

Top Four Smartphone Operating Systems, Unit Shipments, Market Share, and Year-Over-Year Growth, Calendar Year 2014 Data (Units in Millions)

Operating System	2014 Unit Volumes	2014 Market Share	2013 Unit Volumes	2013 Market Share	Year-Over-Year Change
Android	1,059.3	81.5%	802.2	78.7%	32.0%
iOS	192.7	14.8%	153.4	15.1%	25.6%
Windows Phone	34.9	2.7%	33.5	3.3%	4.2%
BlackBerry	5.8	0.4%	19.2	1.9%	-69.8%
Others	7.7	0.6%	2.3	0.2%	234.8%
Total	1,300.4	100.0%	1,018.7	100.0%	27.7%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, February 24, 2015

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Top Four Smartphone Operating Systems, Unit Shipments, Market Share and Year-Over-Year Growth, Q4 2014 (Units in Millions)

Operating System	4Q14 Unit Volumes	4Q14 Market Share	4Q13 Unit Volumes	4Q13 Market Share	Year-Over-Year Change
Android	289.1	76.6%	228.4	78.2%	26.6%
iOS	74.5	19.7%	51	17.5%	46.1%
Windows Phone	10.7	2.8%	8.8	3.0%	21.6%
BlackBerry	1.4	0.4%	1.7	0.6%	-17.6%
Others	1.8	0.5%	2.3	0.8%	-21.7%
Total	377.5	100.0%	292.2	100.0%	29.2%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, February 24, 2015

Note:

- Vendor shipments are branded shipments and exclude ODM sales for all vendors. The vendor names reflected in this release represent the current parent company (or holding company) for all brands, regardless of the date of mergers or acquisitions.

