
9	8	5	BlackBerry 8130 (Pearl)
10	11	8	BlackBerry 8830
11	9	6	BlackBerry 8350i (Curve)
12	20	15	LG LX265 (Rumor 2)
13	13	-	Samsung SPH-M910 (Intercept)
14	17	9	LG LX260 (Rumor)
15	114	-	BlackBerry 9330
16	18	11	Samsung SPH-M540 (Rant)
17	10	4	Motorola V3m (RAZR)
18	25	33	HTC PPC6950 (Touch Diamond)
19	19	13	Samsung SPH-A900m (Blade)
20	15	26	Motorola V950

Out of a total 123 models used

T-Mobile

Ranking			Device
Oct-10	Sep-10	Oct-09	
1	1	-	HTC Nexus One
2	2	-	HTC myTouch 3G
3	7	-	BlackBerry 9700 (Bold)
4	5	1	HTC G1
5	9	4	BlackBerry 8900 (Curve)
6	4	2	Motorola V3 (RAZR)
7	6	6	BlackBerry 8520 (Curve)
8	12	7	BlackBerry 8300 (Curve)
9	8	5	Motorola V3T (RAZR)
10	14	-	Motorola MB200 (Cliq)
11	15	9	BlackBerry 8320 (Curve)
12	10	15	Nokia 6030
13	18	10	BlackBerry 8220 (Pearl Flip)
14	11	3	BlackBerry 8100 (Pearl)
15	28	12	Nokia 5310 XpressMusic
16	13	-	Motorola CLIQ XT
17	22	8	BlackBerry 8800
18	26	-	Nokia E73
19	33	-	Samsung SGH-T939 (Behold II)
20	-	-	HTC HD2

Out of a total 109 models used

Verizon

Ranking			Device
Oct-10	Sep-10	Oct-09	
1	1	-	Motorola Droid
2	2	1	BlackBerry 8330 (Curve)
3	4	3	BlackBerry 8830
4	3	4	BlackBerry 9630 (Tour)
5	11	-	HTC Incredible
6	26	-	Motorola MB810 (Droid X)
7	21	-	Motorola Droid 2
8	5	-	HTC Droid Eris
9	6	-	Motorola Devour
10	35	-	BlackBerry 9550 (Storm 2)
11	9	-	BlackBerry 8530 (Curve)
12	7	2	BlackBerry 9530 (Storm)
13	8	7	LG VX9100 (enV2)
14	16	6	LG VX10000 (Voyager)
15	10	-	Samsung SCH-U960 (Rogue)
16	24	64	LG VX5500
17	39	16	Nokia 6015i
18	14	11	Motorola V3m (RAZR)
19	20	21	LG VX9600 (Versa)
20	36	93	Samsung SCH-U750 (Alias 2)

