

MOBILE WEB TRAFFIC REPORT Q3 2015

MOBILE CARRIERS, DEVICE
DIVERSITY, SCREEN SIZES,
PHONE VENDORS AND MORE



INTRODUCTION

After analysing web traffic statistics from thousands of websites from all over the world, we've put together a brand new report covering mobile traffic trends in Q3 2015. In this quarter's report we focus on:

- Mobile Network Operators' (MNO) popularity based on web traffic
- Device diversity in different countries
- Most used smartphone diagonal screen sizes and screen resolutions
- Most used mobile Operating Systems and smartphone models

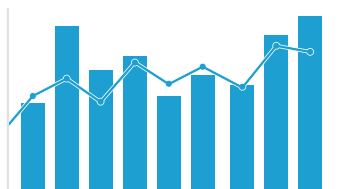
Be sure to read the MNO-focused part of the report revealing which MNOs were leading in terms of website hits in Q3 2015. There are many factors driving these figures, such as 3G/4G network coverage, the cost of data, the types of data plans and the types of devices offered by mobile carriers.

ABOUT THE REPORT

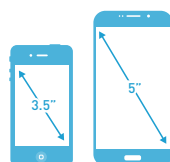
This report is based on visits to thousands of websites powered by DeviceAtlas device detection solution. Here are some of the most important facts about the publication:

- All graphs and tables are based on mobile website hits
- The figures in most charts and tables represent the percentage of web traffic
- The statistics are selected by the team of data analysts working on the DeviceAtlas device detection solution

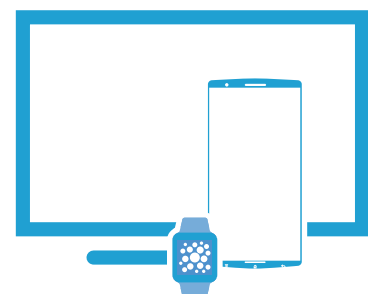
READ THE REPORT TO LEARN ABOUT:



Most used MNOs, OSes, vendors and smartphones



Most popular screen sizes and resolutions



Device diversity in selected local markets

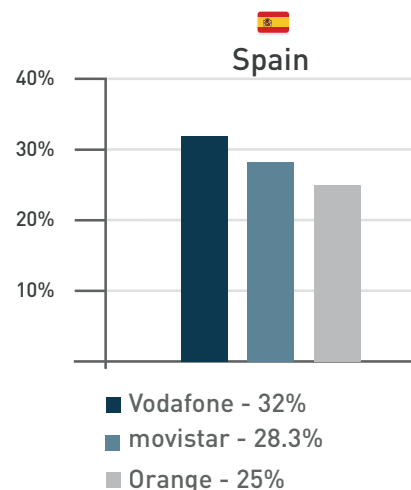
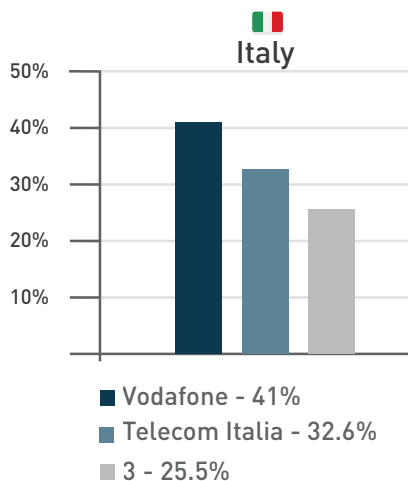
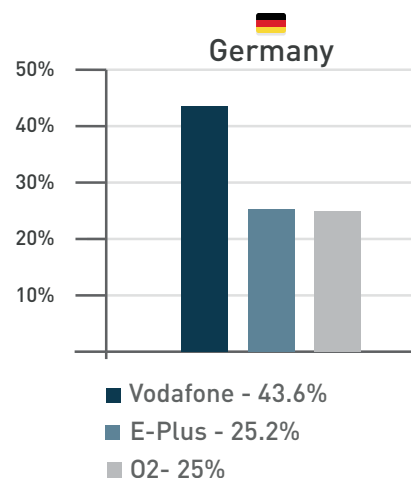
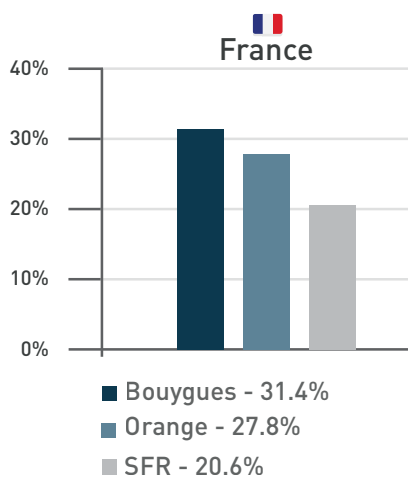
1. MOBILE NETWORK OPERATORS

