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Mobile Overview Report
April – June 2021

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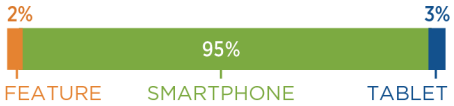
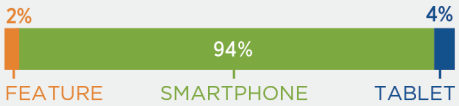
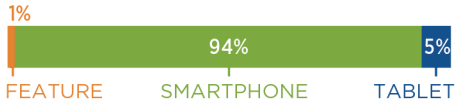
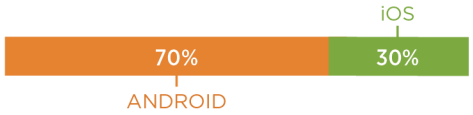
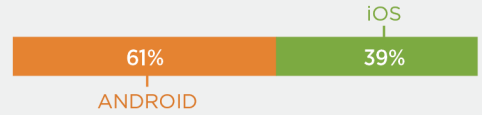
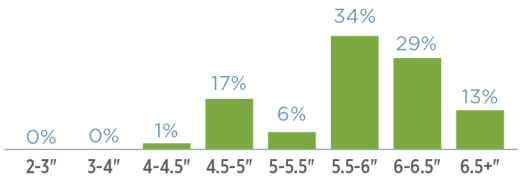
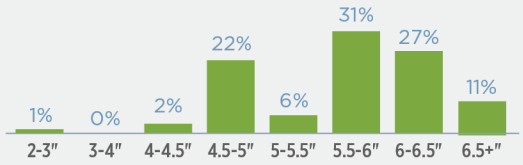
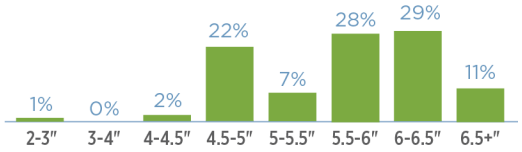
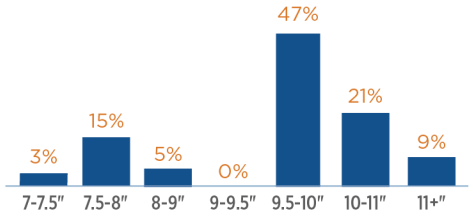
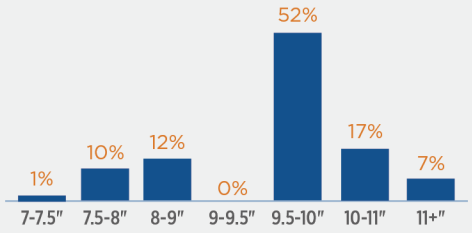
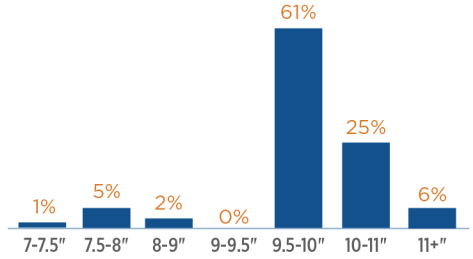
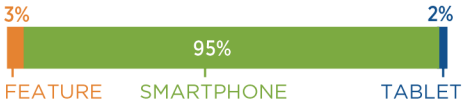
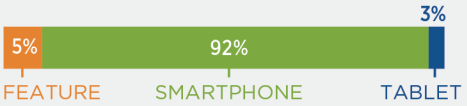
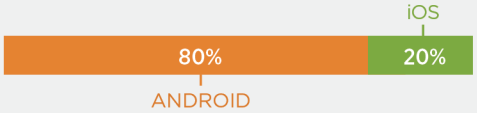
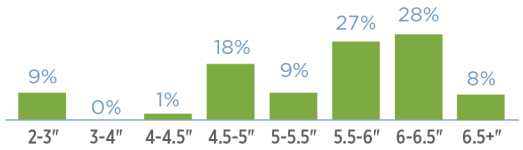
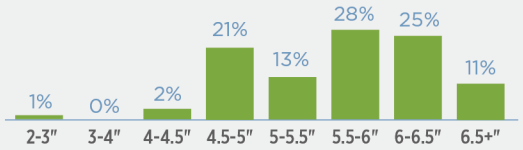
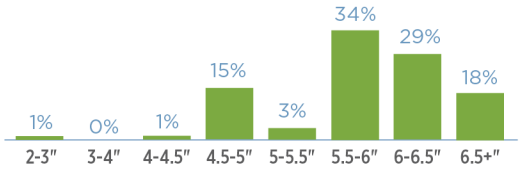
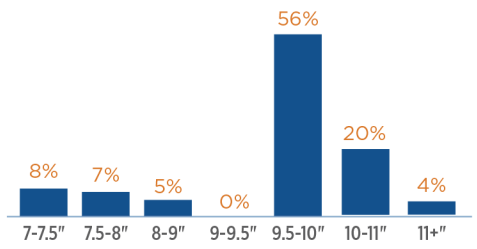
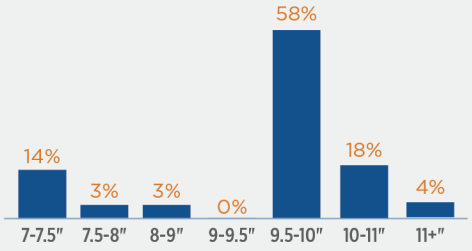
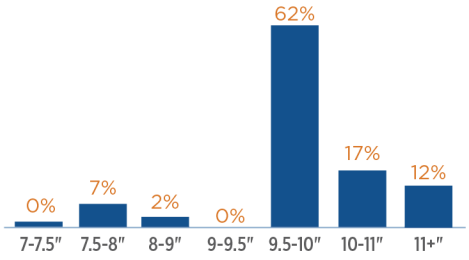
	ASIA	NORTH AMERICA	EUROPE
Form Factor			
Top 5 Smartphones	Apple iPhone 11 4% Apple iPhone XR 2% Apple iPhone 12 Pro 2% Apple iPhone 7 Plus 2% Apple iPhone X 2%	Apple iPhone 11 7% Apple iPhone XR 4% Apple iPhone 7 3% Motorola Moto G4 2% Apple iPhone 8 2%	Apple iPhone 11 7% Apple iPhone XR 4% Apple iPhone 7 3% Apple iPhone 8 3% Apple iPhone X 3%
Top 5 Tablets	NEC LAVIE Tab E 7% Huawei dtab Compact 6% Apple iPad Air 2 5% Apple iPad 2018 5% Apple iPad 2019 4%	Samsung Galaxy Tab A 8.0 2017 15% Apple iPad 2018 7% Apple iPad Air 2 6% Apple iPad 2017 5% Apple iPad 2019 4%	Apple iPad 2018 7% Apple iPad Air 2 7% Samsung Galaxy Tab A 10.1 6% Apple iPad 2017 5% Samsung Galaxy Tab A 10.1 2019 4%
Smartphone OS			
Smartphone Diagonal Size			
Tablet Diagonal Size			