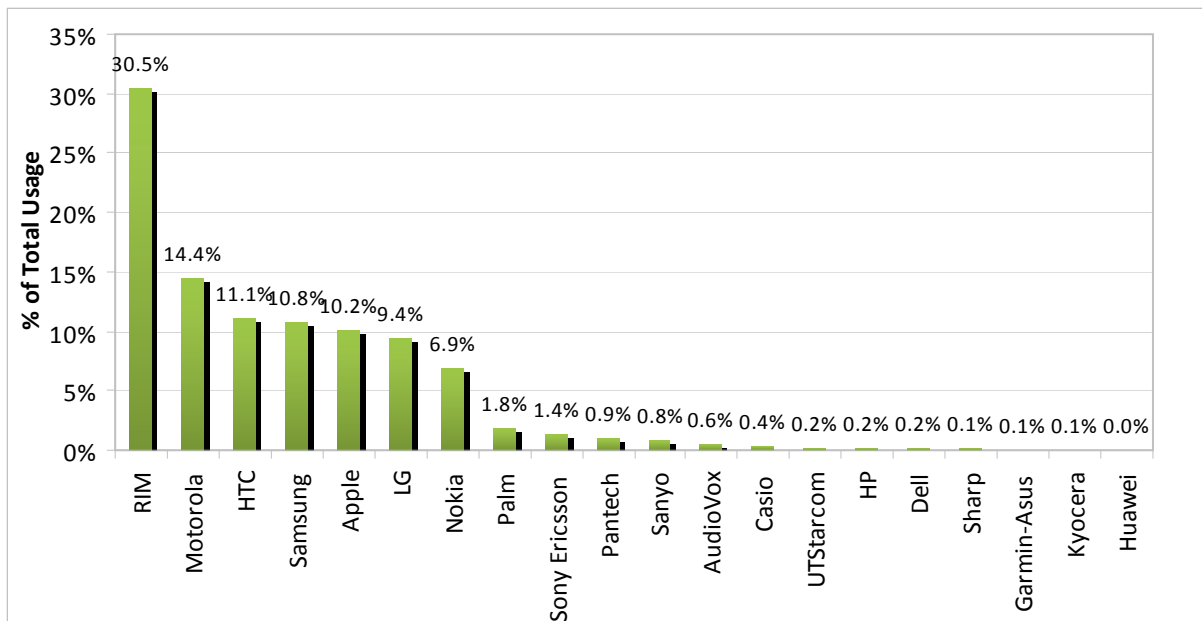
Out of a total 162 models used

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 590.

Percentage of Time Spent on DeviceAnywhere Handsets - By Manufacturer

	Ranking			No. of Models	Manufacturer	% of Total Usage
	Oct-10	Sep-10	Oct-09			
1	1	1	36	RIM	30.5%	
2	2	3	89	Motorola	14.4%	
3	6	6	33	HTC	11.1%	
4	3	2	149	Samsung	10.8%	
5	5	7	4	Apple	10.2%	
6	4	4	79	LG	9.4%	
7	7	5	59	Nokia	6.9%	
8	8	8	13	Palm	1.8%	
9	9	9	18	Sony Ericsson	1.4%	
10	10	11	22	Pantech	0.9%	
11	11	10	24	Sanyo	0.8%	
12	12	12	6	AudioVox	0.6%	
13	15	13	6	Casio	0.4%	
14	13	14	5	UTStarcom	0.2%	
15	17	17	1	HP	0.2%	
16	16	-	1	Dell	0.2%	
17	14	15	6	Sharp	0.1%	
18	20	-	1	Garmin-Asus	0.1%	
19	19	16	1	Kyocera	0.1%	
20	18	-	1	Huawei	0.0%	

Out of a total 554 models used



The figures above are based on 554 available and used models* offered across AT&T, Sprint, T-Mobile and Verizon in the DeviceAnywhere system.

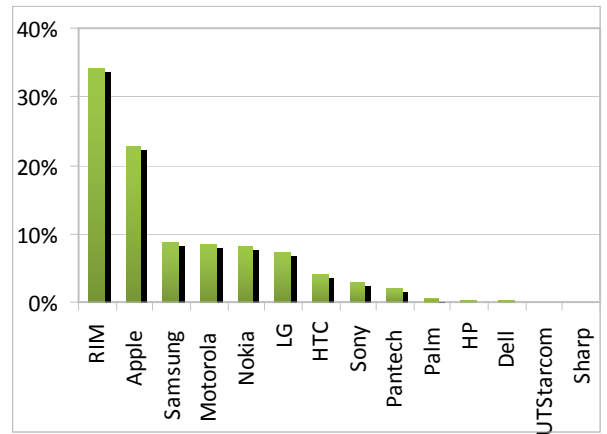
*A model is defined as a unique manufacturer and model.

