DeviceAtlas

DEVICEATLAS
MOBILE WEB
TRAFFIC REPORT

Q1 2015

PROVIDING DETAILED DATA ON THE
LATEST TRENDS IN THE MOBILE
MARKET

INTRODUCTION

With 81.5% market share, Android was the leading mobile OS in 2014 in terms of shipments, followed by iOS capturing 14.8% of the market. 2.7% of devices featured Windows Phone, 0.4% were on BlackBerry OS, while 0.6% used some other operating systems. (IDC)

The first quarter of 2015 also marked the launch of a number of new Android smartphones. The most notable being Samsung Galaxy S6, S6 Edge, and HTC One M9 showcased at the MWC 2015. We expect these new launches, and the likes of the LG G4 and Sony Xperia Z4, to push Android's popularity even further.

If you want to maximize your mobile-driven online revenues , however, sales figures may not be sufficient. You need a deeper understanding of how users are actually using devices for web browsing.

Digital marketers and mobile web developers are welcome to use this DeviceAtlas-powered report offering an overview of the mobile landscape in Q1 2015 based on web browsing figures. Below is what you can learn from this report:

- Most popular devices used for web browsing

- Most popular vendors

- Most popular operating systems, OS versions penetration

- Top mobile browsers and their usage across different operating systems

- Most popular diagonal screen size and device age
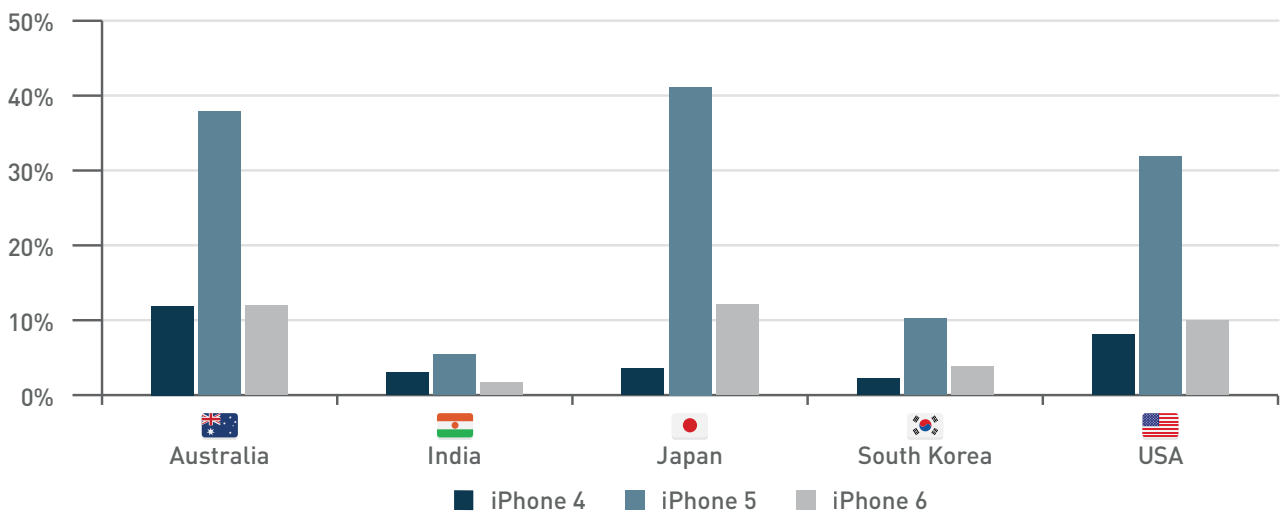
- LTE and NFC popularity

All these statistics are presented across selected local markets.

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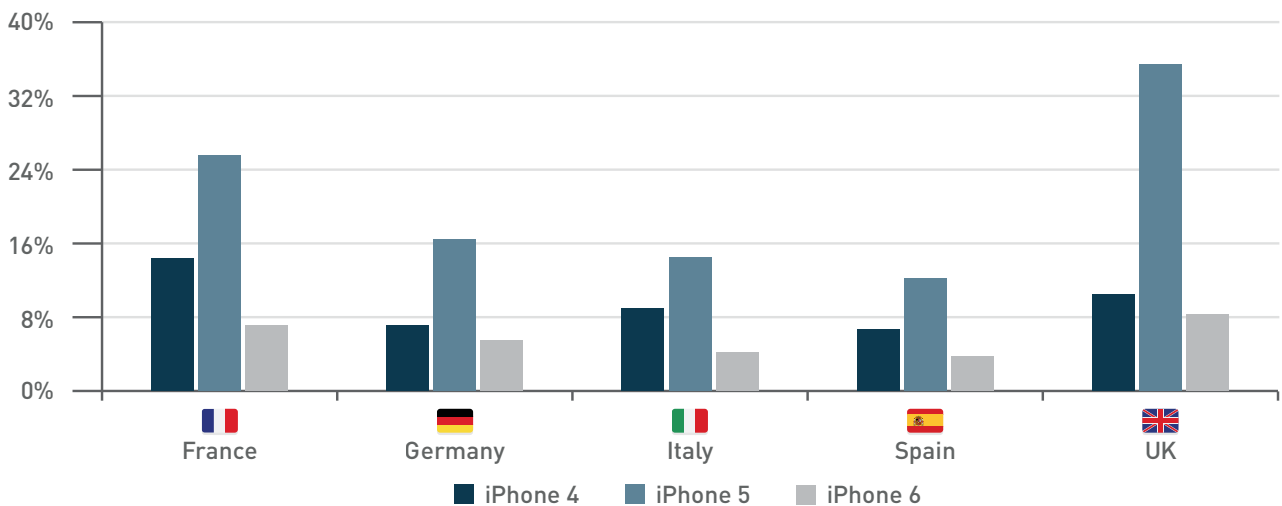
MOST POPULAR SMARTPHONES

Different versions of the iPhone are the most popular devices for web browsing in nearly every corner of the planet. The iPhone 5 (including the S and C versions) is currently the most popular model out of the three latest Apple phones.

