

DeviceAnywhere
METRICS REPORT
E U R O P E

Summer 2010



DeviceAnywhere™
by Mobile Complete

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Summary

This report contains handset usage stats based on usage in the DeviceAnywhere Test Center service on devices offered in four major EU markets (Germany, France, Spain and UK). This report is published to the mobile community to help inform on mobile trends related to handsets and application development. In this addition, EU data from Q3 2009 to Q2 2010 is included, as well as data from US Q2 2010 for comparison purposes. For more information about the methodology and data used in this report, please see About This Report on page 7.

Findings

DeviceAnywhere users testing on EU devices spent more time testing on smartphones than feature phones:

- Smartphone usage as a percent of total testing showed a flat trend from Q3 2009 to Q2 2010, ranging from 58.0% to 61.3%
- When compared to the US, testing time on devices in Europe is more heavily weighted to smartphones: in Q2 2010, 58.0% of testing time on EU devices was on smartphones compared to 54.7% for the US

Android testing time increased over the last year:

- In Q2 2010, Android was the fourth most tested OS in EU market, after Symbian, BlackBerry OS and Microsoft Windows Mobile
- The percent of time spent on Android devices out of total smartphone testing time rose from 1% in Q3 2009 to 4.9% in Q2 2010

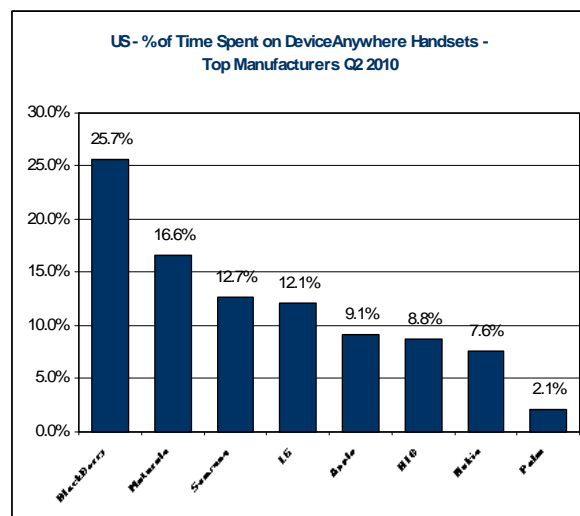
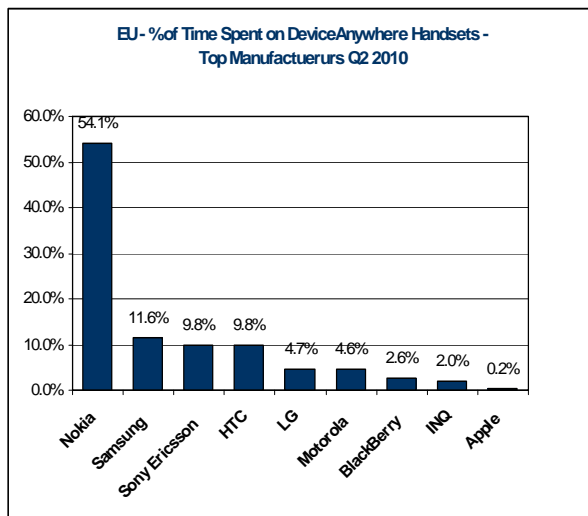
The difference between the EU and US markets is apparent when looking at the most used devices by manufacturer and OS:

- Nokia devices dominate the EU market with 54.1% of total testing time in Q2 2010. In contrast, Nokia devices made up only 7.6% of total testing time on US devices during the same time period
- Symbian devices dominate the smartphone space, with 64.2% of total smartphone testing time in Q2 2010. On US handsets, Symbian accounted for only 4.0% of total smartphone testing time

Percentage of Time Spent on DeviceAnywhere Handsets – By Manufacturer

Overall Share of Usage By Manufacturer, EU Operators					
Q2 2010 No. of Models	Manufacturer	% of Total Usage			
		Q2 2010	Q1 2010	Q4 2009	Q3 2009
110	Nokia	54.1%	54.3%	52.9%	60.6%
78	Samsung	11.6%	17.8%	16.3%	10.9%
64	Sony Ericsson	9.8%	9.2%	10.5%	9.1%
28	HTC	9.8%	8.1%	9.7%	8.6%
33	LG	4.7%	4.3%	4.0%	3.8%
19	Motorola	4.6%	2.2%	3.6%	3.8%
18	BlackBerry	2.6%	2.4%	2.5%	2.5%
4	INQ	2.0%	0.1%	0.1%	0.1%
3	Apple	0.2%	1.3%	0.1%	0.2%
3	Palm	0.2%	0.2%	0.2%	0.1%
5	ZTE	0.3%	0.3%	0.2%	0.2%
3	Huawei	0.1%	0.1%	0.0%	0.1%
1	Amoi	0.1%	0.1%	0.1%	0.1%
1	Toshiba	0.0%	0.0%	-	0.1%