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

AT&T

Ranking			No. of Models	Manufacturer	% of Total Usage
Oct-10	Sep-10	Oct-09			
1	1	1	17	RIM	34.1%
2	2	5	4	Apple	22.8%
3	3	2	46	Samsung	8.9%
4	5	3	26	Motorola	8.4%
5	4	4	27	Nokia	8.3%
6	6	6	28	LG	7.2%
7	7	8	9	HTC	4.0%
8	8	7	15	Sony Ericsson	2.9%
9	9	9	17	Pantech	2.0%
10	10	10	3	Palm	0.6%
11	13	12	1	HP	0.4%
12	11	-	1	Dell	0.4%
13	14	11	1	UTStarcom	0.1%
14	12	-	1	Sharp	0.1%

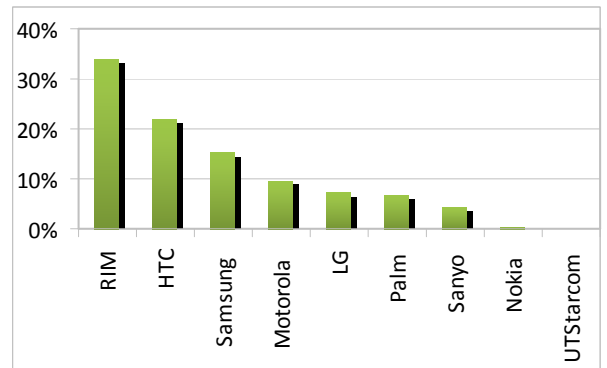
Out of a total 196 models used



Sprint

Ranking			No. of Models	Manufacturer	% of Total Usage
Oct-10	Sep-10	Oct-09			
1	1	2	12	RIM	33.9%
2	2	7	8	HTC	21.9%
3	4	1	28	Samsung	15.1%
4	3	3	28	Motorola	9.8%
5	6	4	11	LG	7.3%
6	5	6	10	Palm	6.9%
7	7	5	24	Sanyo	4.6%
8	8	8	1	Nokia	0.5%
9	9	9	1	UTStarcom	0.0%

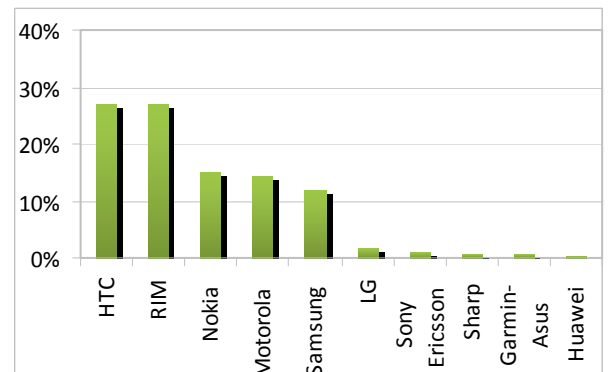
Out of a total 123 models used



T-Mobile

Ranking			No. of Models	Manufacturer	% of Total Usage
Oct-10	Sep-10	Oct-09			
1	3	5	11	HTC	27.0%
2	1	1	12	RIM	27.0%
3	2	4	20	Nokia	15.1%
4	4	3	15	Motorola	14.2%
5	5	2	39	Samsung	12.1%
6	8	-	3	LG	1.8%
7	7	7	2	Sony Ericsson	1.2%
8	6	6	5	Sharp	0.7%
9	10	-	1	Garmin-Asus	0.6%
10	9	-	1	Huawei	0.2%

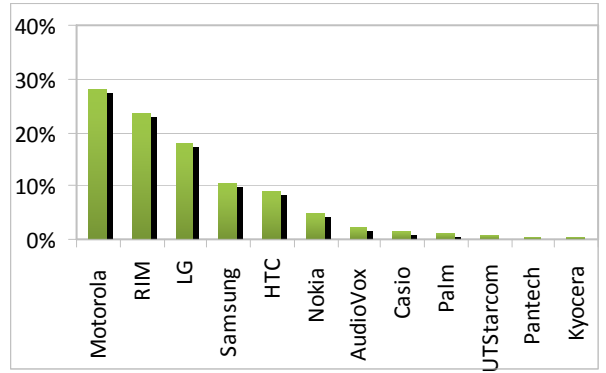
Out of a total 109 models used



Verizon

Ranking			No. of Models	Manufacturer	% of Total Usage
Oct-10	Sep-10	Oct-09			
1	2	4	28	Motorola	27.9%
2	1	2	11	RIM	23.5%
3	3	1	37	LG	18.1%
4	4	3	37	Samsung	10.6%
5	5	8	10	HTC	8.9%
6	6	5	12	Nokia	5.0%
7	7	6	6	AudioVox	2.3%
8	10	7	6	Casio	1.4%
9	8	9	6	Palm	1.3%
10	9	10	3	UTStarcom	0.6%
11	11	11	5	Pantech	0.2%
12	12	12	1	Kyocera	0.2%