The Samsung Galaxy S family isn't as visible as iPhones in our web browsing statistics, but their share is nevertheless significant. All three versions are popular, although there are huge differences between the countries we analyzed. The latest launches showcased at the MWC 2015, the S6 and S6 Edge, aren't yet present in the statistics.
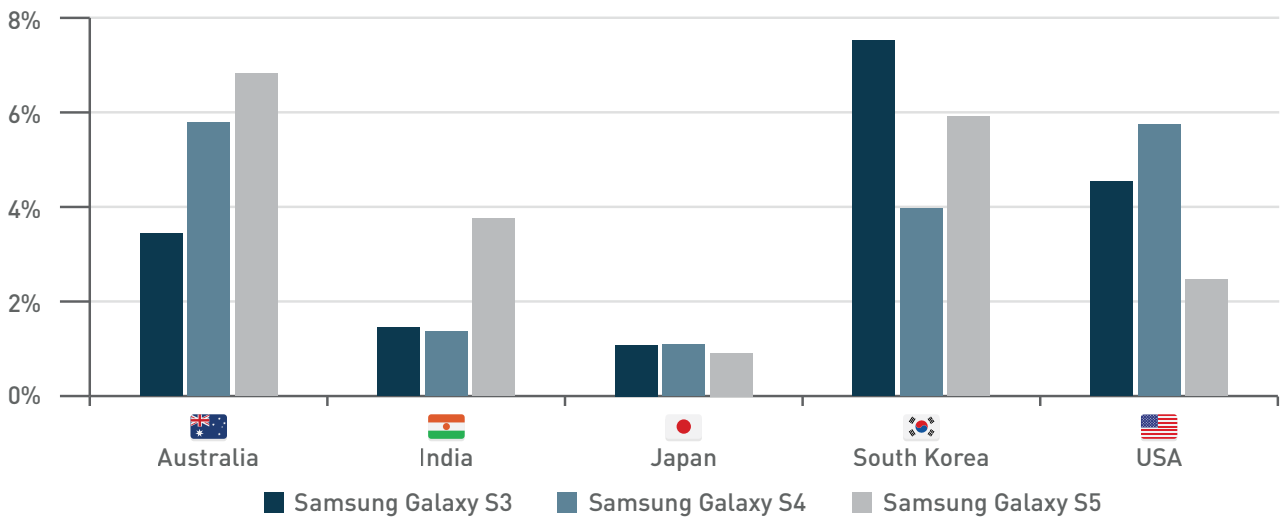
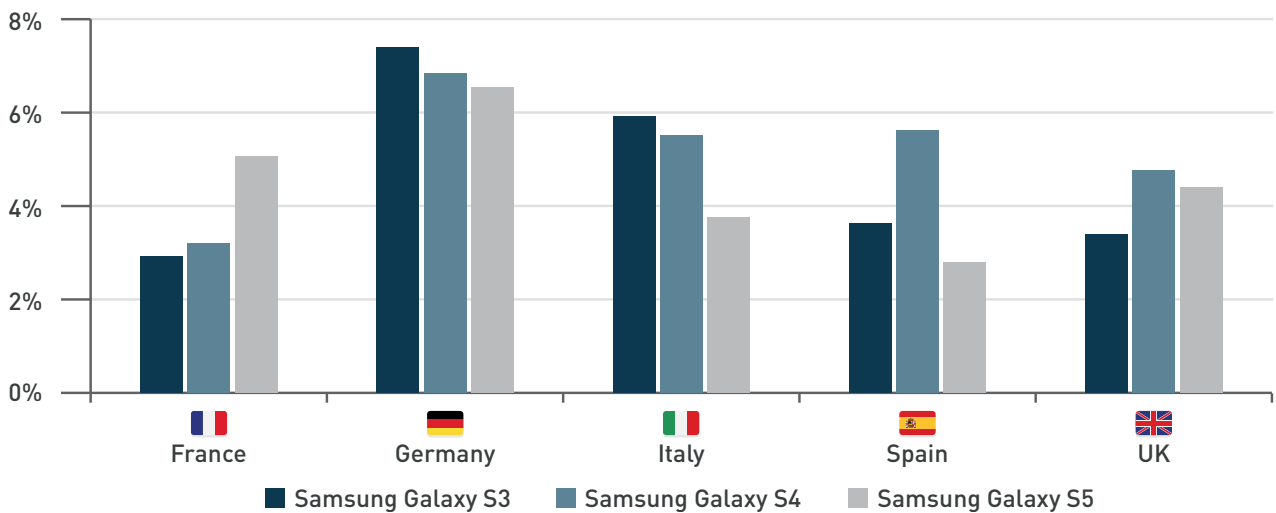Browsing share of Apple iPhones - 1

iPhone 4   iPhone 5   iPhone 6

Browsing share of Apple iPhones - 2

iPhone 4   iPhone 5   iPhone 6

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Samsung Galaxy S3   Samsung Galaxy S4   Samsung Galaxy S5

Samsung Galaxy S3   Samsung Galaxy S4   Samsung Galaxy S5

Large-Screen Smartphones

Large-screen smartphones have become ubiquitous which means that for many people a 'smartphone' is not just a phone but more of a web-browsing device. Here you can compare the browsing share of two hugely popular large-screen devices, Samsung Galaxy Note 3 (5.7-inch) and iPhone 6 Plus (5.5-inch) in various territories.

