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FOR IMMEDIATE RELEASE

## **Smartphone Value Share Reaches Nearly 50 percent in Third Quarter at USD1.48 billion: GfK Asia**

### **Android overtakes Symbian in quarter three as the war of the mobile operating systems continues**

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November 23, 2010, SINGAPORE – Popularity of smartphones continues to skyrocket with one in every five handsets being purchased in the Asia region\* in the last quarter (Jul-Sept10) being a smartphone.

According to leading market research company GfK Asia, smartphones continue to register exponential growth in Asia in the last 12 months\* with over 4.7 million units of smartphones worth over USD1.48 billion being retailed in quarter three this year. It now occupies nearly half of the entire handset sales pie. (Charts 1 & 2)

“Smartphones are the key drivers of the telecommunications industry at this moment. GfK’s retail audit findings are showing impressive, almost three-fold increase in value of the industry when we compare sales figures from the latest quarter to the same quarter\* a year ago,” said Mr Gerard Tan, Regional Account Director for Telecommunications, GfK Asia Pte Ltd. “While only 1.27 million smartphones were sold in the third quarter of last year, over 4.7 million units were sold in the same quarter this year, signifying a growth of nearly 270 percent!” (Chart 1)

With the rapid rise of smartphones, an operating system (OS) war is also heating up among major manufacturers in Asia who are scrambling to introduce their smartphones on a more popular and user-friendly platform. Symbian, previously the leading OS since the second half of last year, is facing intense competition from the Android OS which has been registering strong growth in the second and third quarters of 2010. (Chart 3)

“Our Q3 report shows that Android has recently overtaken Symbian as the most popular smartphone OS in the context of Asia as a whole, in both value and unit sales. However, it is interesting to note the difference in OS trends when we look at findings in North and Southeast Asia separately,” highlighted Mr. Tan.

In North Asia, the smartphone OS competition is probably at its most intense as OS shares fluctuate vigorously in reaction to strategic and tactical initiatives from major manufacturers. Growth of the Android OS started escalating at the beginning of 2010 and managed to overtake iPhone OS, the second most popular platform in quarter two this year. (Chart 4)

In the Southeast Asia region however, Symbian has been the leading smartphone OS and continues its lead albeit gradually declining sales. Since the beginning of the year, Android, RIM and iPhone OS have been enjoying gains in the smartphone segment at the expense of Symbian OS. (Chart 5)

"With the myriad of mobile operating systems available in the Asia market right now, manufacturers have to look beyond hardware to succeed in this market!" concluded Mr. Tan

#### **About GfK Retail Panel**

The GfK Retail Panel is a regular survey monitoring sales of specific products and product categories, using a range of Internet, retail outlets and companies to provide trade and industry highly accurate and up-to-date information on various segments of the market, including technical consumer equipment, optics, and automotive.

#### **About GfK Asia Pte Ltd**

A part of the global GfK Group, GfK Asia has over 25 years of experience providing reliable retail and technology market data in Asia. Our analysts track a broad range of consumer products, technical consumer equipment, optical products and gaming software. We are also active in the automotive sector. GfK Asia covers more than 160 products and over 918,000 models, collecting weekly and monthly data from over 8,000 specialist / independent retailers/outlets as well as over 560 organized retailers with approximately 15,000 outlets. Based in Singapore, GfK Asia offers extensive coverage in Singapore, Malaysia, Thailand, Indonesia, Korea, Taiwan, Hong Kong, Vietnam, The Philippines and India.

#### **The GfK Group**

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The No. 4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group's sales amounted to EUR 1.16 billion. For further information, visit our website: [www.gfk.com](http://www.gfk.com). Follow us on Twitter: [www.twitter.com/gfk\\_group](http://www.twitter.com/gfk_group).

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#### **\*Notes**

##### **Survey coverage:**

- North Asia refers to Hong Kong, Macau, South Korea and Taiwan
- Southeast Asia refers to Indonesia, Cambodia, Malaysia, Philippines, Singapore, Thailand and Vietnam
- Total Asia covers both North Asia and Southeast Asia

##### **Survey period:**

- 12 month survey period: Jul 09 – Jun 10
- Latest quarter comparison: Q310 vs Q309 (Jul-Sep months)

Chart 1:

