

## comScore Reports July 2015 U.S. Smartphone Subscriber Market Share

### Apple Music Ranks Among Top 15 Smartphone Apps in First Month New Service is Introduced

RESTON, Va., Sept. 3, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a global leader in digital media analytics, today released data from comScore [MobiLens®](#) and [Mobile Metrix®](#), reporting key trends in the U.S. smartphone industry for July 2015. Apple ranked as the top smartphone manufacturer with 44.2 percent OEM market share, while Google Android led as the #1 smartphone platform with 51.4 percent platform market share. Facebook ranked as the top individual smartphone app.



#### Smartphone OEM Market Share

191.4 million people in the U.S. owned smartphones (77.1 percent mobile market penetration) during the three months ending in July. Apple ranked as the top OEM with 44.2 percent of U.S. smartphone subscribers (up 1.1 percentage points from April). Samsung ranked second with 27.3 percent market share, followed by LG with 8.7 percent (up 0.3 percentage points), Motorola with 4.9 percent and HTC with 3.5 percent.

Top Smartphone OEMs 3 Month Avg. Ending Jul. 2015 vs. 3 Month Avg. Ending Apr. 2015 Total U.S. Smartphone Subscribers Age 13+ Source: comScore MobiLens			
	Share (%) of Smartphone Subscribers		
	Apr-15	Jul-15	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Apple	43.1%	44.2%	1.1
Samsung	28.6%	27.3%	-1.3
LG	8.4%	8.7%	0.3
Motorola	4.9%	4.9%	0.0
HTC	3.7%	3.5%	-0.2

#### Smartphone Platform Market Share

Android ranked as the top smartphone platform in July with 51.4 percent market share, followed by Apple with 44.2 percent (up 1.1 percentage points from July), Microsoft with 2.9 percent, BlackBerry with 1.3 percent and Symbian with 0.1 percent.

Top Smartphone Platforms 3 Month Avg. Ending Jul. 2015 vs. 3 Month Avg. Ending Apr. 2015 Total U.S. Smartphone Subscribers Age 13+ Source: comScore MobiLens			
	Share (%) of Smartphone Subscribers		
	Apr-15	Jul-15	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Android	52.2%	51.4%	-0.8
Apple	43.1%	44.2%	1.1
Microsoft	3.0%	2.9%	-0.1
BlackBerry	1.5%	1.3%	-0.2
Symbian	0.1%	0.1%	0.0

#### Top Smartphone Apps

Facebook ranked as the top smartphone app, reaching 73.3 percent of the app audience, followed by Facebook Messenger (59.5 percent), YouTube (59.3 percent) and Google Search (52 percent).

Top 15 Smartphone Apps July 2015 Total U.S. Smartphone Mobile Media Users, Age 18+ (iOS and Android Platforms) Source: comScore Mobile Metrix		
	Top 15 Apps	% Reach
1	Facebook	73.3%

2	Facebook Messenger	59.5%
3	YouTube	59.3%
4	Google Search	52.0%
5	Google Play	51.8%
6	Google Maps	50.6%
7	Pandora Radio	43.9%
8	Gmail	43.4%
9	Instagram	38.7%
10	Yahoo Stocks	31.1%
11	Apple Maps	28.2%
12	Amazon Mobile	26.1%
13	Twitter	25.7%
14	Apple Music	24.1%
15	Snapchat	21.9%

For more information: [Request a Demo of Mobile Metrix](#) or [Request a Demo of MobiLens](#)

#### **About Mobile Metrix**

comScore Mobile Metrix provides mobile audience measurement across smartphones and tablets. Using a combination of panel and census-based measurement methods, Mobile Metrix offers an unduplicated view of mobile browsing and app audiences at the media property, website and individual app level.

#### **About MobiLens**

comScore MobiLens is a market research tool that provides insights into consumers' smartphone and tablet device preferences, usage trends, and demographics. Matching quantitative observed behaviors with self-reported survey responses, MobiLens connects data about consumers' mobile content consumption with their purchase-intents, interests and device satisfaction. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

#### **About comScore**

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global media measurement and analytics company that makes audiences and advertising more valuable. We help media buyers and sellers understand and make decisions based on how consumers use different media, such as TV, video, mobile, desktop and more. Through its products and partnerships, comScore helps its more than 2,500 clients understand their audiences, know if their advertising is working, and access data where they want and need it. Please visit [www.comscore.com](http://www.comscore.com) to learn more.

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