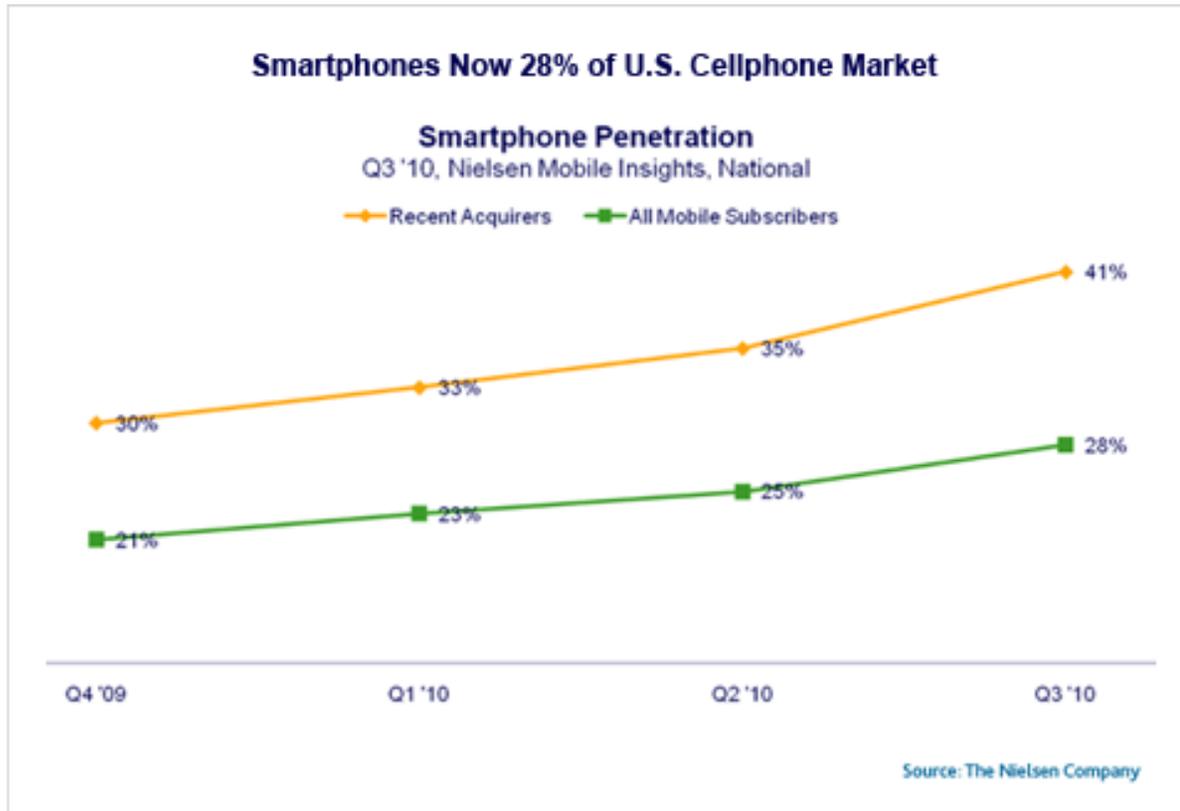


# Device Growth & Information

PSCR 2010 Winter Conference

# Smartphone Growth



- *The top 6% of smart phone users are consuming 50% of all mobile data.*
- Average data consumption increased 230% in 1 year
  - ~90MB per month during the first quarter of 2009
  - ~298MB per month during the first quarter of 2010.

# World Market Growth

| <b>Worldwide smartphone market</b> |                          |                |                          |                |               |
|------------------------------------|--------------------------|----------------|--------------------------|----------------|---------------|
| <b>OS</b>                          | <b>Q2 2010 shipments</b> | <b>% share</b> | <b>Q2 2009 shipments</b> | <b>% share</b> | <b>Growth</b> |
| Symbian                            | 27,129,340               | 43.5           | 19,178,910               | 50.3           | 41.5          |
| RIM                                | 11,248,830               | 18.0           | 7,975,950                | 20.9           | 41            |
| Android                            | 10,689,290               | 17.1           | 1,084,240                | 2.8            | 885.9         |
| Apple                              | 8,411,910                | 13.5           | 5,211,560                | 13.7           | 61.4          |
| Microsoft                          | 3,083,060                | 4.9            | 3,431,380                | 9.0            | -10.2         |
| Others                             | 1,851,830                | 3.0            | 1,244,620                | 3.3            | 48.8          |
| <b>Total</b>                       | <b>62,414,260</b>        | <b>100</b>     | <b>38,126,660</b>        | <b>100</b>     | <b>63.3</b>   |

*Courtesy of Canalis*