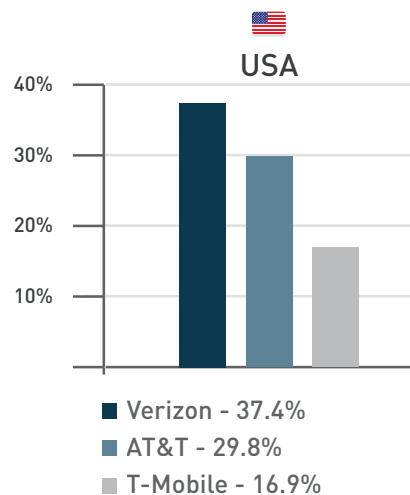
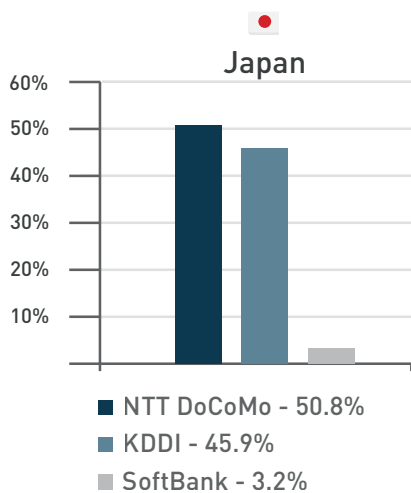
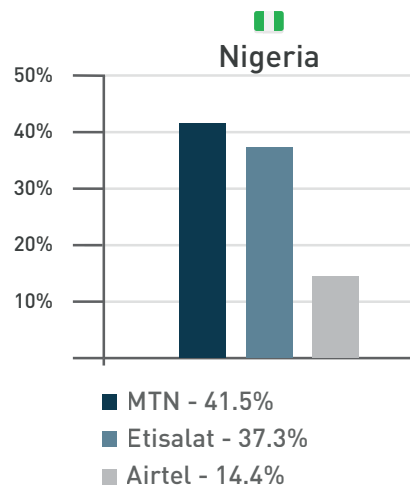
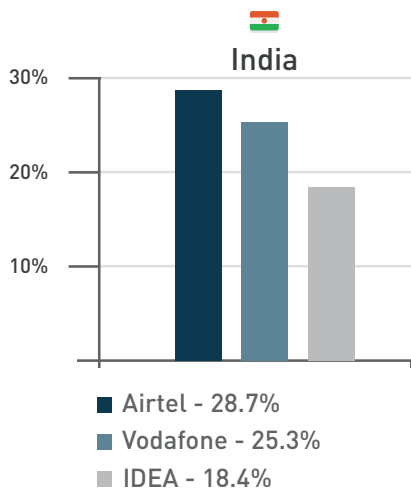
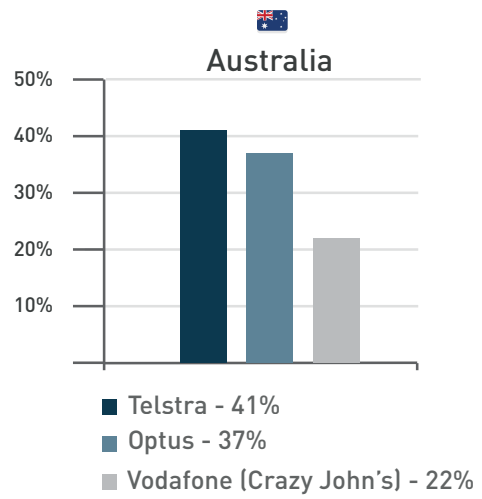
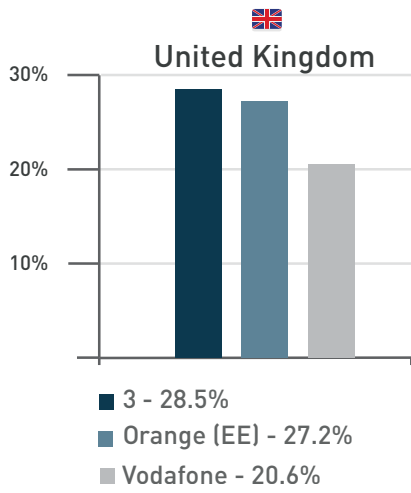
Mobile Network Operators' market share is typically based on the number of subscribers but it is also important to take into consideration how mobile services are used. A decade ago they were used mostly for phone calls and texting while today data consumption is arguably the most important aspect. There are several factors, other than the number of subscribers, that may cause higher data usage:

- Generous and cost-friendly data plans
- Good 3G and 4G coverage
- Many low-priced smartphones on offer

The following statistics allow you to understand the popularity of different Mobile Network Operators (mobile carriers) based on the number of website hits generated in Q3 2015.

Most used MNOs based on web traffic from mobile devices in Q3 2015





DeviceAtlas not only identifies detailed device characteristics but can also identify a web visitor's carrier. This is offered in partnership with Digital Element, a geolocation and IP intelligence expert.

2. DEVICE DIVERSITY

The world of web devices is now populated with different device models filling every available niche: feature phone -> smartphone -> tablet -> laptop -> desktop -> wearable -> smart TV. This makes for an extremely diverse device landscape. For example, you may think there is little mobile OS diversity, but DeviceAtlas tracked over 30 different mobile OSes that generated traffic in Q3 2015. To give you an idea of device diversity we investigated DeviceAtlas statistics to find out which countries can be characterized as diverse and which ones are more uniform.

OS diversity

You can find statistics on the most used Operating Systems in selected countries in section 4. Here, we reveal how many unique mobile OSes were used to access websites in Q3 2015 in different countries. We noticed that a large number of OSes is typical for larger markets, such as USA, India, Brazil, UK, or Russia where users are offered a wide range of smartphone models.

The number of mobile operating systems
accessing websites in Q3 2015

10-15 OSes	16-20 OSes	20+ OSes
Belgium	Australia	USA
Ireland	France	India
Austria	Mexico	Brazil
Singapore	Spain	Germany
United Arab Emirates	Netherlands	Canada
New Zealand	Turkey	UK
Greece	South Africa	Italy
Sweden	Argentina	Russia

Smartphone vendor diversity

While Samsung, Apple and a few other vendors capture over 50% of the worldwide smartphone market according to IDC, there are many local device makers that are popular only in certain regions and are unknown in other corners of the globe. In Q3 2015 DeviceAtlas saw website visits coming from a whopping 500+ different device manufacturers.

The number of smartphone vendors in Q3 2015

150 or less	151-250	250+
Ireland	Philippines	USA
Indonesia	Argentina	UK
Belgium	Canada	Spain
Saudi Arabia	Netherlands	Russia
Romania	Austria	India
New Zealand	Australia	Germany
Japan	Pakistan	Mexico
Israel	United Arab Emirates	Turkey

Diagonal screen size diversity

Knowing the most popular screen sizes is particularly important for web developers who need to make sure the online experience is great on every screen. Higher device diversity in terms of screen sizes means that website owners must be extra careful ensuring that all visitors get an optimised version of the website. The overall number of unique screen sizes for mobile devices tracked by DeviceAtlas reached over 170 in Q3 2015.

The number of unique diagonal screen sizes in Q3 2015

100 or less	101-120	120+
South Africa	Italy	USA
Ireland	Australia	India
Belgium	Brazil	Russia
United Arab Emirates	Austria	Germany
Singapore	Indonesia	Mexico
New Zealand	Netherlands	Turkey
Japan	Nigeria	Spain
Israel	Malaysia	France

Smartphone model diversity

There were literally thousands of unique web-enabled devices that generated website hits in Q3 2015. The number of devices we saw in this quarter varied greatly across local markets. The following table shows you which parts of the globe were the most diverse in terms of the number of unique mobile devices used for accessing websites.

Smartphone models generating website hits in Q3 2015

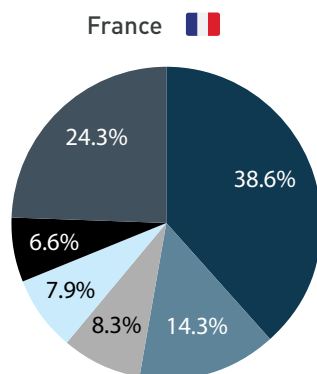
1200 or less	1201-2000	2000+
Indonesia	Mexico	USA
Nigeria	Netherlands	India
Belgium	Austria	Ukraine
New Zealand	France	Russia
Saudi Arabia	Australia	Germany
Romania	Italy	Turkey
Japan	Brazil	Spain
Israel	Malaysia	Argentina

3. DIAGONAL SCREEN SIZES AND SCREEN RESOLUTIONS

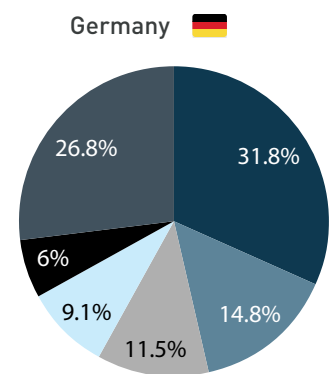
Top diagonal screen sizes in 10 selected countries

Browsing websites on the go is much more comfortable on a large-screen smartphone and therefore phones with 5 inch screens or even larger are gaining traction in every corner of the globe. The following charts present the most used diagonal screen sizes in selected local markets.