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	Samsung Note 3	iPhone 6 Plus
Australia	1.7	2.7
Japan	0.7	2.91
South Korea	2.28	1.77
USA	1.22	2.98
France	1.03	1.21
Germany	1.11	0.9
Spain	1.58	1.08
UK	1.34	1.53

MOST POPULAR VENDORS

Samsung and Apple are the two most popular device vendors in every corner of the globe in terms of both sales and web browsing statistics. Other popular brands include LG, HTC, Motorola, and Sony. Interestingly, in some countries BlackBerry and Nokia appear among the top 5 vendors.

Vendor browsing market share change between Q4 2014 and Q1 2015

USA 🇺🇸	
Winners	Losers
Apple (+1.38%)	Samsung (-3.34%)
Verizon (+1.05%)	Motorola (-0.23%)
Sprint (+0.65%)	HTC (-0.17%)

UK 🇬🇧	
Winners	Losers
Apple (+1.52%)	BlackBerry (-2.75%)
Sony (+0.51%)	Samsung (-0.57%)
HTC (+0.47%)	Sony Ericsson (-0.09%)

France 🇫🇷	
Winners	Losers
Samsung (+4.44%)	HTC (-4.25%)
Sony (+0.53%)	Apple (-4.16%)
Wiko (+0.23%)	Nokia (-1.09%)

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Germany 🇩🇪	
Winners	**Losers**
Sony (+0.75%)	Samsung (-4.13%)
Nokia (+0.21%)	HTC (-0.42%)
LG (+0.03%)	Huawei (-0.03%)

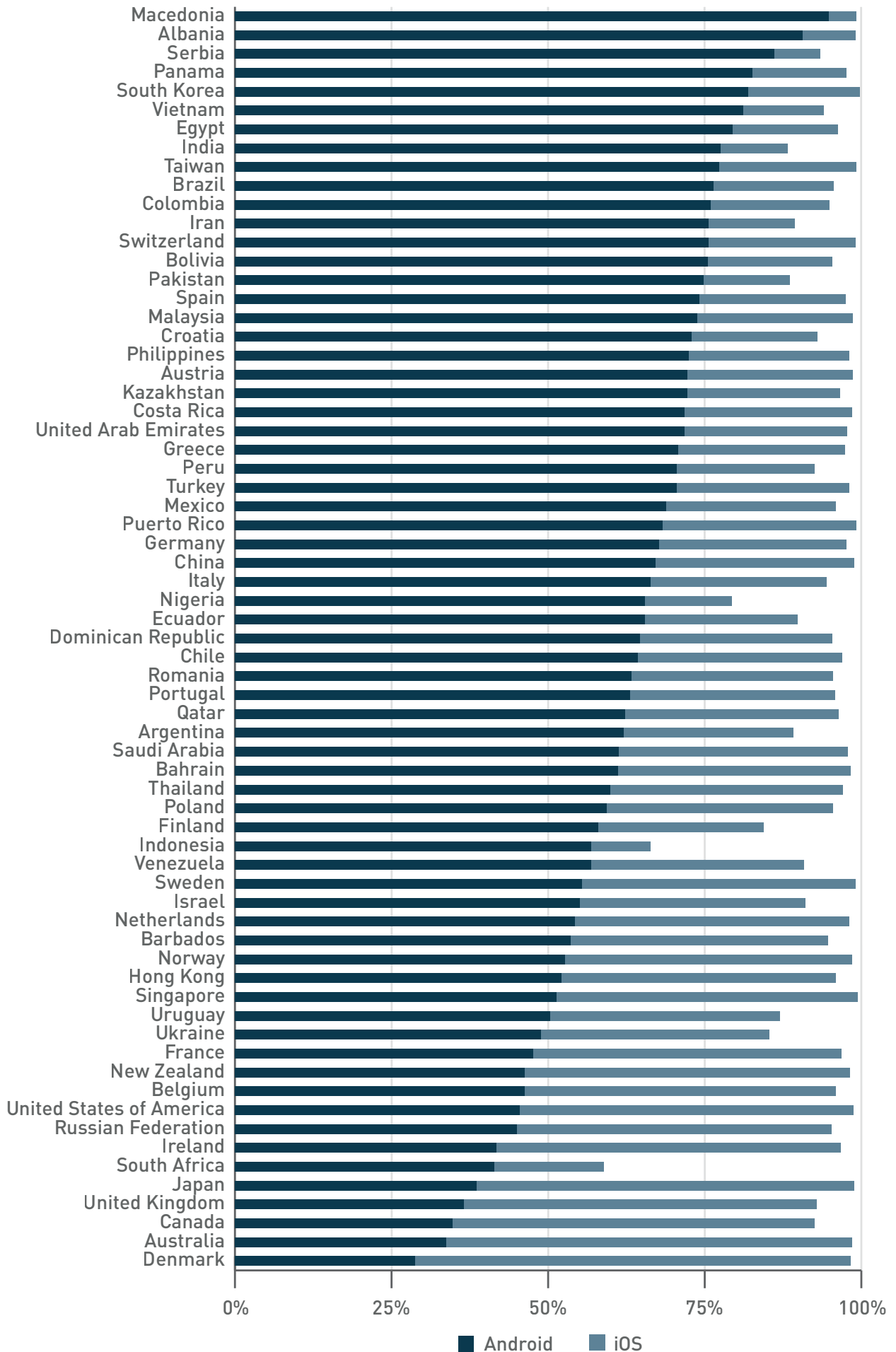| Japan 🇯🇵	
Winners	**Losers**
DoCoMo (+1.70%)	Sharp (-1.64%)
Sony (+1.38%)	Apple (-0.68%)
Fujitsu (+0.48%)	Samsung (-0.62%)

Note: The above statistics exclude tablet traffic

OPERATING SYSTEMS

Android and iOS are the two most popular mobile operating systems in the DeviceAtlas mobile traffic statistics. These two operating systems are rivals in nearly every corner of the globe. What is important though, is that the gap between Android and iOS is increasing. Android wins in 56 out of 67 countries DeviceAtlas tracks.