	SOUTH AMERICA	AFRICA	OCEANIA
Form Factor			
Top 5 Smartphones	Apple iPhone 11 4% Apple iPhone XR 2% Apple iPhone 7 2% Apple iPhone 8 Plus 2% Xiaomi Redmi Note 8 2%	Apple iPhone 11 2% Apple iPhone XR 2% Apple iPhone 7 2% Samsung Galaxy Grand Neo 1% Meizu M5 1%	Apple iPhone 11 8% Apple iPhone 12 Pro Max 6% Apple iPhone XR 5% Apple iPhone 11 Pro Max 4% Apple iPhone XS Max 4%
Top 5 Tablets	Apple iPad 2018 6% Apple iPad 2017 4% Apple iPad Air 2 4% Apple iPad 2019 4% Samsung GalaxyTab A8.0 2019 3%	Samsung Galaxy Tab E 9.6 6% Apple iPad Air 2 4% Apple iPad 2017 4% Apple iPad 2018 4% Tecno LC7 3%	Apple iPad Air 2 12% Apple iPad 2018 11% Apple iPad 2017 8% Apple iPad Pro 12.9 2020 5% Apple iPad 2019 5%
Smartphone OS			
Smartphone Diagonal Size			
Tablet Diagonal Size			

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Q2 2021 to Q1 2021 Comparisons

Top Smartphones

- Globally, the Apple iPhone 11 has the largest global share at 4.93%, the second largest global share belongs to the Apple iPhone XR at 2.83%.
- Dropping off the top smartphone list this quarter is the Samsung Galaxy J5, Techno Spark 4.
- Joining the list this quarter is the Apple iPhone SE (2020), Apple iPhone 12, Meizu M5, Motorola Moto G4, Samsung Galaxy Grand Neo, and the Samsung Galaxy J5 Prime.
- None of the Samsung phones are from its premium Galaxy S series.

Top Smartphones	Africa	Asia	Europe	N. America	Oceania	S. America	Global
Apple iPhone 11	2.39%	4.23%	7.28%	6.70%	7.67%	3.90%	4.93%
Apple iPhone 11 Pro	0.83%	1.69%	2.34%	1.92%	3.78%	0.46%	1.46%
Apple iPhone 11 Pro Max	1.07%	1.55%	2.05%	1.87%	4.26%	0.84%	1.49%
Apple iPhone 12	0.63%	1.50%	2.15%	1.22%	2.78%	0.36%	1.37%
Apple iPhone 12 Pro	0.53%	1.95%	1.61%	1.40%	3.98%	0.22%	1.24%
Apple iPhone 12 Pro Max	0.79%	1.65%	1.55%	2.05%	5.84%	0.48%	1.32%
Apple iPhone 6S	1.12%	0.84%	1.52%	1.96%	0.90%	1.18%	1.18%
Apple iPhone 7	1.93%	1.57%	2.84%	2.67%	2.32%	1.92%	2.04%
Apple iPhone 7 Plus	1.21%	1.86%	1.31%	1.86%	2.25%	1.57%	1.38%
Apple iPhone 8	1.34%	1.42%	2.63%	2.44%	2.72%	1.30%	1.71%
Apple iPhone 8 Plus	0.89%	1.68%	1.46%	2.17%	3.39%	1.80%	1.51%
Apple iPhone SE (2020)	0.63%	0.98%	1.62%	1.58%	1.20%	0.46%	1.00%
Apple iPhone X	1.33%	1.74%	2.61%	1.95%	3.77%	0.88%	1.72%
Apple iPhone XR	1.95%	2.31%	3.96%	3.63%	4.74%	2.45%	2.83%
Apple iPhone XS	0.74%	1.35%	2.06%	1.53%	3.49%	0.43%	1.32%
Apple iPhone XS Max	0.88%	1.25%	1.43%	1.36%	4.07%	0.63%	1.12%
Meizu M5	1.38%	0.00%	0.01%	0.00%	0.00%	0.00%	0.11%
Motorola Moto G4	0.01%	0.04%	0.03%	2.47%	0.02%	0.28%	0.12%
Samsung Galaxy A10	0.83%	0.39%	0.81%	0.43%	0.65%	1.60%	0.75%
Samsung Galaxy A10s	1.15%	0.40%	0.24%	0.77%	0.30%	1.63%	0.63%
Samsung Galaxy Grand Neo	1.47%	0.05%	0.02%	0.02%	0.00%	0.02%	0.06%
Samsung Galaxy J2 Prime	1.12%	0.50%	0.14%	0.67%	0.17%	1.36%	0.45%
Samsung Galaxy J5 Prime	0.24%	0.14%	0.06%	0.21%	0.12%	1.54%	0.27%
Samsung Galaxy J7 Prime	0.34%	0.69%	0.08%	0.43%	0.08%	1.61%	0.45%
Xiaomi Redmi Note 8	0.46%	0.82%	0.35%	0.50%	0.13%	1.75%	0.65%
Others	**74.75%**	**69.42%**	**59.85%**	**58.19%**	**41.36%**	**71.32%**	**68.88%**

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Source: ScientiaMobile. Note: figures reflect percentage point (2021Q2)

Top Smartphone Trends (2021 Q2 vs. 2021 Q1)

- The largest adoption trend belongs to the Apple iPhone 12 Pro Max, gaining 0.54% globally. In Oceania, the Apple iPhone 12 Pro Max gained 3.24%, the largest continent gain.
- N. America saw the largest drop trend of -1.19% for the Apple iPhone 7.
- After Oceania's largest continent gain, the second largest gain was in N. America with the Apple iPhone 11 1.62%), with Oceania also in third with the Apple iPhone 11 (1.57%).