- 4.7 in - 38.6%
- 5 in - 14.3%
- 5.1 in - 8.3%
- 5.5 in - 7.9%
- 4.5 in - 6.6%
- Other - 24.3%

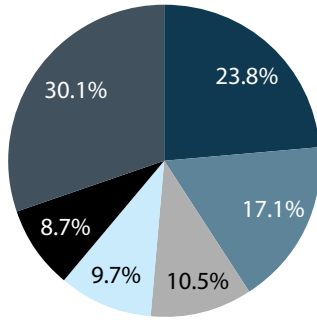


- 4.7 in - 31.8%
- 5 in - 14.8%
- 5.1 in - 11.5%
- 4.3 in - 9.1%
- 4 in - 6%
- Other - 26.8%



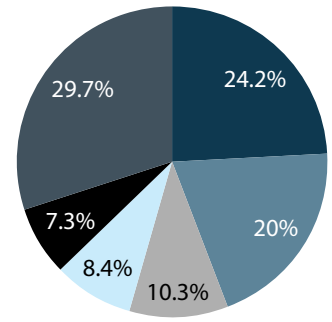
- 4.7 in - 23.8%
- 5 in - 17.1%
- 4.3 in - 10.5%
- 4.8 in - 9.7%
- 4.5 in - 8.7%
- Other - 30.1%

Italy 🇮🇹



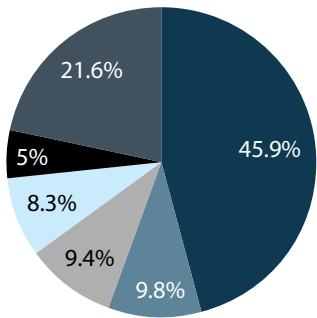
- 5 in - 24.2%
- 4.7 in - 20%
- 4.5 in - 10.3%
- 5.5 in - 8.4%
- 4 in - 7.3%
- Other - 29.7%

Spain 🇪🇸



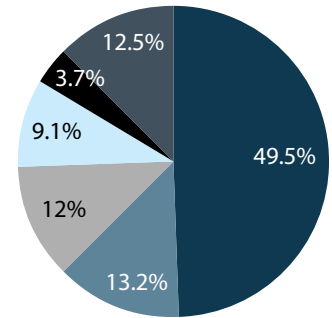
- 4.7 in - 45.9%
- 5.1 in - 9.8%
- 5 in - 9.4%
- 5.5 in - 8.3%
- 4.5 in - 5%
- Other - 21.6%

UK 🇬🇧



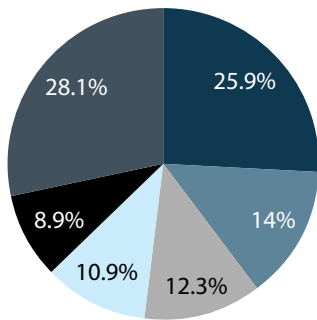
- 4.7 in - 49.5%
- 5.1 in - 13.2%
- 5.5 in - 12%
- 5 in - 9.1%
- 5.7 in - 3.7%
- Other - 12.5%

Australia 🇦🇺



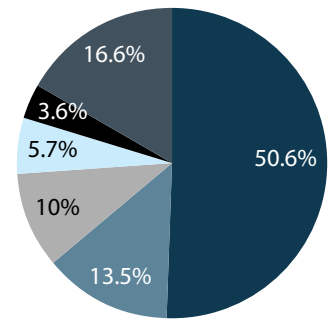
- 5 in - 25.9%
- 4.7 in - 14%
- 4 in - 12.3%
- 5.5 in - 10.9%
- 4.5 in - 8.9%
- Other - 28.1%

India 🇮🇳



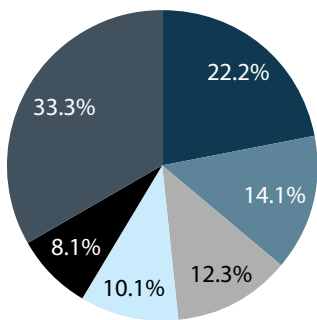
- 4.7 in - 50.6%
- 5.5 in - 13.5%
- 5 in - 10%
- 5.2 in - 5.7%
- 4.6 in - 3.6%
- Other - 16.6%

Japan 🇯🇵



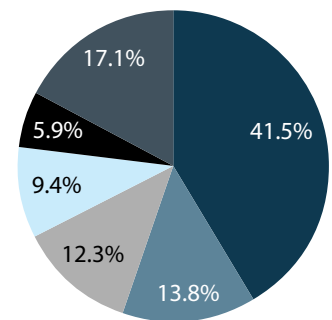
- 5 in - 22.2%
- 4.7 in - 14.1%
- 3.1 in - 12.3%
- 5.5 in - 10.1%
- 4.2 in - 8.1%
- Other - 33.3%

Nigeria 🇳🇮



- 4.7 in - 41.5%
- 5.5 in - 13.8%
- 5.1 in - 12.3%
- 5 in - 9.4%
- 5.7 in - 5.9%
- Other - 17.1%

