

July 2012 US mobile subscriber market share

RESTON, US: comScore, Inc, a leader in measuring the digital world, today released data from the [comScore MobiLens](#) service, reporting key trends in the US mobile phone industry during the three month average period ending July 2012.



The study surveyed more than 30 000 US mobile subscribers and found Samsung to be the top handset manufacturer overall with 25.6% market share. Google Android continued to lead among smartphone platforms, accounting for 52.2% of smartphone subscribers, while Apple secured 33.4%.

OEM market share

For the three-month average period ending in July, 234 million Americans age 13 and older used mobile devices. Device manufacturer Samsung ranked as the top OEM with 25.6% of US mobile subscribers, followed by LG with 18.4% share. Apple continued to gain share in the OEM market, ranking third with 16.3% of mobile subscribers (up 1.9 percentage points), followed by Motorola with 11.2% and HTC with 6.4% (up 0.4 percentage points).

Top Mobile OEMs 3 Month Avg. Ending Jul. 2012 vs. 3 Month Avg. Ending Apr. 2012 Total US Mobile Subscribers (Smartphone & Non Smartphone) Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Mobile Subscribers		
	Apr-12	Jul-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Samsung	25.9%	25.6%	-0.3
LG	19.2%	18.4%	-0.8
Apple	14.4%	16.3%	1.9
Motorola	12.5%	11.2%	-1.3
HTC	6.0%	6.4%	0.4

Smartphone platform market share

More than 114 million people in the US owned smartphones during the three months ending in July, up 7% versus April. Google Android ranked as the top smartphone platform with 52.2% market share (up 1.4 percentage points), while Apple's share increased 2 percentage points to 33.4%. RIM ranked third with 9.5% share, followed by Microsoft (3.6%) and Symbian (0.8%).

Top Smartphone Platforms 3 Month Avg. Ending Jul. 2012 vs. 3 Month Avg. Ending Apr. 2012 Total US Smartphone Subscribers Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Smartphone Subscribers		
	Apr-12	Jul-12	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Google	50.8%	52.2%	1.4
Apple	31.4%	33.4%	2.0
RIM	11.6%	9.5%	-2.1
Microsoft	4.0%	3.6%	-0.4
Symbian	1.3%	0.8%	-0.5

Mobile content usage

In July, 75.6% of US mobile subscribers used text messaging on their mobile device (up 1.5 percentage points).

Downloaded applications were used by 52.6% of subscribers (up 2.4 percentage points), while browsers were used by 51.2% (up 2.2 percentage points). Accessing of social networking sites or blogs increased 1.9 percentage points to 37.9% of mobile subscribers. Game-playing was done by 33.8% of the mobile audience (up 0.7 percentage points), while 28.3% listened to music on their phones (up 2.5 percentage points).

Mobile Content Usage 3 Month Avg. Ending Jul. 2012 vs. 3 Month Avg. Ending Apr. 2012 Total US Mobile Subscribers (Smartphone & Non Smartphone) Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Mobile Subscribers		
	Apr-12	Jul-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Sent text message to another phone	74.1%	75.6%	1.5
Used downloaded apps	50.2%	52.6%	2.4
Used browser	49.0%	51.2%	2.2
Accessed social networking site or blog	36.0%	37.9%	1.9
Played Games	33.1%	33.8%	0.7
Listened to music on mobile phone	25.8%	28.3%	2.5

About MobiLens

MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and older. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

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