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Android vs iOS across 67 countries

Country	Android	iOS

Macedonia, Albania, Serbia, Panama, South Korea, Vietnam, Egypt, India, Taiwan, Brazil, Colombia, Iran, Switzerland, Bolivia, Pakistan, Spain, Malaysia, Croatia, Philippines, Austria, Kazakhstan, Costa Rica, United Arab Emirates, Greece, Peru, Turkey, Mexico, Puerto Rico, Germany, China, Italy, Nigeria, Ecuador, Dominican Republic, Chile, Romania, Portugal, Qatar, Argentina, Saudi Arabia, Bahrain, Thailand, Poland, Finland, Indonesia, Venezuela, Sweden, Israel, Netherlands, Barbados, Norway, Hong Kong, Singapore, Uruguay, Ukraine, France, New Zealand, Belgium, United States of America, Russian Federation, Ireland, South Africa, Japan, United Kingdom, Canada, Australia, Denmark

0%   25%   50%   75%   100%

■ Android   ■ iOS

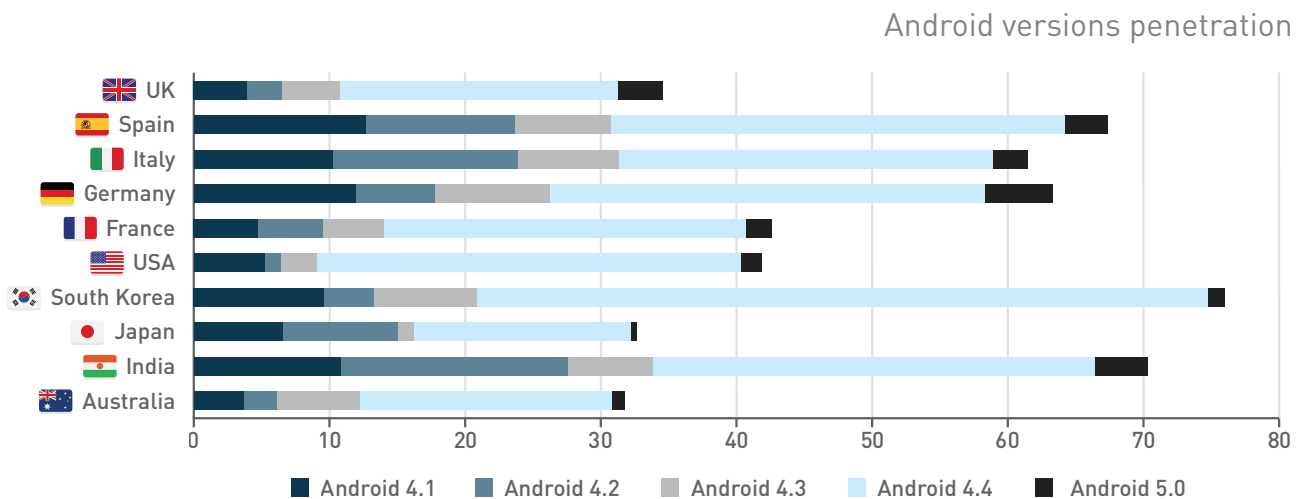**Note**: The above statistics exclude tablet traffic.

Windows Phone

After some interesting mid to low range offerings, Windows Phone is today the only OS that might loosen the dominance of iOS and Android. In Q1 2015, however, Windows Phone-generated mobile traffic was a far cry from both Android and iOS' share. Here are 10 countries in which Windows Phone was popular in Q1 2015.

Windows Phone - driven mobile traffic

Legend: ■ Windows Phone 7.5 ■ Windows Phone 8 ■ Windows Phone 8.1
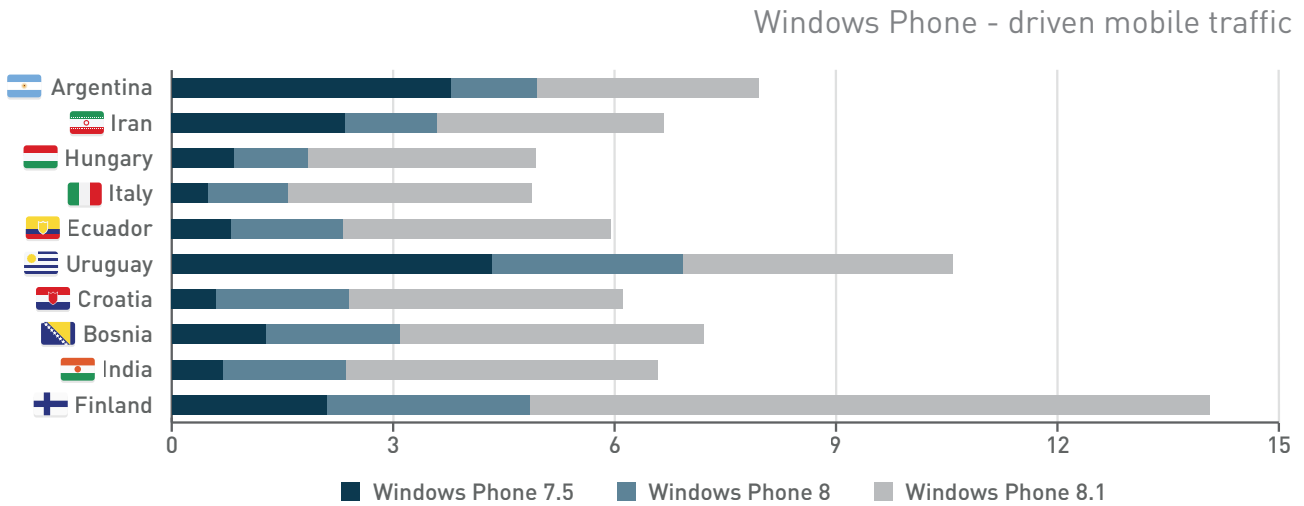
OS version penetration

Android vendors are generally slow to offer OS updates, given that Lollipop (released back in November 2014) is now less popular than Kitkat (2013), and Jelly Bean (2012). The rollout of updates for iOS users is carried out faster which is probably caused by less device fragmentation.

