

comScore Reports July 2011 U.S. Mobile Subscriber Market Share

More than 80 Million Americans Now Own Smartphones

RESTON, Va., Aug. 30, 2011 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released data from the [comScore MobiLens](#) service, reporting key trends in the U.S. mobile phone industry during the three month average period ending July 2011. The study surveyed more than 30,000 U.S. mobile subscribers and found Samsung to be the top handset manufacturer overall with 25.5 percent market share. Google Android continued to gain ground in the smartphone market reaching 41.8 percent market share.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

OEM Market Share

For the three month average period ending in July, 234 million Americans ages 13 and older used mobile devices. Device manufacturer Samsung ranked as the top OEM with 25.5 percent of U.S. mobile subscribers (up 1.0 percentage points), followed by LG with 20.9 percent share and Motorola with 14.1 percent share. Apple strengthened its position at #4 with 9.5 percent share of mobile subscribers (up 1.2 percentage points), while RIM rounded out the top five with 7.6 percent share.

Top Mobile OEMs 3 Month Avg. Ending Jul. 2011 vs. 3 Month Avg. Ending Apr. 2011 Total U.S. Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+ Source: comScore MobiLens			
	Share (%) of Mobile Subscribers		
	Apr-11	Jul-11	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Samsung	24.5%	25.5%	1.0
LG	20.9%	20.9%	0.0
Motorola	15.6%	14.1%	-1.5
Apple	8.3%	9.5%	1.2
RIM	8.2%	7.6%	-0.6

Smartphone Platform Market Share

82.2 million people in the U.S. owned smartphones during the three months ending in July 2011, up 10 percent from the preceding three month period. Google Android ranked as the top smartphone platform with 41.8 percent market share, up 5.4 percentage points. Apple strengthened its #2 position with 27.0 percent of the smartphone market, up 1.0 percentage points from the prior reporting period. RIM ranked third with 21.7 percent share, followed by Microsoft (5.7 percent) and Symbian (1.9 percent).

Top Smartphone Platforms 3 Month Avg. Ending Jul. 2011 vs. 3 Month Avg. Ending Apr. 2011 Total U.S. Smartphone Subscribers Ages 13+ Source: comScore MobiLens			
	Share (%) of Smartphone Subscribers		
	Apr-11	Jul-11	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Google	36.4%	41.8%	5.4
Apple	26.0%	27.0%	1.0
RIM	25.7%	21.7%	-4.0
Microsoft	6.7%	5.7%	-1.0

Symbian	2.3%	1.9%	-0.4
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Mobile Content Usage

In July, 70 percent of U.S. mobile subscribers used text messaging on their mobile device, up 1.2 percentage points. Browsers were used by 41.1 percent of subscribers (up 2.0 percentage points), while downloaded applications were used by 40.6 percent (up 2.8 percentage points). Accessing of social networking sites or blogs increased 2.1 percentage points to 30.1 percent of mobile subscribers. Game-playing was done by 27.8 percent of the mobile audience (up 1.6 percentage points), while 20.3 percent listened to music on their phones (up 2.3 percentage points).

Mobile Content Usage			
3 Month Avg. Ending Jul. 2011 vs. 3 Month Avg. Ending Apr. 2011			
Total U.S. Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+			
Source: comScore MobiLens			
	Share (%) of Mobile Subscribers		
	Apr-11	Jul-11	Point Change
<i>Total Mobile Subscribers</i>	100.0%	100.0%	N/A
Sent text message to another phone	68.8%	70.0%	1.2
Used browser	39.1%	41.1%	2.0
Used downloaded apps	37.8%	40.6%	2.8
Accessed social networking site or blog	28.0%	30.1%	2.1
Played Games	26.2%	27.8%	1.6
Listened to music on mobile phone	18.0%	20.3%	2.3

About MobiLens

MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. 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

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