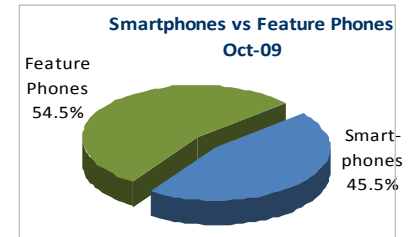
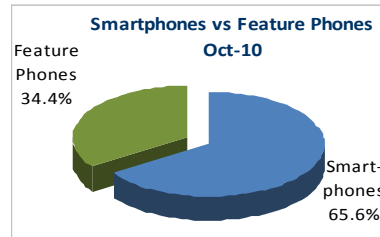
Out of a total **162** models used



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

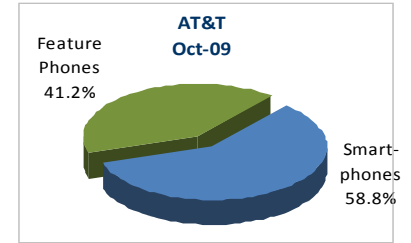
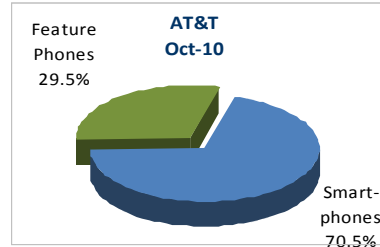
Smartphones* vs. Feature Phones

No. of Models	Type of Phones	% of Total Usage		
		Oct-10	Sep-10	Oct-09
147	Smartphones	65.6%	61.5%	45.5%
407	Feature Phones	34.4%	38.5%	54.5%



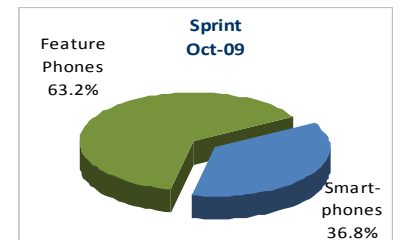
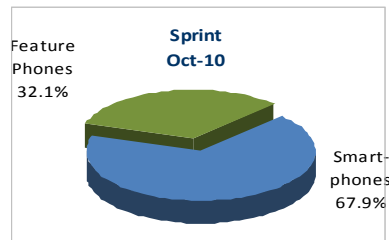
AT&T

No. of Models	Type of Phones	% of Total Usage		
		Oct-10	Sep-10	Oct-09
60	Smartphones	70.5%	67.5%	58.8%
136	Feature Phones	20.5%	32.5%	41.2%



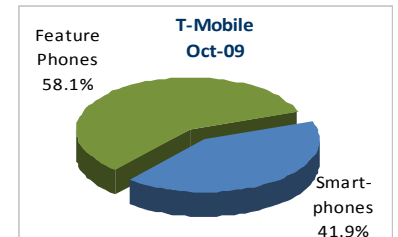
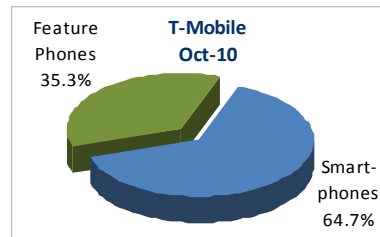
Sprint

No. of Models	Type of Phones	% of Total Usage		
		Oct-10	Sep-10	Oct-09
41	Smartphones	67.9%	62.7%	36.8%
82	Feature Phones	32.1%	37.3%	63.2%