Android versions penetration

Legend: ■ Android 4.1 ■ Android 4.2 ■ Android 4.3 ■ Android 4.4 ■ Android 5.0

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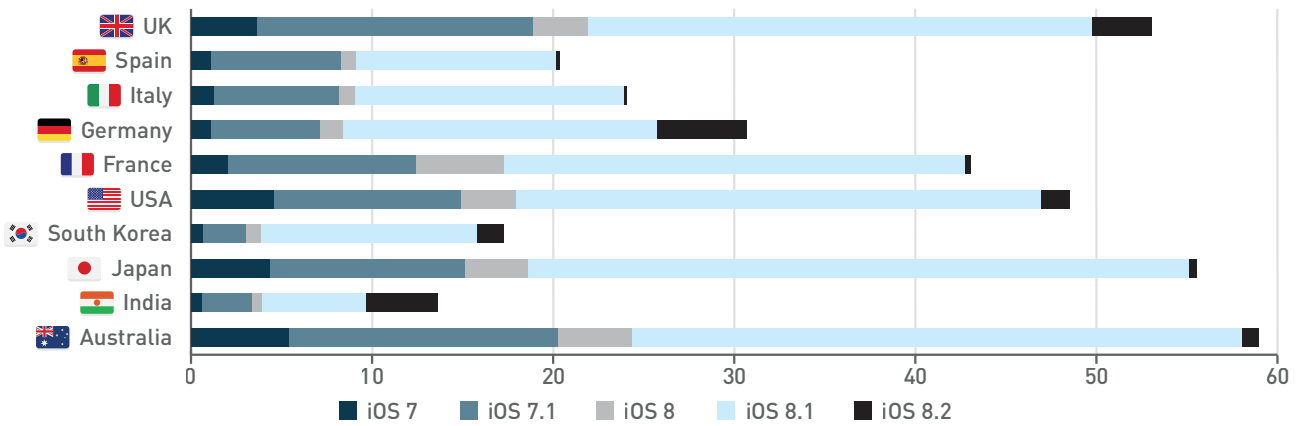
Note: The above statistics exclude tablet traffic.

MOBILE BROWSERS

The most popular mobile web browsers are Safari, Android Browser, Chrome Mobile, IE Mobile, BlackBerry Mobile, Opera Mobile, and UC Browser. In most cases mobile browser popularity reflects operating system's market share due to the fact that users are most likely to use standard browsers.

Top mobile browsers part 1

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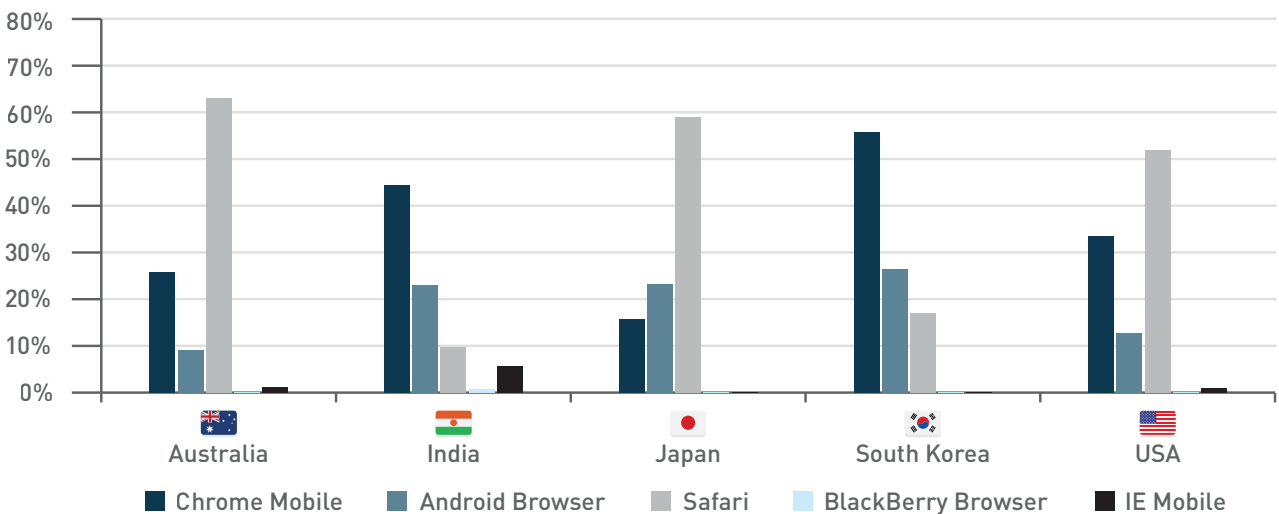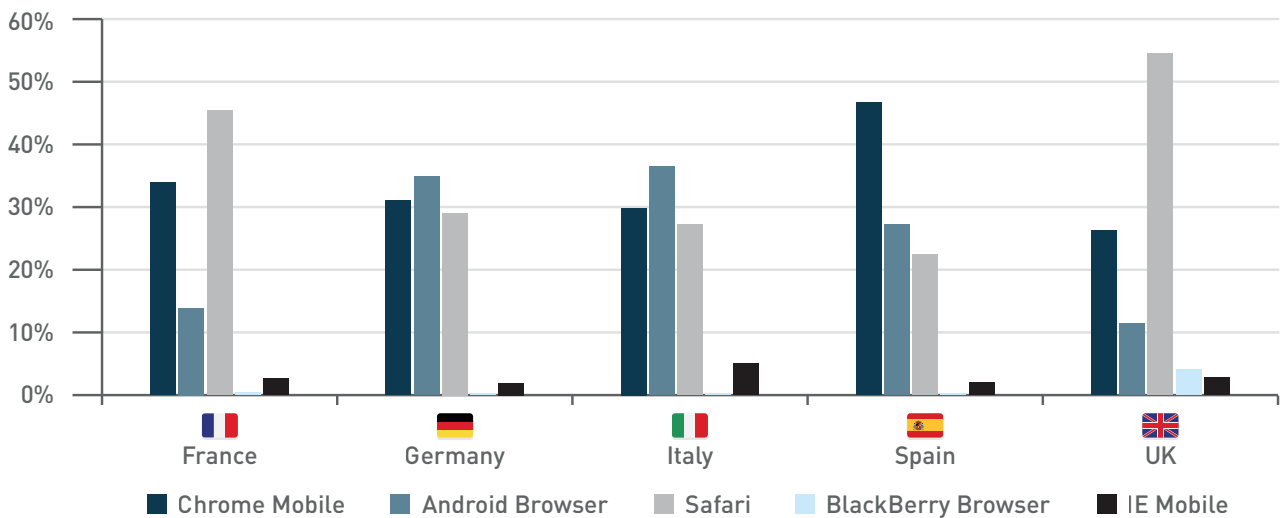
Note: The above statistics exclude tablet traffic.