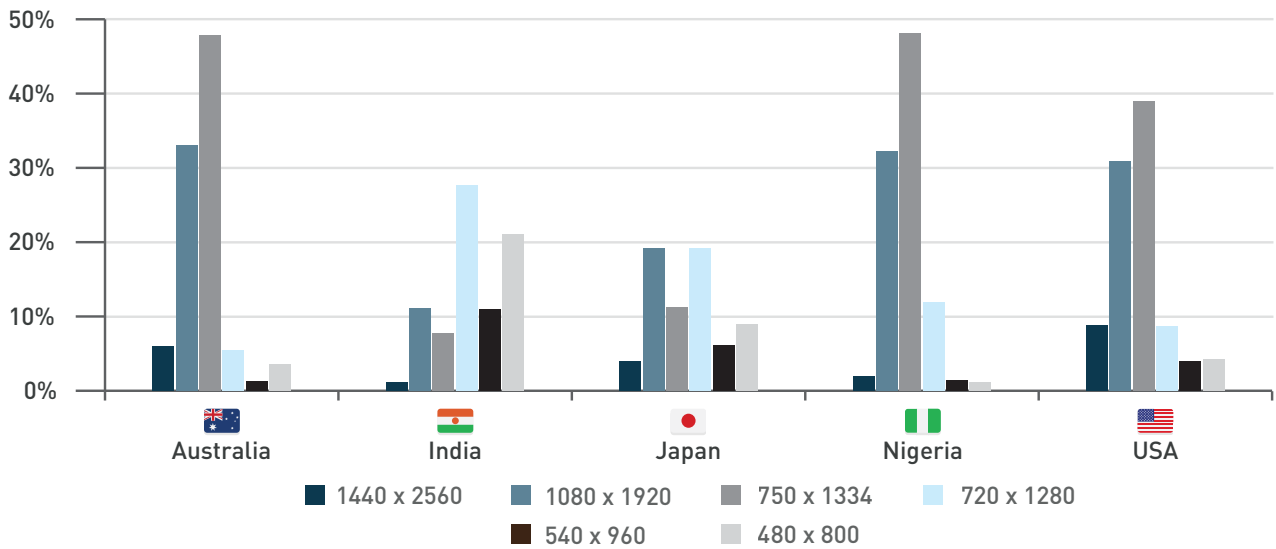
USA 🇺🇸



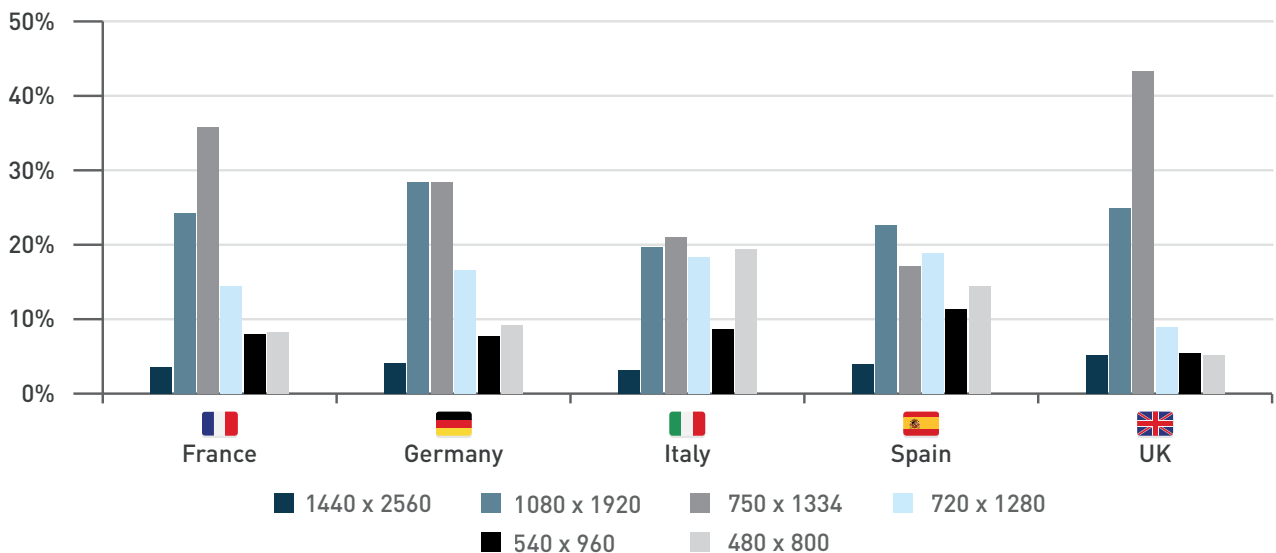
Most used screen resolutions

The new Sony Xperia Z5 Premium features an Ultra HD (2160 x 3840) resolution, and perhaps Ultra HD (or even the Full 4K) will become the next standard for mobile device screen resolution. However, lower resolutions are currently the most popular in the smartphone world. Check out the most recent statistics on top smartphone physical screen resolutions in Q3 2015 based on browser hits.

Most used physical screen resolutions (part 1)



Most used physical screen resolutions (part 2)



Our analysis shows that the most popular diagonal screen sizes in countries we studied were 4.7in, 5in, 5.1in and 5.5in, while the most used screen resolutions were 1080 x 1920, 750 x 1334, 720 x 1280, and 480 x 800. qHD resolution (1440 x 2560), used by some of the flagship devices, is so far less popular than other screen resolutions. For comparison, here are some of the most popular smartphones including the details of their displays.

Selected smartphones' screen sizes and screen resolutions

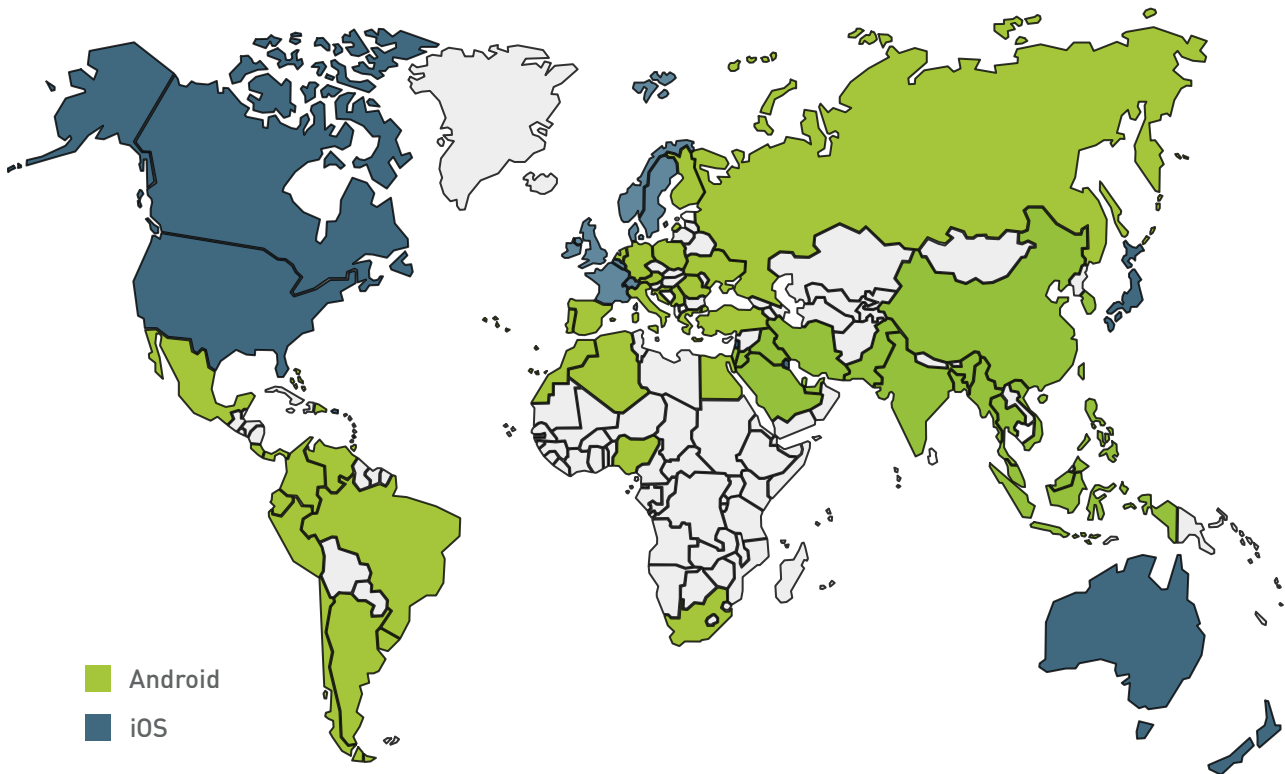
Smartphone	Diagonal screen size	Screen resolution
iPhone 6 / 6S	4.7 in	750 x 1334
iPhone 6 Plus / 6S Plus	5.5 in	1080 x 1920
iPhone 5 / 5S	4.0 in	640 x 1136
Samsung Note 5	5.7 in	1440 x 2560
Samsung Galaxy S6	5.1 in	1440 x 2560
Samsung Galaxy S5	5.1 in	1080 x 1920
Sony Xperia Z5 Premium	5.5 in	2160 x 3840
Sony Xperia Z5	5.2 in	1080 x 1920
Sony Xperia Z3 Compact	4.6 in	720 x 1280
LG G4	5.5 in	1440 x 2560
HTC One M9	5.0 in	1080 x 1920