Out of a total 380 models used

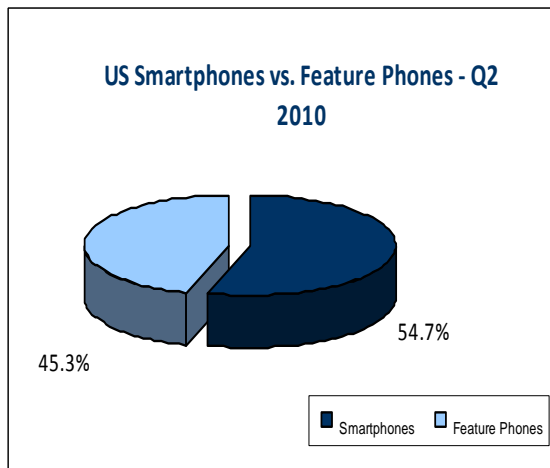
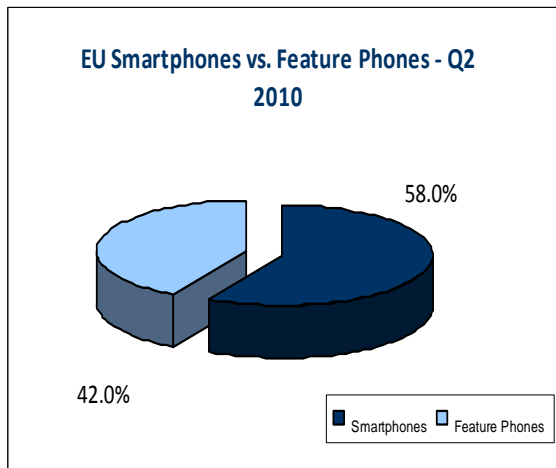


The figures above are based on 380 available and used models* offered across 3, O2, Orange, T-Mobile and Vodafone UK, Bouygues, Orange and SFR France, O2, T-Mobile and Vodafone Germany, and Orange, Telefonica and Vodafone Spain in the DeviceAnywhere system.

* A device model is defined here as a unique manufacturer and model (i.e. a Nokia N95 offered on both Vodafone and T-Mobile is considered one unique model, not two.)

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

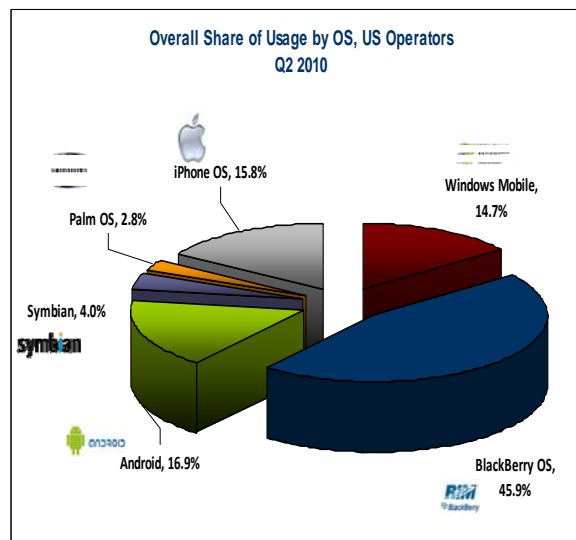
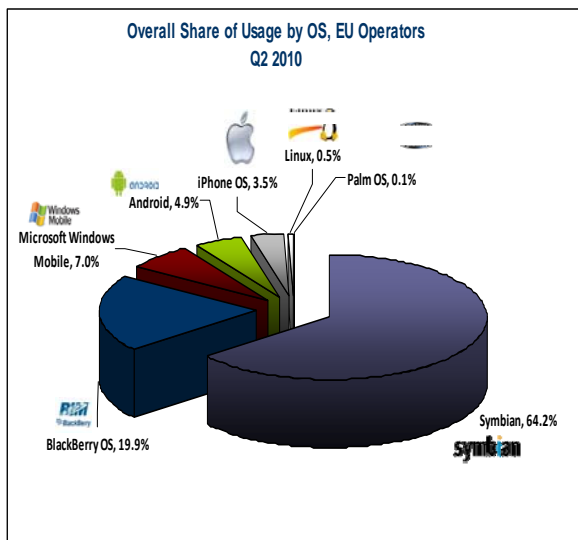
EU Smartphones* vs. Feature Phones					
Q2 2010 No. of Models	Type of Phones	% of Total Usage			
		Q2 2010	Q1 2010	Q4 2009	Q3 2009
139	Smartphones	58.0%	61.3%	58.2%	59.4%
218	Feature Phones	42.0%	38.7%	41.8%	40.6%



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

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

Overall Share of Usage by OS, EU Operators					
Q2 2010 No. of Models	Operating System	% of Total Usage			
		Q2 2010	Q1 2010	Q4 2009	Q4 2009
60	Symbian	64.2%	62.2%	59.4%	70.2%
18	BlackBerry OS	19.9%	29.0%	28.0%	18.4%
41	Microsoft Windows Mobile	7.0%	5.3%	9.3%	8.5%
13	Android	4.9%	2.1%	1.2%	1.0%
3	iPhone OS	3.5%	1.3%	1.9%	1.8%
1	Linux	0.5%	0.1%	0.1%	0.0%
2	Palm OS	0.1%	0.1%	0.1%	0.0%



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 major operators in the UK, France, Germany and Spain. 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>).