### Unit Sales of Mobile Handsets in Total Asia Jul 09- Sep 09 – Jul 10-Sep 10

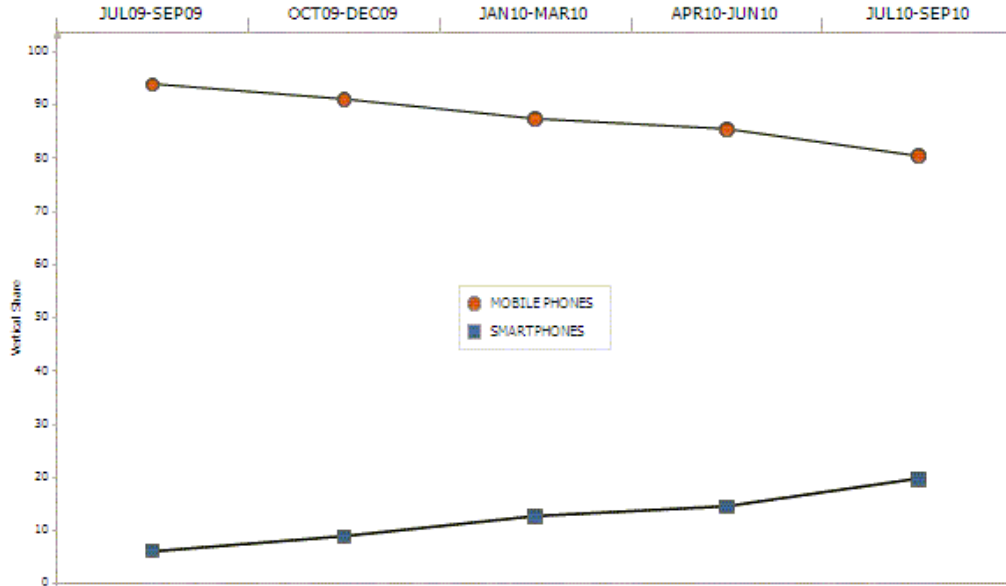


Chart 2:

### Sales of Mobile Handsets in Total Asia (USD'000) Jul 09- Sep 09 – Jul 10-Sep 10

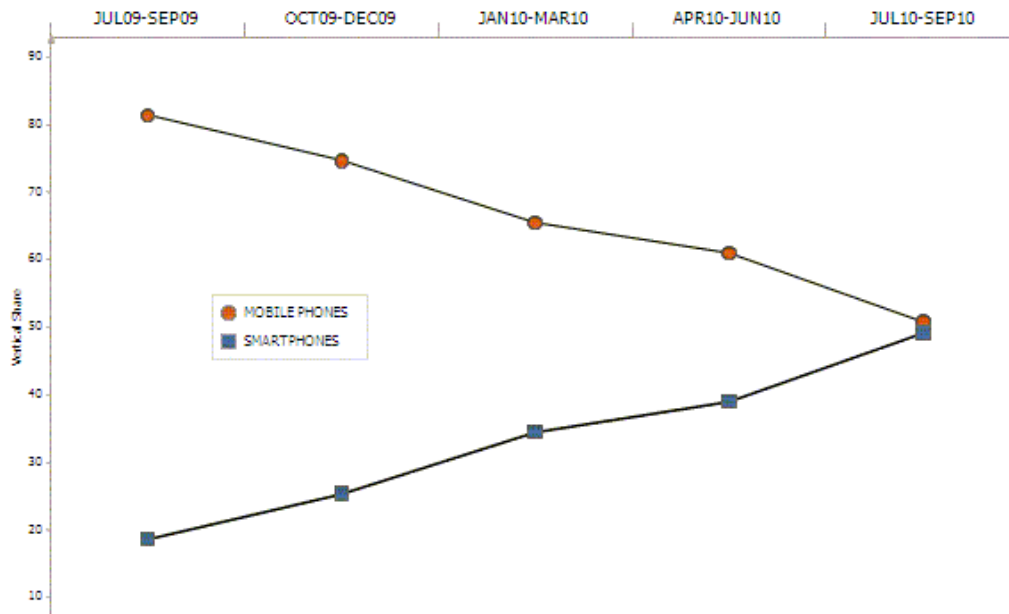


Chart 3:

### Sales of Mobile Handsets in Total Asia by OS Jul 09- Sep 09 – Jul 10-Sep 10

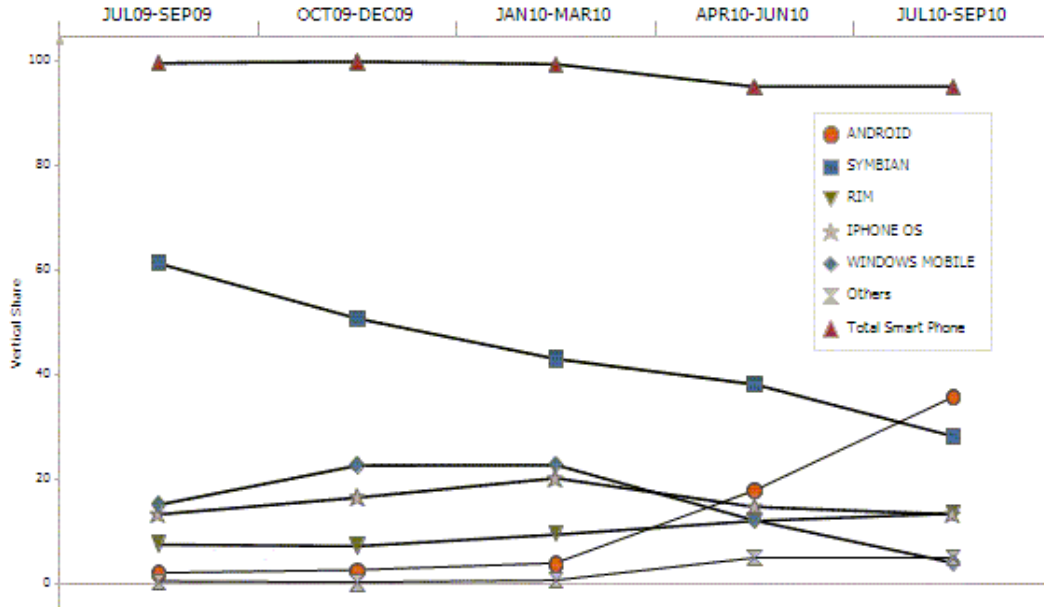


Chart 4:

### Sales of Mobile Handsets in North Asia by OS Jul 09- Sep 09 – Jul 10-Sep 10

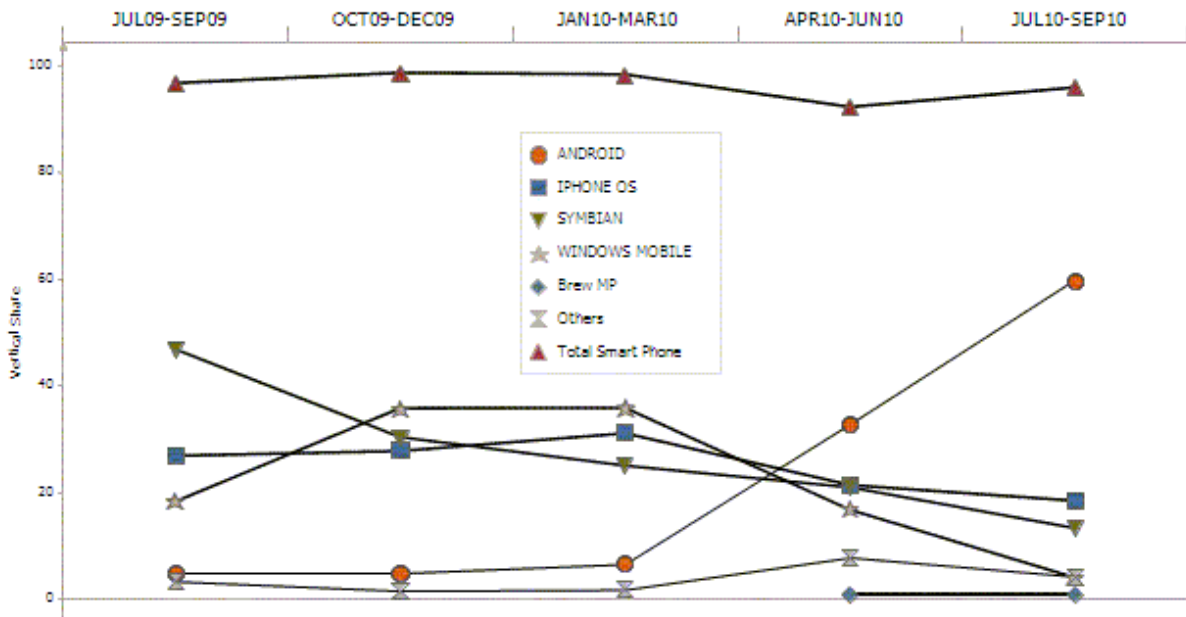


Chart 5:

# Sales of Mobile Handsets in Southeast Asia by OS Jul 09- Sep 09 – Jul 10-Sep 10