4. OPERATING SYSTEMS

iOS vs Android

According to IDC's sales stats for Q2 2015, Android was the leading OS with 82.8% market share overtaking iOS which took 13.9% of the market. IDC lists only two other mobile OSes including Windows Phone (2.6%) and Blackberry OS (0.3%). How do these stats compare with the DeviceAtlas web traffic statistics?

Generally speaking, the difference between iOS and Android is less than that for sales which perhaps indicates a longer lifespan for iOS devices. There are some countries, especially in Western and Northern Europe and North America, where iOS is the most popular mobile OS. The following map and table show you some selected parts of the globe where either iOS or Android are the leading OSes in terms of web browsing.

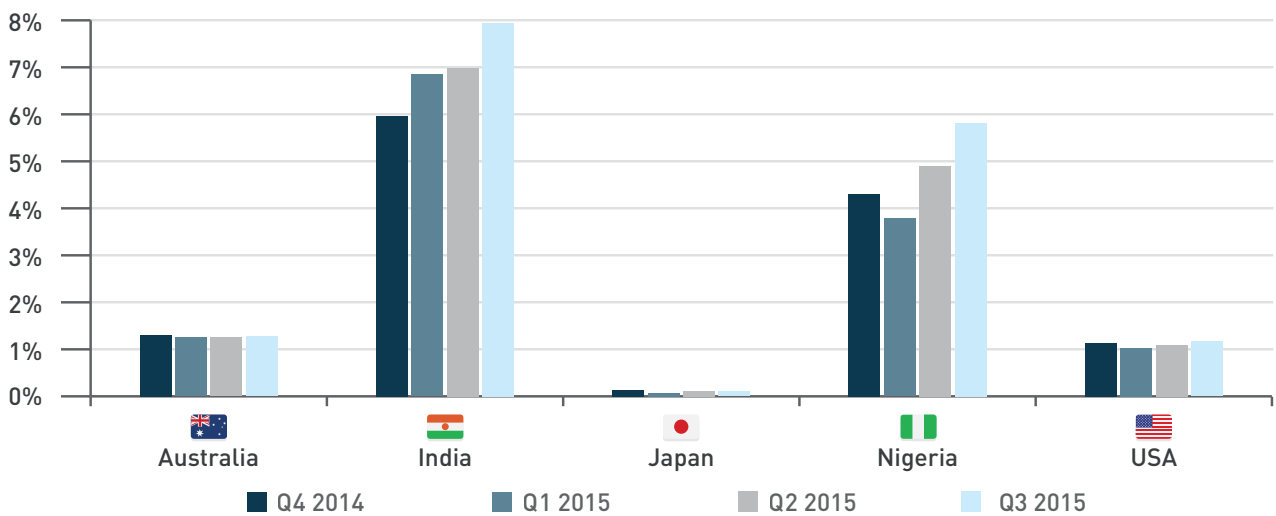


Android countries				iOS countries
Serbia	Bahamas	Costa Rica	China	Sweden
Greece	Panama	Barbados	Saudi Arabia	France
Austria	Brazil	Uruguay	Thailand	Belgium
Spain	Colombia	Myanmar	Israel	Norway
Poland	Mexico	Vietnam	Hong Kong	Ireland
Turkey	Trinidad and T.	Pakistan	Qatar	Switzerland
Croatia	Dominican Rep.	Iraq		UK
Italy	Peru	Jordan		Denmark
Ukraine	Ecuador	India		USA
Germany	Puerto Rico	South Korea		Canada
Romania	Venezuela	Iran		Australia
Portugal	Chile	Bangladesh		New Zealand
Russia	Argentina	Taiwan		Kuwait
Netherlands	Philippines	Indonesia		Singapore
Finland	Malaysia	United Arab Emirates		Japan