Top Smartphone Trends	Africa	Asia	Europe	N. America	Oceania	S. America	Global
Apple iPhone 11	0.25%	0.46%	0.48%	1.62%	1.57%	0.69%	0.04%
Apple iPhone 11 Pro	-0.05%	0.42%	0.08%	0.22%	1.11%	0.00%	-0.01%
Apple iPhone 11 Pro Max	0.26%	0.09%	0.22%	-0.48%	0.79%	0.03%	-0.04%
Apple iPhone 12	0.31%	0.0067	0.85%	0.04%	1.07%	0.14%	0.47%
Apple iPhone 12 Pro	0.19%	0.76%	0.65%	0.39%	1.38%	0.09%	0.46%
Apple iPhone 12 Pro Max	0.45%	0.46%	0.59%	1.04%	3.24%	0.35%	0.54%
Apple iPhone 6S	-0.13%	-0.19%	-0.04%	-0.21%	-0.11%	-0.09%	-0.20%
Apple iPhone 7	0.01%	-0.10%	-0.12%	-1.19%	0.10%	-0.22%	-0.41%
Apple iPhone 7 Plus	0.12%	-0.23%	0.07%	-0.22%	0.08%	-0.01%	-0.16%
Apple iPhone 8	0.01%	0.26%	-0.03%	-0.14%	0.28%	-0.06%	-0.23%
Apple iPhone 8 Plus	-0.11%	0.00%	-0.07%	-0.11%	0.33%	0.00%	-0.20%
Apple iPhone SE (2020)	0.07%	0.37%	0.26%	0.51%	0.16%	0.09%	0.07%
Apple iPhone X	0.21%	0.11%	-0.08%	-0.54%	0.12%	-0.01%	-0.23%
Apple iPhone XR	0.48%	0.04%	-0.02%	-0.59%	0.59%	0.13%	-0.29%
Apple iPhone XS	0.04%	-0.08%	0.03%	0.08%	0.56%	0.04%	-0.04%
Apple iPhone XS Max	0.12%	-0.17%	-0.01%	-0.30%	0.81%	0.03%	-0.09%
Meizu M5	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%
Motorola Moto G4	0.00%	-0.02%	0.00%	1.17%	0.00%	0.03%	0.01%
Samsung Galaxy A10	-0.10%	-0.06%	-0.07%	0.02%	-0.17%	-0.13%	-0.02%
Samsung Galaxy A10s	-0.13%	-0.10%	-0.01%	0.05%	-0.03%	0.09%	0.03%
Samsung Galaxy Grand Neo	1.32%	0.02%	-0.01%	0.00%	0.00%	-0.01%	0.03%
Samsung Galaxy J2 Prime	-0.23%	-0.11%	-0.02%	-0.02%	-0.11%	-0.46%	-0.07%
Samsung Galaxy J5 Prime	-0.06%	-0.03%	0.01%	0.00%	-0.06%	0.16%	0.03%
Samsung Galaxy J7 Prime	-0.05%	-0.04%	-0.01%	-0.01%	-0.05%	-0.17%	-0.03%
Xiaomi Redmi Note 8	0.03%	-0.02%	0.01%	0.07%	-0.01%	0.01%	0.01%
Others	**-0.02%**	**-0.04%**	**-0.05%**	**-0.04%**	**-0.14%**	**-0.02%**	**-0.01%**

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Source: ScientiaMobile. Note: figures reflect percentage point change (2021Q2%-2021Q1%)

Top Tablets

- The most significant market share for tablets has changed this quarter with Apple's iPad 2018 leading with 6.27% and the Apple iPad Air 2 in 2nd place with 6.19% globally.
- The Apple iPad 2018 was not the most popular tablet across all continents including Africa, Asia, N. America and Oceania.
- The highest concentration of use for a single tablet model is on the Samsung Galaxy Tab A 8.0 2017 in N. America with 15.35%

Top Tablets	Africa	Asia	Europe	N. America	Oceania	S. America	Global
Apple iPad 2017	4.17%	3.68%	4.96%	5.22%	7.96%	4.15%	4.49%
Apple iPad 2018	4.07%	4.79%	7.31%	7.34%	11.05%	6.42%	6.27%
Apple iPad 2019	0.99%	3.87%	3.81%	4.04%	5.33%	3.51%	3.73%
Apple iPad 2020	1.25%	1.98%	2.53%	2.64%	3.58%	2.01%	2.19%
Apple iPad Air (2019)	1.07%	1.92%	1.88%	2.17%	3.20%	1.17%	1.74%
Apple iPad Air (2020)	1.97%	2.23%	1.16%	1.19%	2.09%	0.44%	1.17%
Apple iPad Air 2	4.46%	5.30%	6.79%	6.26%	11.52%	3.88%	6.19%
Apple iPad Pro	0.63%	1.21%	0.82%	1.22%	4.07%	0.60%	0.63%
Apple iPad Pro 10.5 (2017)	2.36%	2.03%	1.78%	2.21%	3.84%	1.25%	1.52%
Apple iPad Pro 12.9 (2020)	0.82%	0.65%	0.79%	0.82%	5.33%	0.28%	0.65%
Apple iPad mini 4	1.24%	1.97%	1.27%	3.03%	3.31%	1.51%	1.34%
Huawei MediaPad T1 7.0	2.85%	0.14%	0.07%	0.01%	0.00%	0.00%	0.16%
Huawei MediaPad T3 10	0.51%	0.24%	1.92%	0.68%	0.01%	0.51%	1.15%
Huawei Mediapad T5	0.46%	0.91%	3.11%	0.44%	0.05%	0.61%	1.86%
Huawei dtab Compact	0.00%	5.63%	0.00%	0.00%	0.00%	0.00%	2.17%
NEC LAVIE Tab E	0.00%	7.08%	0.00%	0.00%	0.00%	0.00%	2.76%
Samsung Galaxy Tab 3 Lite	0.59%	0.46%	0.69%	0.60%	0.22%	2.19%	0.79%
Samsung Galaxy Tab 3V 3G	3.16%	0.94%	0.10%	0.09%	0.13%	0.86%	0.51%
Samsung Galaxy Tab 4 7.0	3.25%	0.46%	0.23%	0.37%	0.02%	0.91%	0.43%
Samsung Galaxy Tab A 10.1	2.48%	0.59%	5.71%	1.42%	1.26%	0.62%	3.28%
Samsung Galaxy Tab A 10.1 (2019)	2.13%	2.21%	4.20%	1.68%	2.70%	2.15%	3.22%
Samsung Galaxy Tab A 8.0 (2019)	0.28%	0.33%	0.67%	1.85%	0.75%	2.82%	0.91%
Samsung Galaxy Tab A 8.0 2017	0.08%	0.50%	0.09%	15.35%	1.13%	0.44%	0.91%
Samsung Galaxy Tab A 8.0 LTE (2019)	2.85%	3.27%	0.55%	0.64%	0.80%	2.61%	1.72%
Samsung Galaxy Tab E 9.6	5.61%	0.64%	1.41%	1.59%	0.09%	2.36%	1.40%
Samsung Galaxy Tab S2 9.7	1.56%	0.49%	1.93%	0.88%	1.39%	0.25%	1.44%
Tecno LC7	3.48%	0.28%	0.03%	0.03%	0.02%	0.06%	0.61%
Others	**47.70%**	**46.21%**	**46.18%**	**38.24%**	**30.16%**	**58.37%**	**46.75%**

Source: ScientiaMobile. Note: figures reflect percentage point (2021Q2)

Top Tablet Trends (2021 Q2 vs. 2021 Q1)

- The largest global growth comes from the adoption of the NECLAVIE Tab E at 2.51%.
- Globally, the Samsung Galaxy Tab A 10.1 (2019) had the largest drop in usage by -2.31%.
- Asia had the largest adoption of any continent at 6.41% of the NECLAVIE Tab E.
- Africa had the largest drop in use of any continent at -3.65% of the Apple iPad mini 4.