Instead of using built-in, standard browsers users can also surf the internet using third-party apps downloaded from the app stores. The following charts show you which OS users are most likely to swap their standard browsers for some third-party offerings. For example a relatively significant percentage of iOS users browse the Internet using Chrome Mobile.

Browsers Used by Android users	% of mobile web traffic
Android Browser	38.07
Chrome Mobile	57.86
Firefox	1.55
Opera Mini	0.06
Opera Mobile	0.26
UC Browser	0.83
Others	1.37

Browsers Used by iOS users	% of mobile web traffic
Chrome Mobile	4.21
Firefox	0.01
Safari	95.76
UC Browser	0.02

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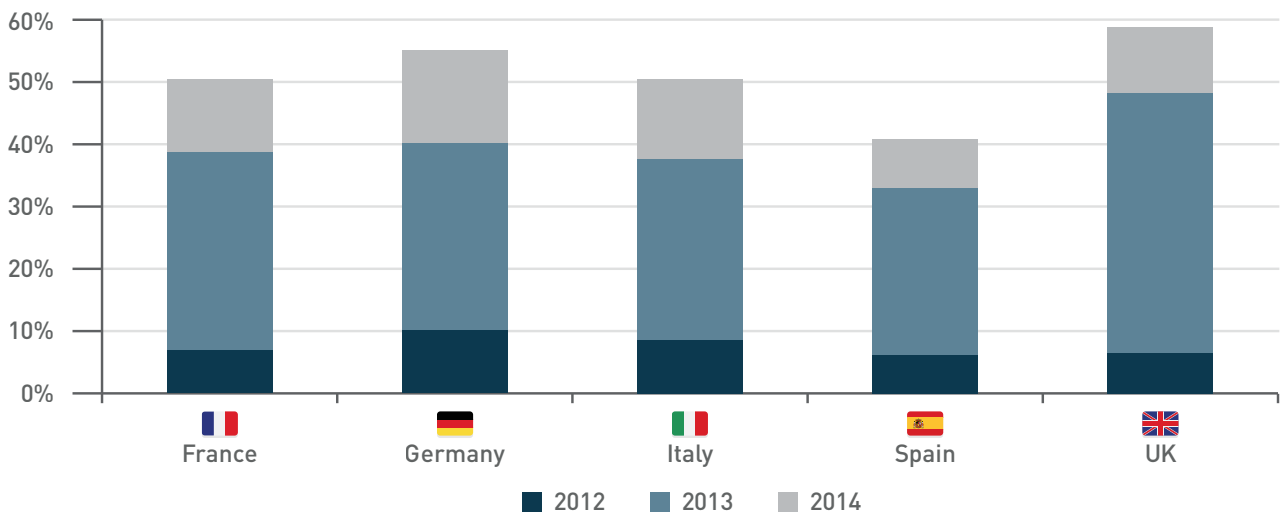| Browsers Used by Win Phone users	% of mobile web traffic
IE Mobile	97.45
UC Browser	2.43
Others	0.02

MOST POPULAR 'YEAR RELEASED'

One of the device properties tracked by DeviceAtlas is yearReleased referring to the year in which a device was made available to the market. In the following statistics you can clearly see that while several flagship smartphones are released every year, users aren't that swift to update.