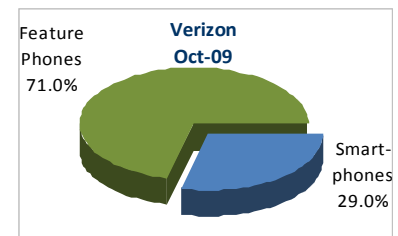
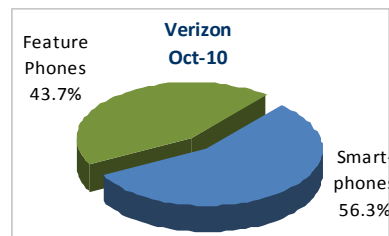
T-Mobile

No. of Models	Phone Type	% of Total Usage		
		Oct-10	Sep-10	Oct-09
33	Smartphones	64.7%	58.9%	41.9%
76	Feature Phones	35.3%	41.1%	58.1%



Verizon

No. of Models	Phone Type	% of Total Usage		
		Oct-10	Sep-10	Oct-09
41	Smartphones	56.3%	51.5%	29.0%
121	Feature Phones	43.7%	48.5%	71.0%

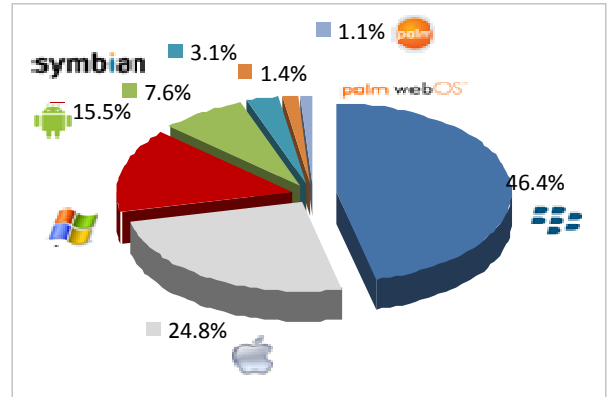


* Smartphones are defined as having one of the following OS platforms: Android, BlackBerry, iPhone, Palm OS or webOS, Symbian, or Microsoft Windows Mobile.

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		
		Oct-10	Sep-10	Oct-09
36	BlackBerry OS	46.4%	47.4%	58.7%
29	Android	24.8%	20.3%	2.7%
4	iPhone OS	15.5%	15.7%	9.8%
52	Windows Mobile	7.6%	8.5%	18.2%
17	Symbian	3.1%	5.1%	6.1%
4	Web OS	1.4%	2.2%	2.0%
5	Palm OS	1.1%	0.9%	2.6%



AT&T

No. of Models	Operating System	% of Total Usage		
		Oct-10	Sep-10	Oct-09
17	BlackBerry OS	48.3%	47.0%	54.2%
4	iPhone OS	32.4%	32.4%	16.7%
5	Android	7.2%	5.2%	-
20	Windows Mobile	6.5%	8.1%	18.1%
12	Symbian	5.0%	6.6%	9.8%
2	Palm OS	0.5%	0.6%	1.3%

Sprint

No. of Models	Operating System	% of Total Usage		
		Oct-10	Sep-10	Oct-09
12	BlackBerry OS	50.0%	54.7%	57.3%
8	Android	32.7%	24.1%	2.7%
14	Windows Mobile	7.8%	10.1%	20.9%
2	Web OS	6.4%	8.7%	12.1%
5	Palm OS	3.2%	2.4%	7.0%

T-Mobile

No. of Models	Operating System	% of Total Usage		
		Oct-10	Sep-10	Oct-09
9	Android	46.2%	39.4%	22.5%
12	BlackBerry OS	41.8%	41.0%	62.2%
4	Symbian	6.3%	14.1%	3.3%
8	Windows Mobile	5.8%	5.5%	12.0%

Verizon

No. of Models	Operating System	% of Total Usage		
		Oct-10	Sep-10	Oct-09
7	Android	46.7%	47.2%	-
11	BlackBerry OS	41.8%	40.8%	75.8%
17	Windows Mobile	9.3%	10.2%	20.0%
4	Palm OS	1.3%	1.1%	4.2%
2	Web OS	0.9%	0.7%	-

Notes:

Not all operators offered handsets as of October 31, 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>).