Top Tablet Trends	Africa	Asia	Europe	N. America	Oceania	S. America	Global
Apple iPad 2017	2.45%	0.80%	0.42%	0.65%	2.18%	0.27%	0.21%
Apple iPad 2018	0.58%	-0.24%	1.16%	-1.20%	2.65%	2.11%	0.12%
Apple iPad 2019	-0.02%	0.97%	0.33%	-0.90%	1.28%	0.63%	0.13%
Apple iPad 2020	0.80%	1.00%	0.94%	1.26%	2.30%	1.39%	0.89%
Apple iPad Air (2019)	0.01%	-0.16%	0.27%	0.45%	0.84%	0.55%	-0.01%
Apple iPad Air (2020)	1.53%	1.25%	0.58%	0.67%	0.92%	0.34%	0.53%
Apple iPad Air 2	-0.95%	-0.32%	0.39%	1.38%	3.03%	-0.06%	0.32%
Apple iPad Air 2	0.10%	0.44%	0.18%	0.08%	3.00%	0.14%	-0.02%
Apple iPad Pro 10.5 (2017)	0.63%	0.37%	0.35%	0.59%	1.32%	0.06%	-0.02%
Apple iPad Pro 12.9 (2020)	0.06%	0.26%	0.37%	0.34%	4.49%	0.16%	0.21%
Apple iPad mini 4	-3.65%	0.99%	0.14%	-0.22%	1.13%	0.02%	0.11%
Huawei MediaPad T1 7.0	2.11%	0.04%	-0.02%	0.00%	0.00%	-0.01%	0.05%
Huawei MediaPad T3 10	-0.15%	-0.22%	-0.16%	0.21%	0.01%	-0.06%	0.01%
Huawei Mediapad T5	-0.43%	0.20%	-0.46%	-0.04%	-0.04%	-0.16%	0.21%
Huawei dtab Compact	0.00%	-1.90%	0.00%	0.00%	0.00%	0.00%	-0.62%
NEC LAVIE Tab E	0.00%	6.41%	0.00%	0.00%	0.00%	0.00%	2.51%
Samsung Galaxy Tab 3 Lite	0.13%	-0.15%	0.42%	0.13%	-0.21%	-0.83%	0.31%
Samsung Galaxy Tab 3V 3G	1.95%	-0.12%	0.00%	0.04%	-0.07%	-0.23%	0.09%
Samsung Galaxy Tab 4 7.0	2.08%	0.06%	-0.13%	0.05%	-0.06%	-0.41%	0.06%
Samsung Galaxy Tab A 10.1	-0.65%	-0.01%	-0.44%	-1.13%	-2.05%	-0.86%	-0.23%
Samsung Galaxy Tab A 10.1 (2019)	-0.34%	0.60%	-0.53%	-1.03%	-3.03%	-1.06%	0.00%
Samsung Galaxy Tab A 8.0 (2019)	0.07%	-0.96%	0.09%	0.49%	-0.64%	0.95%	0.19%
Samsung Galaxy Tab A 8.0 2017	-0.02%	-0.29%	-0.05%	2.28%	-1.58%	-0.11%	-2.06%
Samsung Galaxy Tab A 8.0 LTE (2019)	0.15%	0.51%	0.17%	0.21%	0.05%	0.21%	0.71%
Samsung Galaxy Tab E 9.6	2.10%	0.01%	-0.13%	-0.34%	-0.10%	-0.53%	-0.01%
Samsung Galaxy Tab S2 9.7	-0.36%	0.14%	-0.30%	-0.56%	-1.57%	-0.64%	-0.22%
Tecno LC7	-0.64%	-0.03%	-0.01%	0.01%	-0.01%	-0.02%	0.18%
Others	**-4.77%**	**1.24%**	**1.57%**	**-2.24%**	**-6.41%**	**1.41%**	**3.27%**

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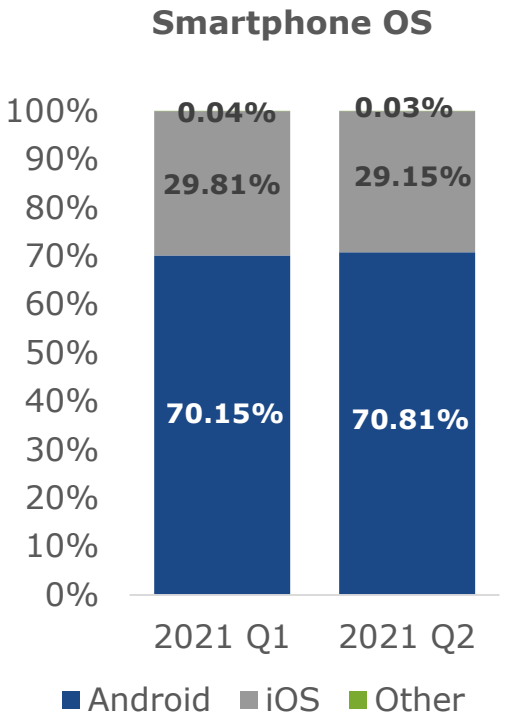
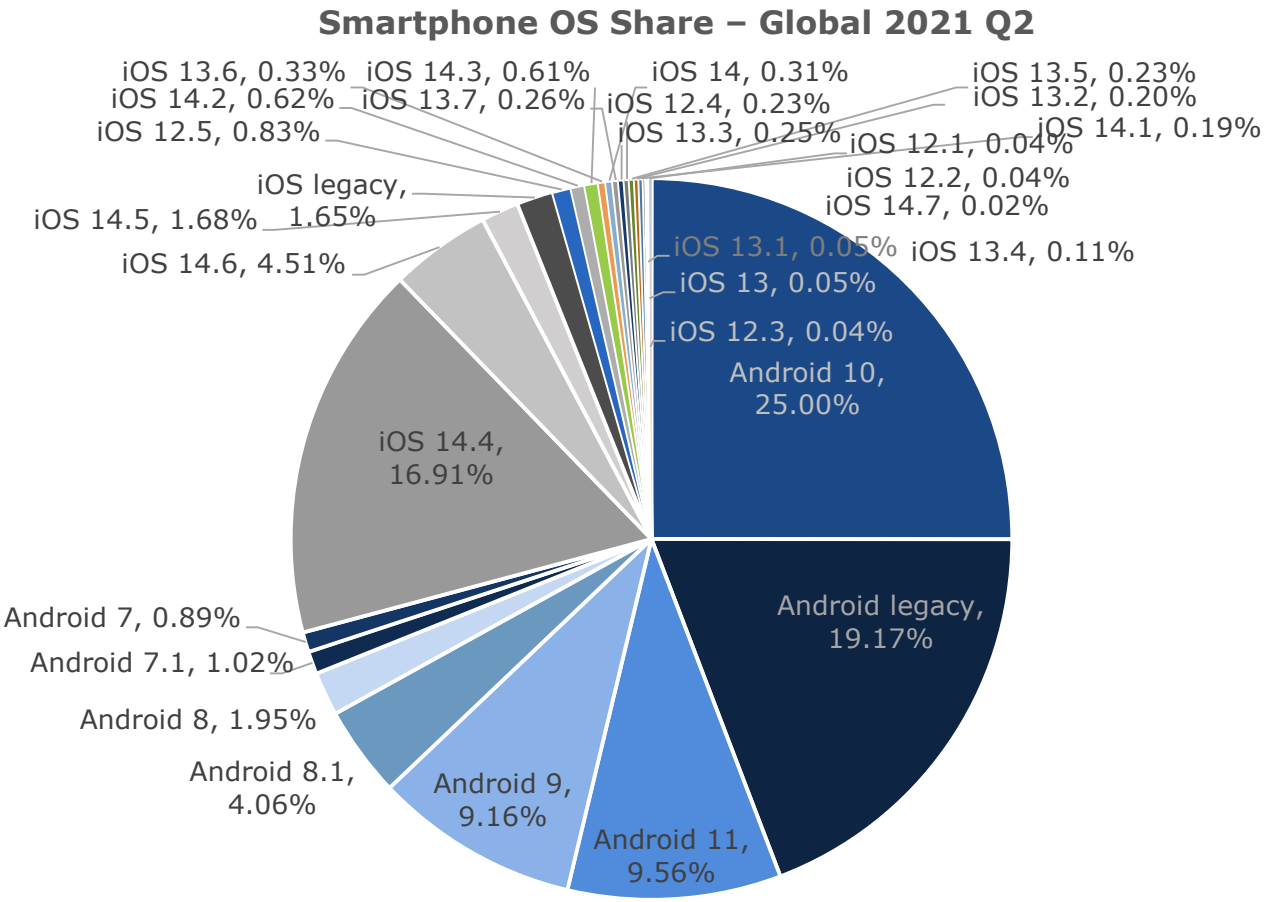
Source: ScientiaMobile. Note: figures reflect percentage point change (2021Q2%-2021Q1%)