Top yearReleased in different countries part 1

Australia   India   Japan   South Korea   USA

■ 2012   ■ 2013   ■ 2014

Top yearReleased in different countries part 2

France   Germany   Italy   Spain   UK

■ 2012   ■ 2013   ■ 2014

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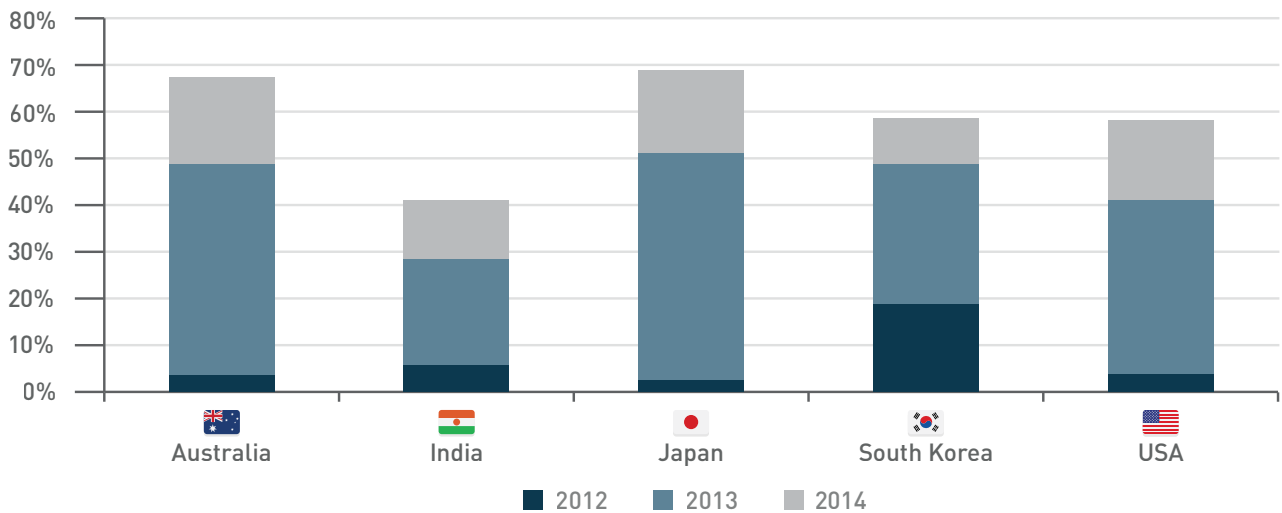
LTE AND NFC-ENABLED DEVICES

LTE and NFC capabilities are becoming more and more ubiquitous in today's smartphones improving their connectivity options. The more popular these features are, the more sense it makes to invest in services that utilize them.

### % of LTE, LTE-Advanced, VoLTE, and NFC devices in DeviceAtlas database

yearReleased	LTE	LTE-Advanced	VoLTE	NFC
2010	2,7%	0%	0%	0.2%
2011	5.5%	0%	0%	6.4%
2012	15.1%	0%	0.4%	17.9%
2013	13.8%	1.5%	3.7%	17.0%
2014	24.6%	15.1%	4.9%	14.7%
2015	56.0%	35.3%	19.5%	24.0%

The following stats show you the percentage of traffic generated by NFC and LTE-enabled devices in different countries.

NFC and LTE-enabled devices in different countries part 1
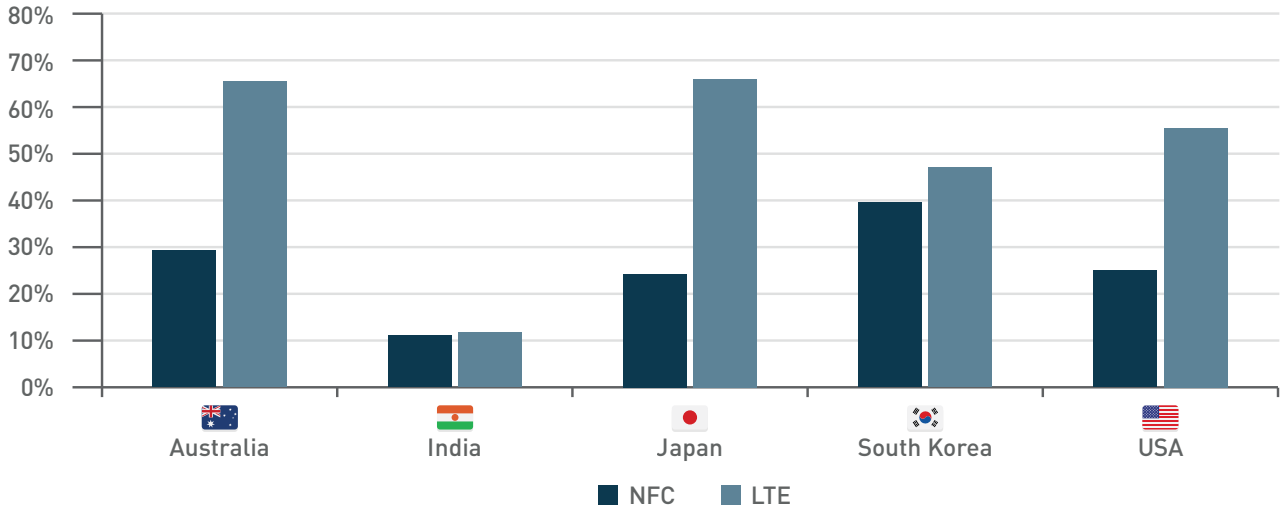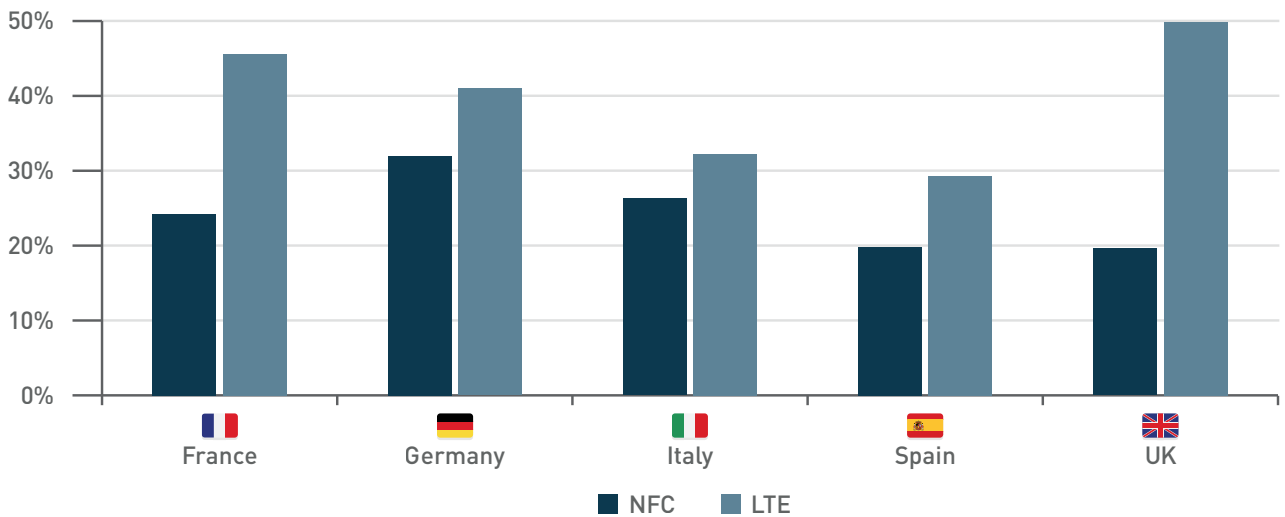
MOST POPULAR SCREEN SIZES