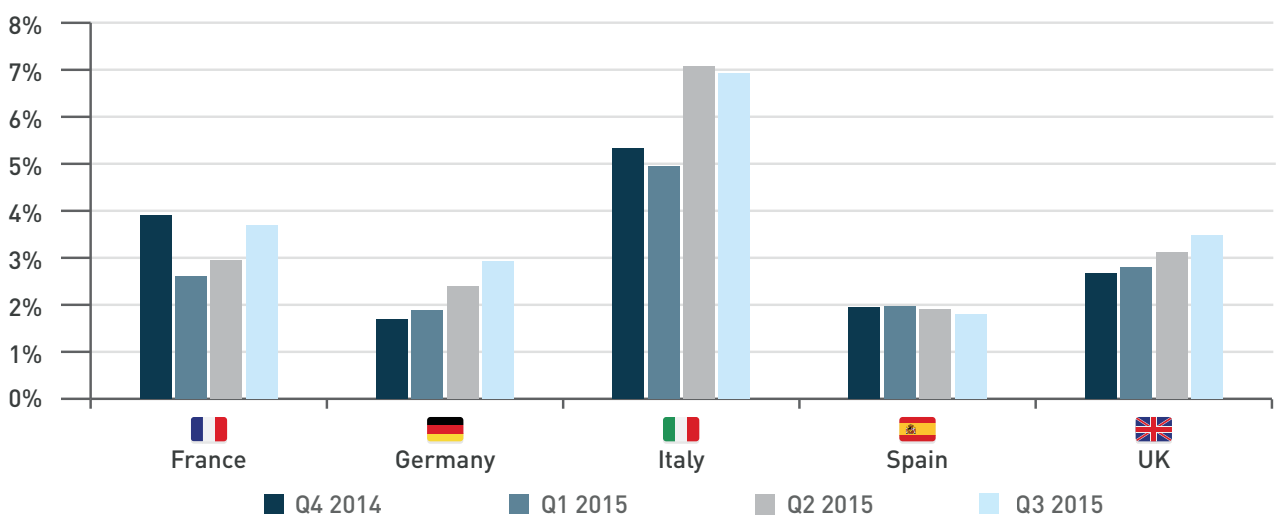
Windows Phone's popularity

In the Q3 2015 report we looked into Windows Phone statistics to learn if it could challenge Android and iOS in the near future. Here is Windows Phone-generated web traffic during the last 4 quarters. As you can see, Windows Phone grew significantly in India, Nigeria, Germany, Italy and UK, although its stats are still far behind the leading OSes especially in the USA and Japan where Windows Phone's share is marginal.

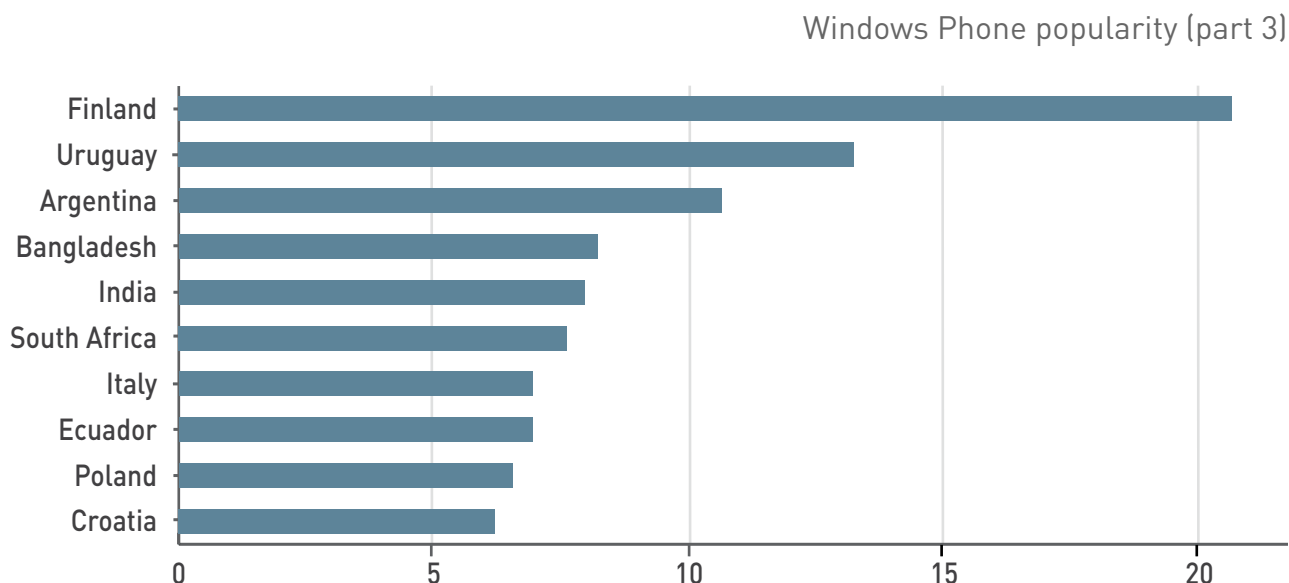
Windows Phone popularity (part 1)



Windows Phone popularity (part 2)



Here are the countries where Windows Phone was the most popular according to our statistics for Q3 2015. It's worth noting that 4 EU countries are on the list, including Finland, Italy, Poland and Croatia.



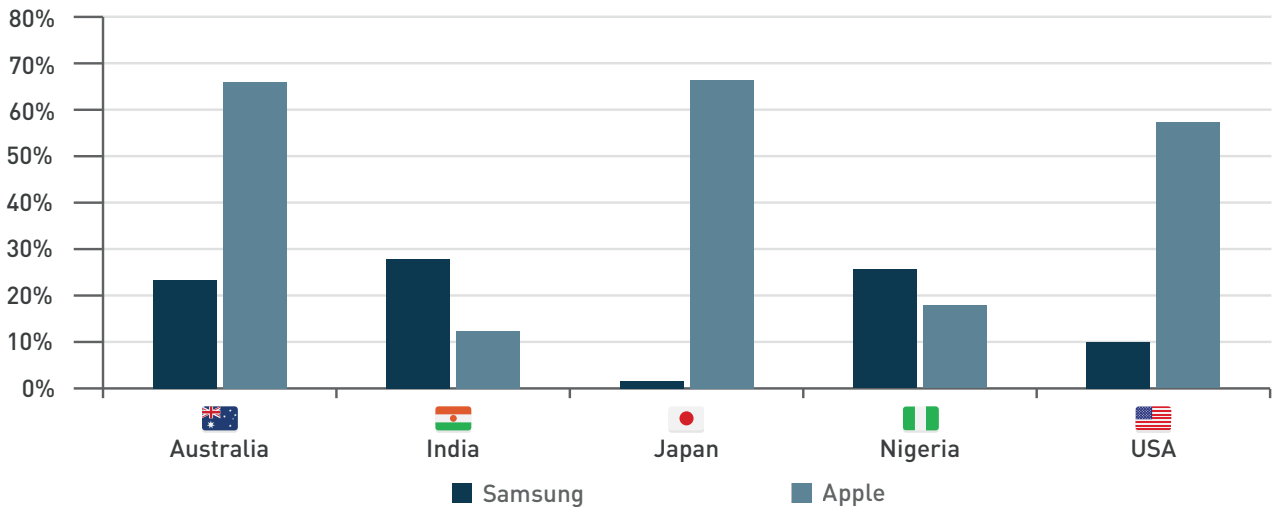
5. SMARTPHONE MODELS AND VENDORS

In this section we focus on the most popular vendors and phone models in selected local markets. As we noted in Section 2, in some countries we saw over 300 unique device vendors and over 2,000 unique devices that were used to access mobile websites in Q3 2015. Of course just a few of these makers and devices are recognized by the majority of buyers.