Global Smartphone OS Versions

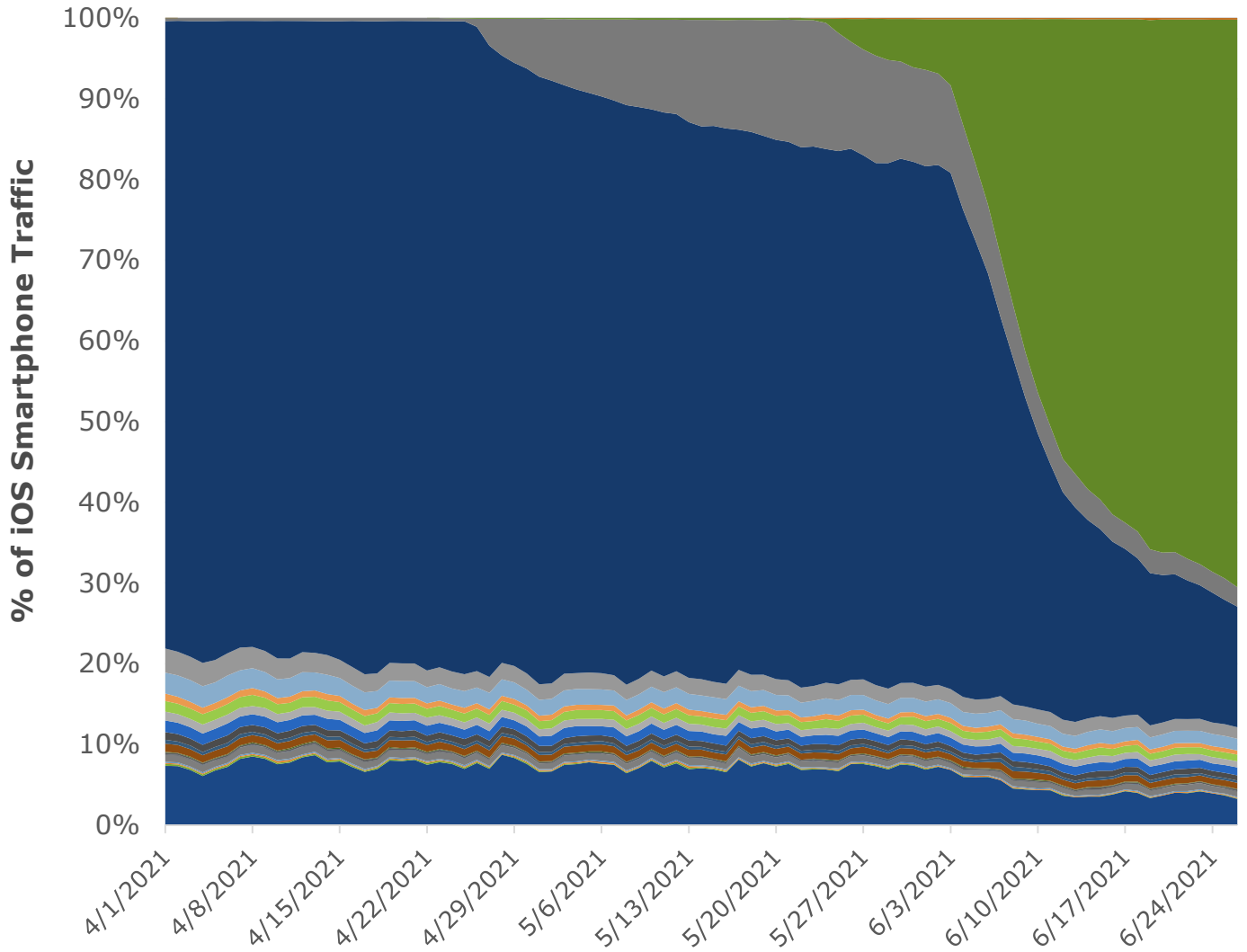
- Among global OS versions, Android 10 is the most popular smartphone OS version with 25.00%.
- Among global OS versions, Apple iOS 14.4 is the most popular Apple iOS version with 16.91% share.





Legacy Definition: iOS before 12, Android before 7

iOS Smartphone Operating System Trends



Version	End of Q2
14.7	0.22%
14.6	71.46%
14.5	2.22%
14.4	13.58%
14.3	1.40%
14.2	1.47%
14.1	0.55%
14	0.80%
13.7	0.82%
13.6	1.13%
13.5	0.69%
13.4	0.34%
13.3	0.80%
13.2	0.09%
13.1	0.18%
13	0.00%
12.4	0.39%
12.3	0.09%
12.2	0.09%
12.1	0.00%
12	0.00%
legacy	

Point of Clarification:
Unlike the Global Smartphone OS Versions which is a quarterly average, this is daily data and provides only Apple smartphone usage on the last day of 2021 Q2.

