

# October 2012 US mobile subscriber market share

RESTON, US: comScore, Inc has released data from the [comScore MobiLens](#) service, reporting key trends in the US mobile phone industry during the three-month average period ending October 2012.



The study surveyed more than 30,000 US mobile subscribers and found Samsung to be the top handset manufacturer overall with 26.3% market share. Google Android continued to lead among smartphone platforms, accounting for 53.6% of smartphone subscribers, while Apple secured 34.3%.

## OEM market share

For the three-month average period ending in October, device manufacturer Samsung ranked as the top OEM with 26.3% of US mobile subscribers (up 0.7 percentage points). Apple ranked second for the first time on record with 17.8% market share (up 1.5 percentage points), followed by LG with 17.6% share, Motorola with 11% and HTC with 6%.

Top Mobile OEMs 3 Month Avg. Ending Oct. 2012 vs. 3 Month Ending Jul. 2012 Total US Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Mobile Subscribers		
	Jul-12	Oct-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Samsung	25.6%	26.3%	0.7
Apple	16.3%	17.8%	1.5
LG	18.4%	17.6%	-0.8
Motorola	11.2%	11.0%	-0.2
HTC	6.4%	6.0%	-0.4

## Smartphone platform market share

121.3 million people in the US owned smartphones (51.9% mobile market penetration) during the three months ending in October, up 6% since July. Google Android ranked as the top smartphone platform with 53.6% market share (up 1.4 percentage points), while Apple's share increased 0.9 percentage points to 34.3%. RIM ranked third with 7.8% share, followed by Microsoft (3.2%) and Symbian (0.6%).

Top Smartphone Platforms 3 Month Avg. Ending Oct. 2012 vs. 3 Month Avg. Ending Jul. 2012 Total US Smartphone Subscribers Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Smartphone Subscribers		
	Jul-12	Oct-12	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Google	52.2%	53.6%	1.4
Apple	33.4%	34.3%	0.9
RIM	9.5%	7.8%	-1.7
Microsoft	3.6%	3.2%	-0.4
Symbian	0.8%	0.6%	-0.2

## Mobile content usage

In October, 75.9% of US mobile subscribers used text messaging on their mobile device (up 0.3 percentage points). Downloaded applications were used by 54.5% of subscribers (up 1.9 percentage points), while browsers were used by

52.7% (up 1.5 percentage points). Accessing of social networking sites or blogs increased 1.5 percentage points to 39.4% of mobile subscribers. Game-playing was done by 34.1% of the mobile audience (up 0.3 percentage points), while 28.7% listened to music on their phones (up 0.4 percentage points).

<b>Mobile Content Usage 3 Month Avg. Ending Oct. 2012 vs. 3 Month Avg. Ending Jul. 2012 Total US Mobile Subscribers (Smartphone &amp; Non-Smartphone) Ages 13+ (Source: comScore MobiLens)</b>			
	Share (%) of Mobile Subscribers		
	Jul-12	Oct-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Sent text message to another phone	75.6%	75.9%	0.3
Used downloaded apps	52.6%	54.5%	1.9
Used browser	51.2%	52.7%	1.5
Accessed social networking site or blog	37.9%	39.4%	1.5
Played Games	33.8%	34.1%	0.3
Listened to music on mobile phone	28.3%	28.7%	0.4

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