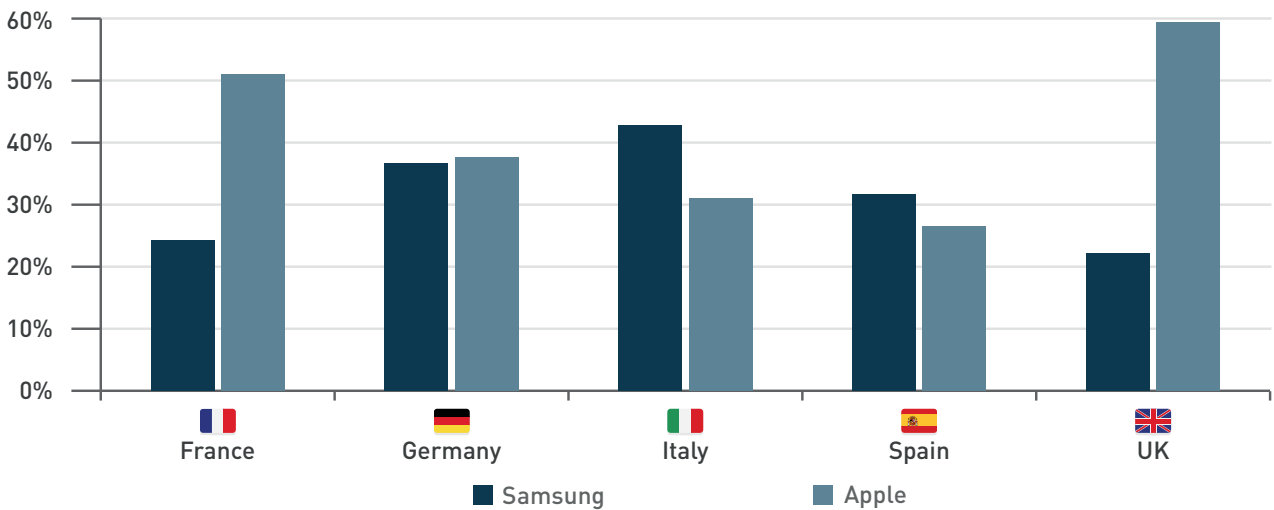
Samsung vs. Apple

According to IDC's sales statistics Samsung and Apple were the most popular smartphone vendors in Q2 2015. Samsung had 21.4% market share while Apple came second with 13.9% market share. Similarly in our mobile traffic statistics Samsung and Apple are the leading OSes, although Apple is winning in 5 out of 10 countries we analysed. The following chart allows you to compare mobile traffic in Q3 2015 for these two vendors across 10 selected local markets.

Samsung vs. Apple (part 1)



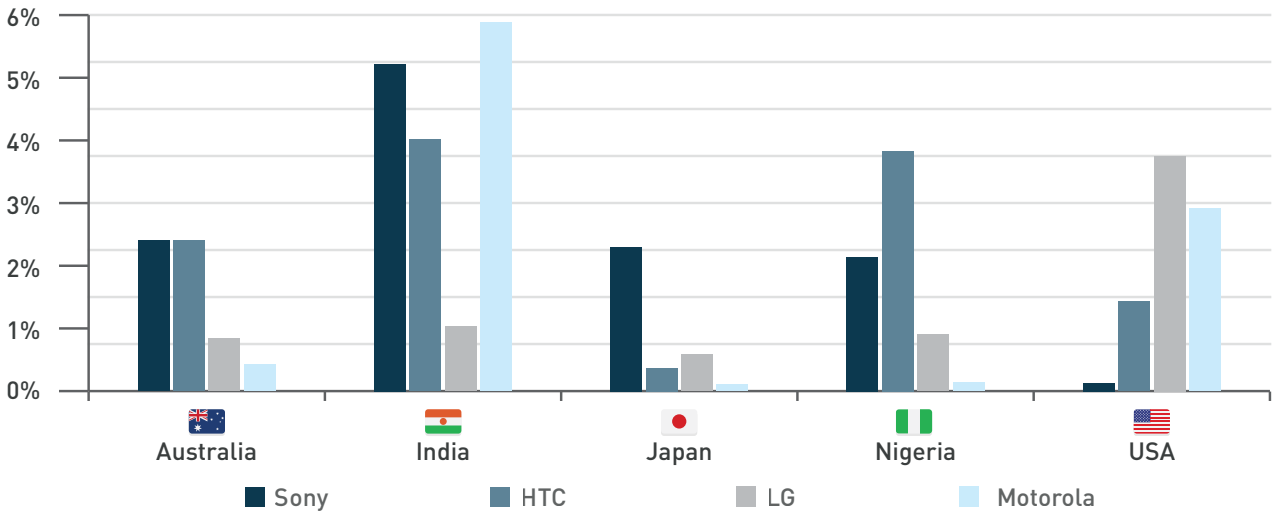
Samsung vs. Apple (part 2)



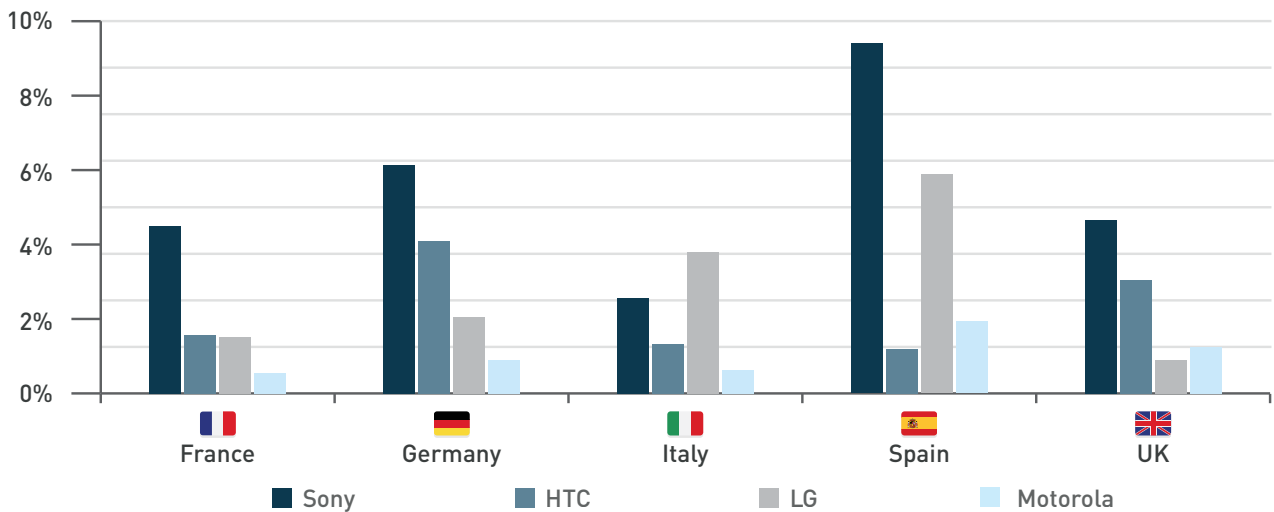
Other smartphone vendors (Sony, HTC, LG, Motorola)

Sony, HTC, LG and Motorola were also visible in our smartphone vendors' stats. It's worth noting that Sony had a significant market share in large markets, such as Spain, Germany, India and France.