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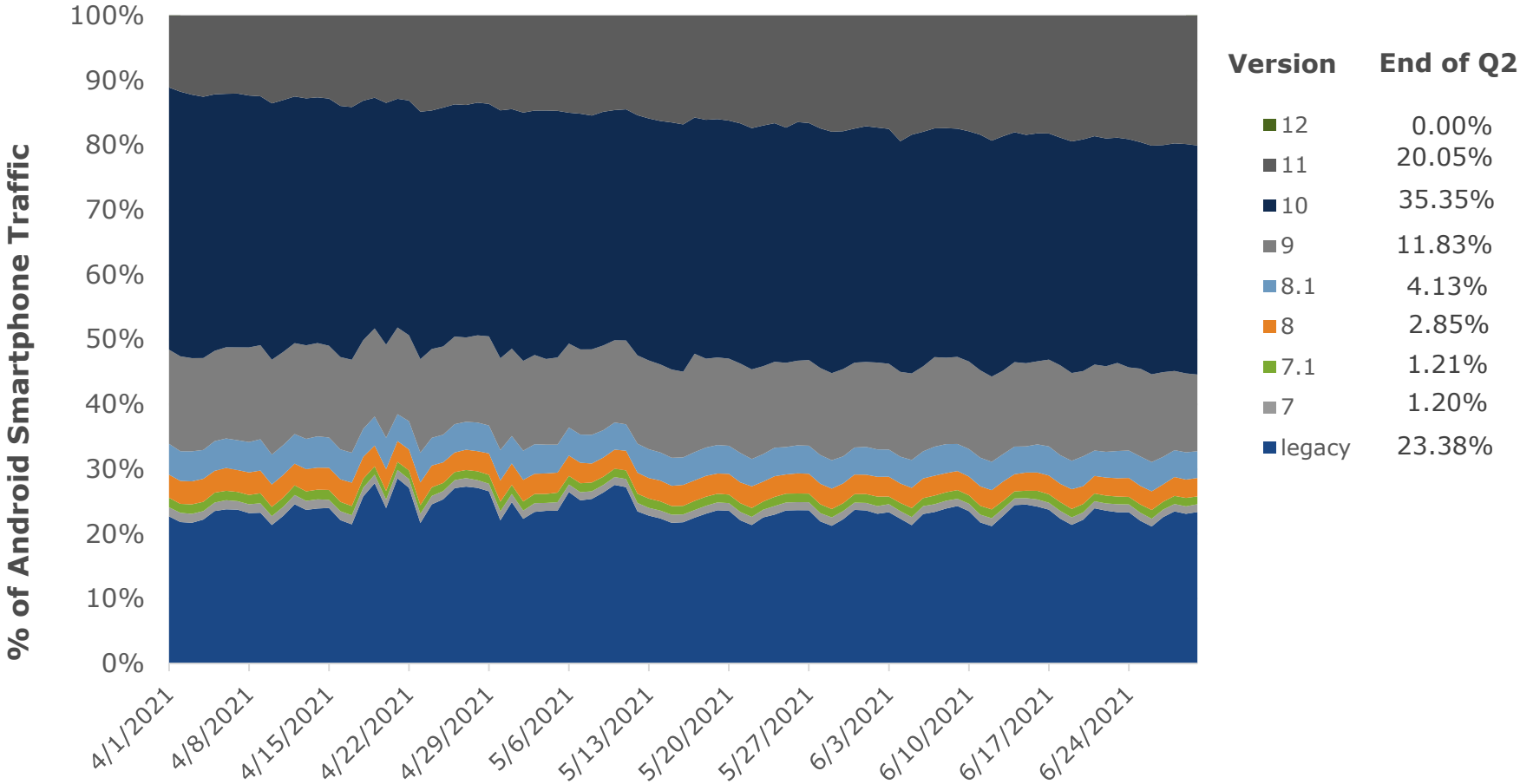
Legacy Definition: iOS before 12, Android before 7

Android Smartphone Operating System Trends

- Android 10 is the top OS version at the end of 2021 Q2.
- Android 11 is the 2nd most used OS group in our Android traffic (excluding legacy).



Version	End of Q2
12	0.00%
11	20.05%
10	35.35%
9	11.83%
8.1	4.13%
8	2.85%
7.1	1.21%
7	1.20%
legacy	23.38%

Point of Clarification:
Unlike the Global Smartphone OS Versions which is a quarterly average, this is daily data and provides only Android smartphone usage on the last day of 2021 Q2.

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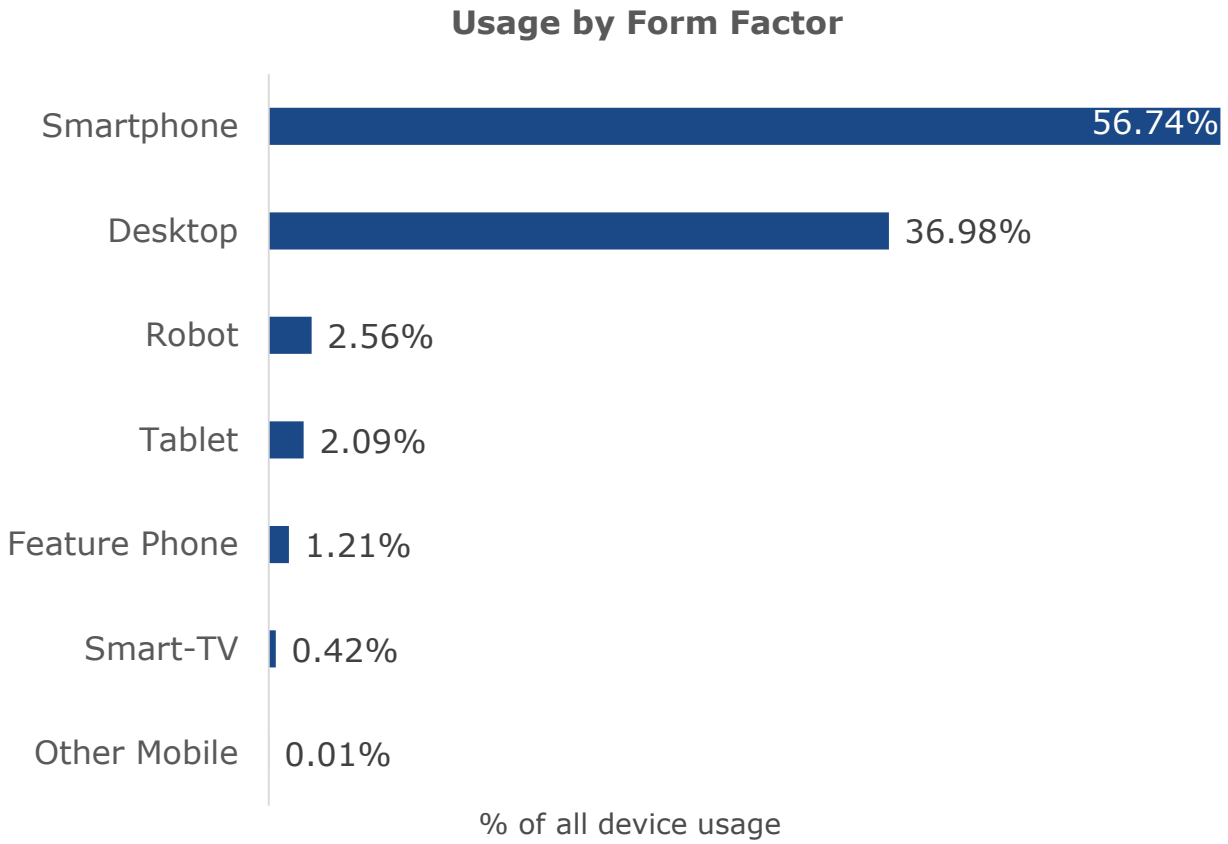
Legacy Definition: iOS before 12, Android before 7

