

January 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 January 2012.



The study surveyed more than 30 000 US mobile subscribers and found Samsung to be the top handset manufacturer overall with 25.4% market share. Google Android continued to grow its share in the smartphone market, accounting for 48.6% of smartphone subscribers.

OEM market share

For the three-month average period ending in January, 234 million Americans age 13 and older used mobile devices. Device manufacturer Samsung ranked as the top OEM with 25.4% of US mobile subscribers, followed by LG with 19.7% share and Motorola with 13.2% share. Apple continued to capture share in the OEM market with 12.8% of total mobile subscribers (up 2.0 percentage points), while RIM rounded out the top five with 6.6%.

Top Mobile OEMs 3 Month Avg. Ending Jan. 2012 vs. 3 Month Avg. Ending Oct. 2011 Total US Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+ (Source: comScore MobiLens)

	Share (%) of Mobile Subscribers		
	Oct-11	Jan-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Samsung	25.5%	25.4%	-0.1
LG	20.6%	19.7%	-0.9
Motorola	13.6%	13.2%	-0.4
Apple	10.8%	12.8%	2.0
RIM	6.6%	6.6%	0.0

Smartphone platform market share

The number of US smartphone subscribers surpassed the 100-million mark in January, up 13% since October to 101.3 million subscribers. Google Android ranked as the top smartphone platform with 48.6% market share (up 2.3 percentage points) followed by Apple with 29.5% market share (up 1.4 percentage points). RIM ranked third with 15.2% share, followed by Microsoft (4.4%) and Symbian (1.5%).

Top Smartphone Platforms 3 Month Avg. Ending Jan. 2012 vs. 3 Month Avg. Ending Oct. 2011 Total US Smartphone Subscribers Ages 13+ (Source: comScore MobiLens)

	Share (%) of Smartphone Subscribers		
	Oct-11	Jan-12	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Google	46.3%	48.6%	2.3
Apple	28.1%	29.5%	1.4
RIM	17.2%	15.2%	-2.0
Microsoft	5.4%	4.4%	-1.0
Symbian	1.6%	1.5%	-0.1

Mobile content usage

In January, 74.6% of US mobile subscribers used text messaging on their mobile device, up 2.8 percentage points. Downloaded applications were used by 48.6% of subscribers (up 4.8 percentage points), while browsers were used by 48.5% (up 4.5 percentage points). Accessing of social networking sites or blogs increased 3.4 percentage points to 35.7% of mobile subscribers. Game-playing was done by 31.8% of the mobile audience (up 2.6 percentage points), while 24.5% listened to music on their phones (up 3.3 percentage points).

Mobile Content Usage 3 Month Avg. Ending Jan. 2012 vs. 3 Month Avg. Ending Oct. 2011			
Total US Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Mobile Subscribers		
	Oct-11	Jan-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Sent text message to another phone	71.8%	74.6%	2.8
Used downloaded apps	43.8%	48.6%	4.8
Used browser	44.0%	48.5%	4.5
Accessed social networking site or blog	32.3%	35.7%	3.4
Played Games	29.2%	31.8%	2.6
Listened to music on mobile phone	21.2%	24.5%	3.3

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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