Sony, HTC, LG, Motorola (part 1)



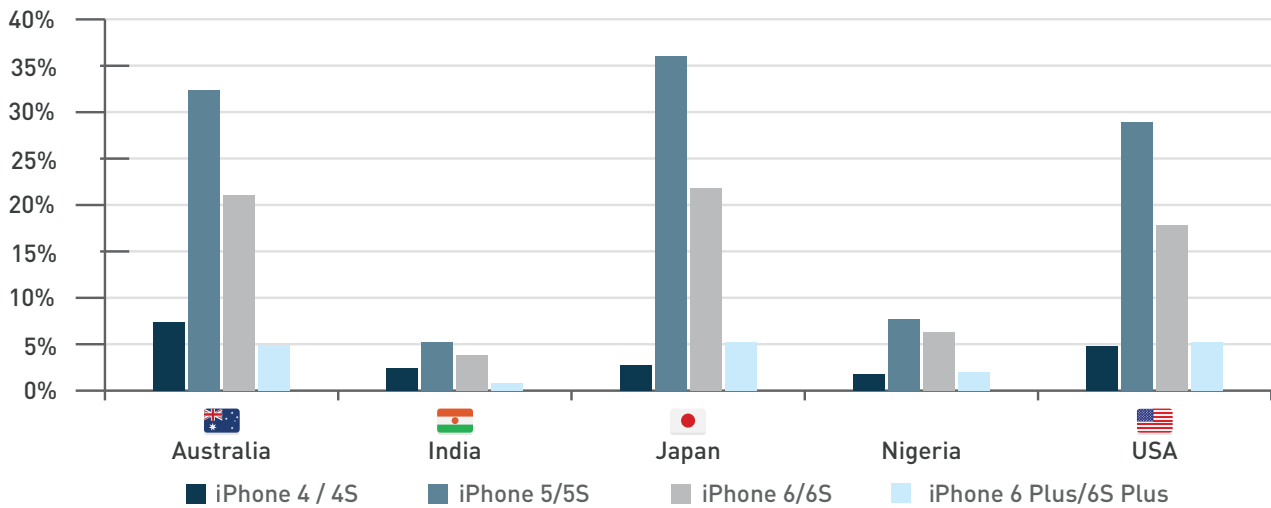
Sony, HTC, LG, Motorola (part 2)



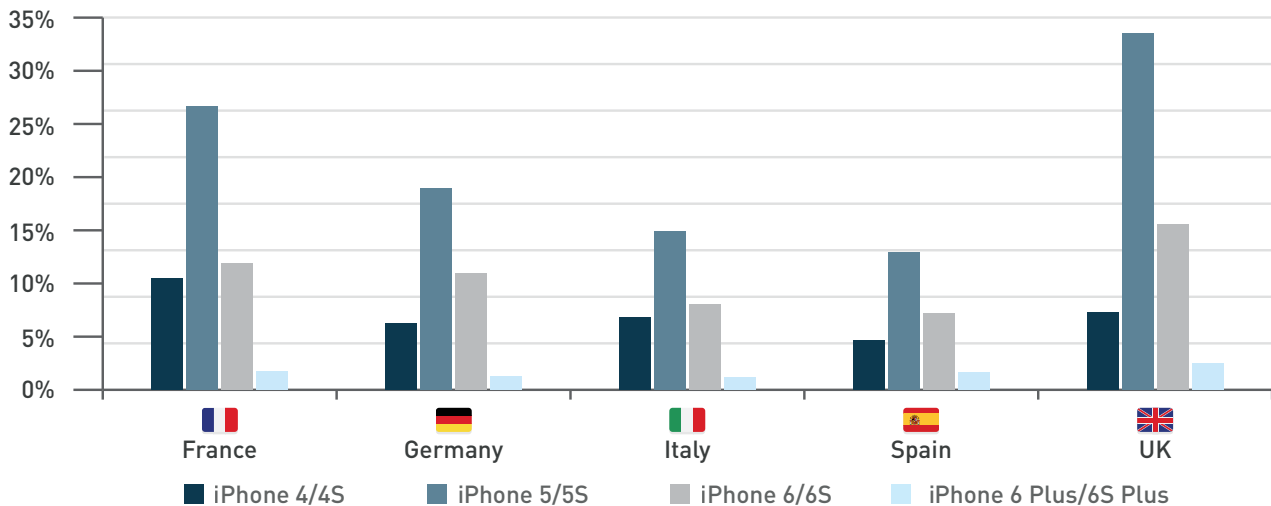
Most popular iPhones

The release of the latest iPhones (6S and 6S Plus) certainly improved Apple's sales but it's perhaps too early to see their impact on the iPhone-generated traffic statistics. Interestingly, while the newest models certainly attract a lot of new buyers, many iPhone owners use their phones for a relatively long period. iPhone 5 and 5S are still the most popular iPhones for web browsing even though there are two newer generations of Apple phones available.

Most popular iPhones (part 1)



Most popular iPhones (part 2)



Most popular Samsung Android phones

The world of Android phones is extremely fragmented with plenty of devices in every price category. This is one of the reasons why there are so few Android phones that are globally recognizable and their market share is typically inconsiderable. According to our statistics for Q3 2015, the Samsung Galaxy family got the largest share of mobile web traffic among all Android-based phones.

	Samsung Galaxy S3	Samsung Galaxy S4	Samsung Galaxy S5	Samsung Galaxy S6/S6 Edge	Samsung Note 3
Australia	1.82	4.37	7.72	2.96	1.49
India	0.92	1.02	0.74	0	1.56
Japan	0.72	1.08	1.63	0.21	0.6
Nigeria	1.03	3.04	3.73	1.83	2.01
USA	2.29	4.4	6.95	2.38	1.67
France	1.61	2.64	5.05	1.3	0.93
Germany	3.26	4.43	7.49	2.34	0.94
Italy	3.39	4.12	4.1	1.4	1.38
Spain	1.89	4.82	3.35	1.01	1.26
UK	1.5	3.31	5.12	2.67	1.1

FEEL FREE TO SHARE THE REPORT

We hope that you found DeviceAtlas' mobile web traffic statistics useful. You are most welcome to share the report's findings with your audience.

If you have any comments or suggestions regarding DeviceAtlas mobile traffic reports just let us know by writing to info@deviceatlas.com.

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