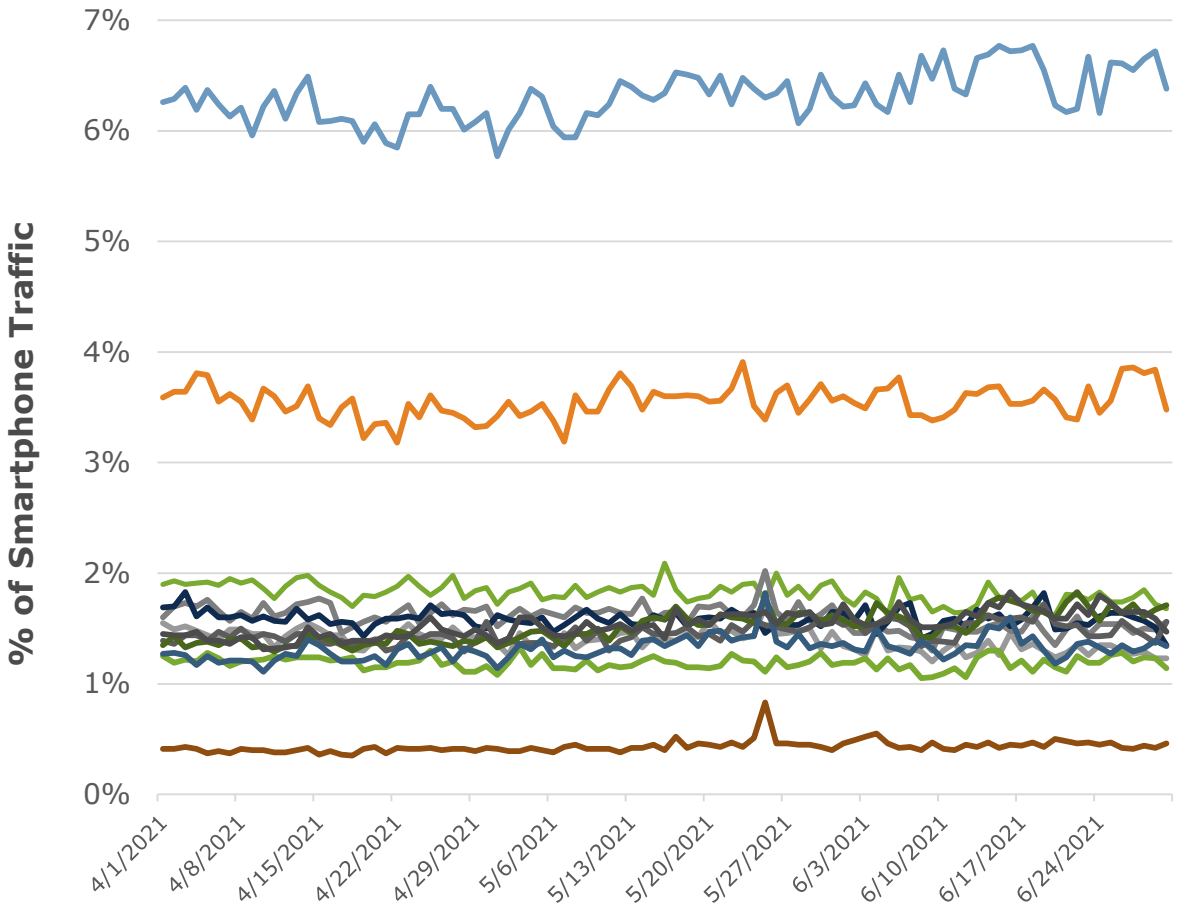
Form Factor

- Mobile devices continue to eclipse desktop, with only 36.98% of traffic coming from desktop in 2021 Q2.
- Smartphones are the most frequently used mobile devices, with 56.74% usage in 2021 Q2.
- Bots are the 3rd leading device with 2.56% share of global traffic this quarter.
- Tablets were in 4th place with 2.09% usages with Feature phones behind them at 1.21% in 2021 Q2.



Apple iPhone X to Apple iPhone 12 Smartphone Trends

- Apple iPhone 11 is the top Apple iPhone at the end of 2021 Q2.
- Apple iPhone XR is the 2nd most used Apple iPhone at the end of 2021 Q2.



Version	End of Q2
Apple iPhone X	1.68%
Apple iPhone XS	1.23%
Apple iPhone XS Max	1.14%
Apple iPhone XR	3.48%
Apple iPhone 11	6.38%
Apple iPhone 11 Pro	1.56%
Apple iPhone 11 Pro Max	1.35%
Apple iPhone SE (2020)	1.56%
Apple iPhone 12	1.71%
Apple iPhone 12 mini	0.46%
Apple iPhone 12 Pro	1.34%
Apple iPhone 12 Pro Max	1.47%