Most flagship devices released today are over 5in in diagonal but this doesn't mean that smaller devices aren't used for web browsing. Our mobile traffic statistics show that 3.5 to 4in smartphones are largely popular in many countries, although we are noticing that this changes in favour of the larger devices.

Top screen sizes in different countries part 1
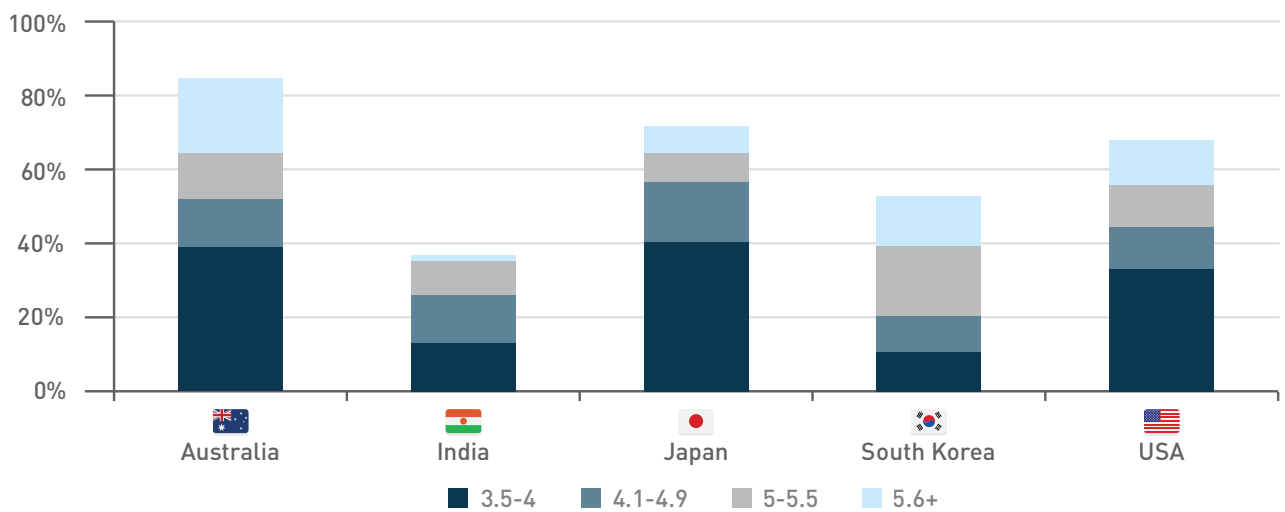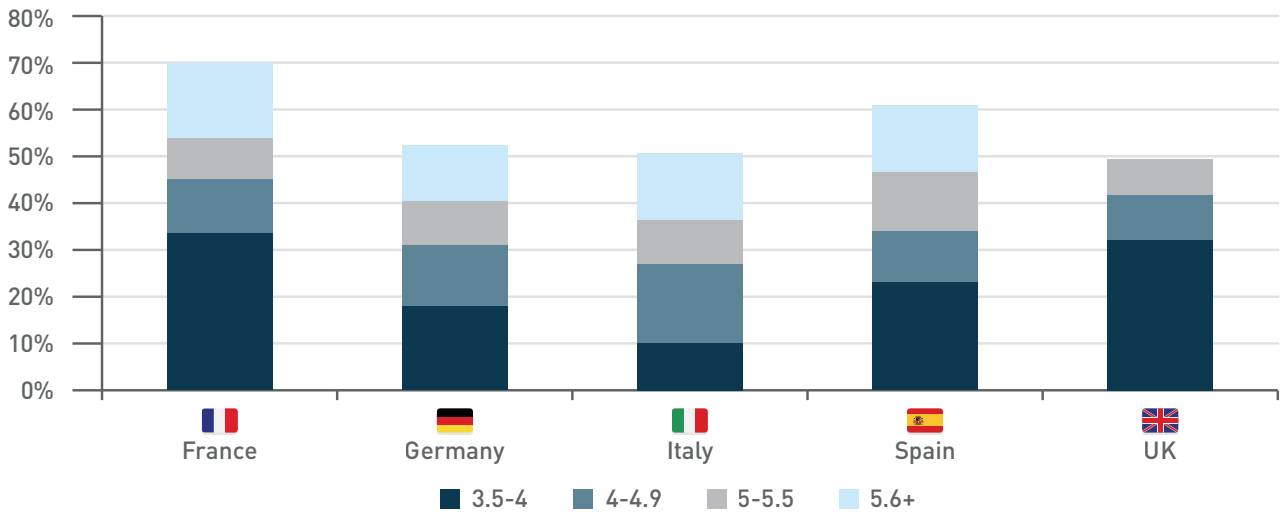
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Note: The above statistics include tablet traffic.

Access mobile web traffic data with DeviceAtlas

DeviceAtlas allows you to access mobile traffic data sourced from thousands of websites from all over the world. You can browse many kinds of stats across over 70 countries. Each data point shows the percentage of traffic generated by a certain kind of device.

Sign up for a free DeviceAtlas account to get access to our global mobile traffic stats and trial our device detection solution

Find Out More ➡

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