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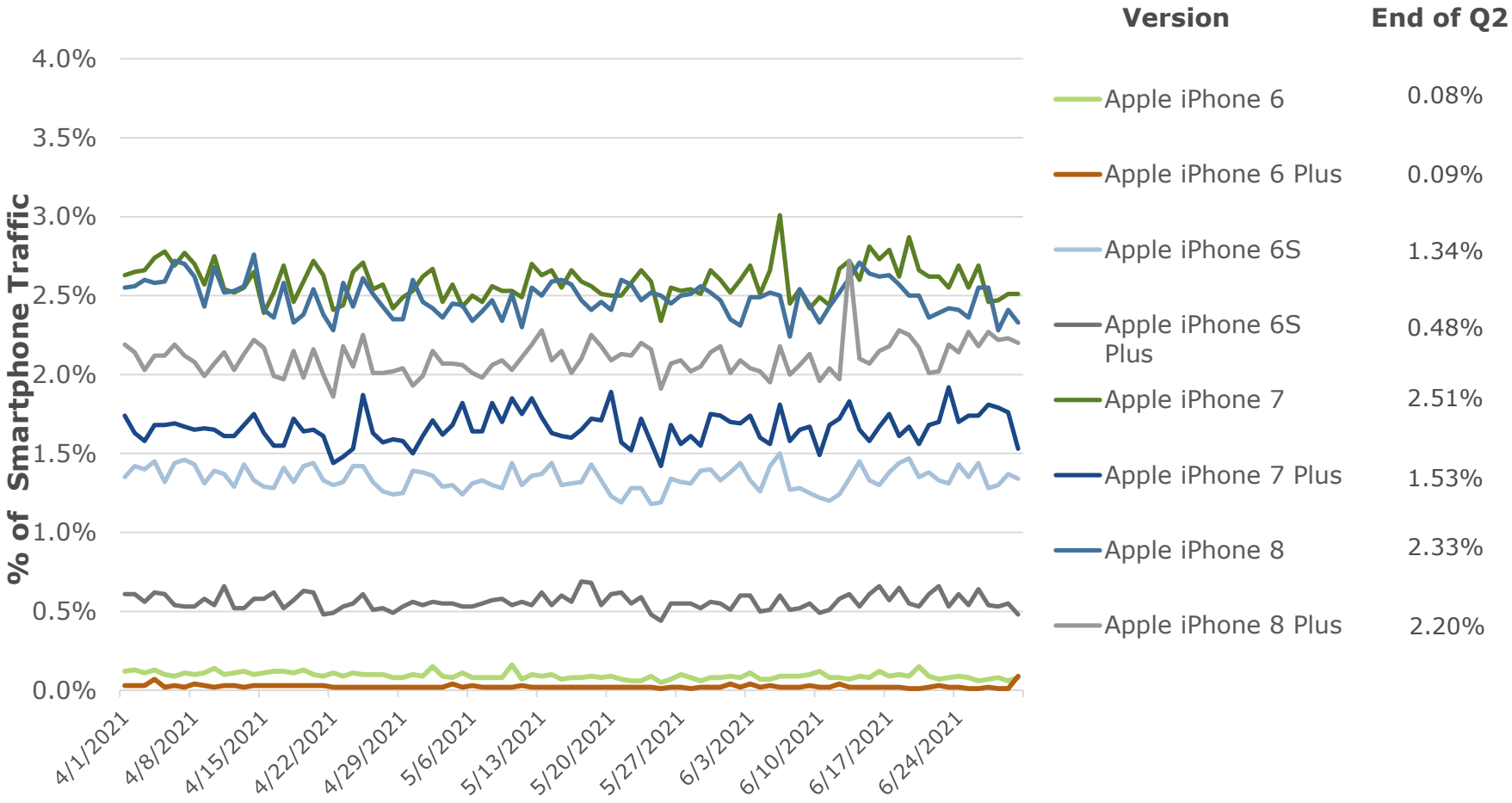
Point of Clarification:
Unlike the Global Smartphone OS Versions which is a quarterly average, this is daily data and provides only Apple smartphone usage on the last day of 2021 Q2.

Apple iPhone 6 to Apple iPhone 8 Smartphone Trends

- Apple iPhone 7 is the top Apple smartphone under Apple iPhone 8 at the end of 2021 Q2.
- Apple iPhone 8 is the 2nd most used Apple smartphone under the Apple iPhone 8 at the end of 2021 Q2.



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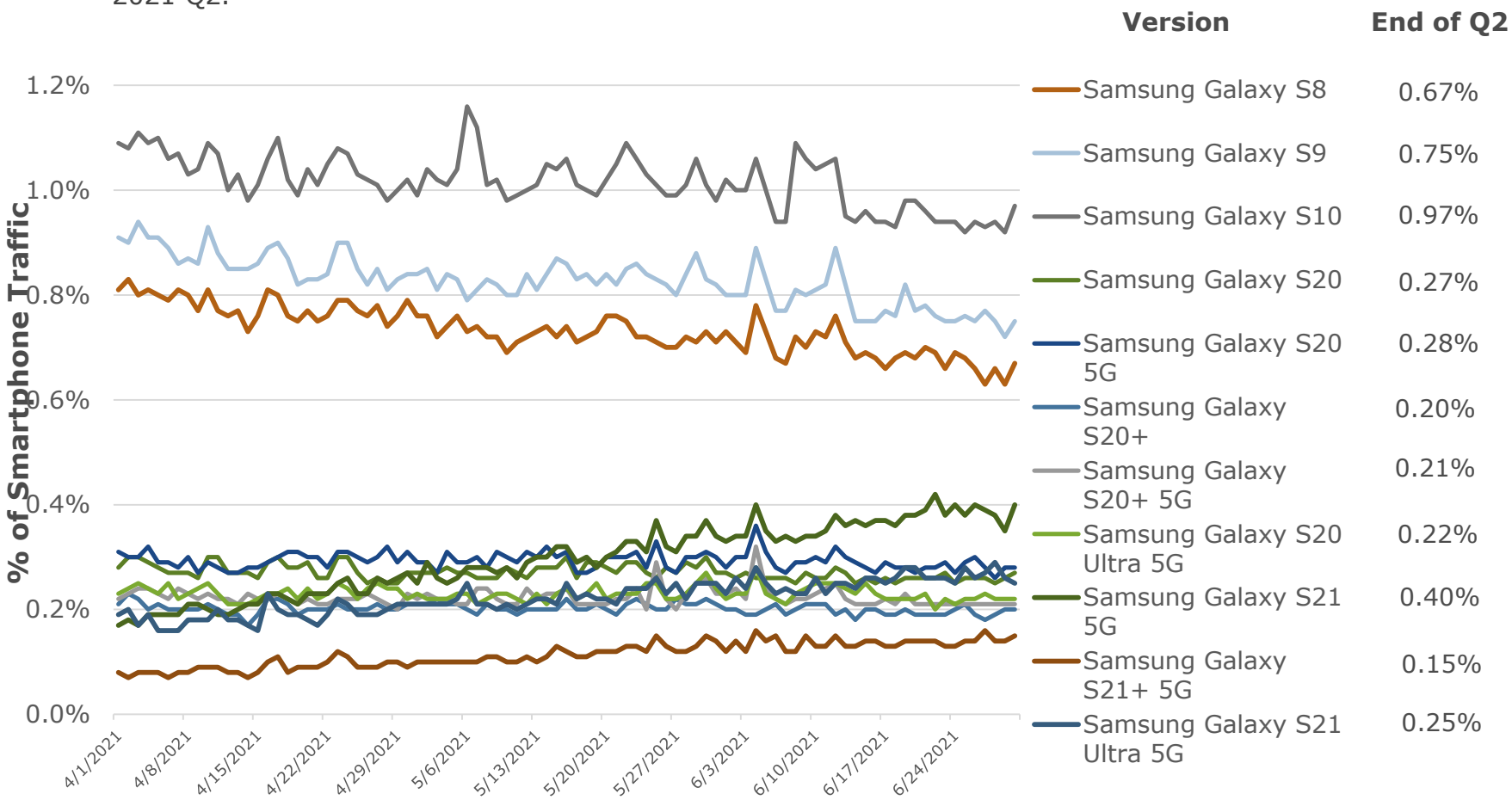
Point of Clarification:
Unlike the Global Smartphone OS Versions which is a quarterly average, this is daily data and provides only Apple smartphone usage on the last day of 2021 Q2.

Samsung Galaxy S Series Smartphone Trends

- Samsung Galaxy S10 is the top Samsung Galaxy S series smartphone at the end of 2021 Q2.
- Samsung Galaxy S9 is the 2nd most used Samsung Galaxy S series smartphone at the end of 2021 Q2.



Version	End of Q2
Samsung Galaxy S8	0.67%
Samsung Galaxy S9	0.75%
Samsung Galaxy S10	0.97%
Samsung Galaxy S20	0.27%
Samsung Galaxy S20 5G	0.28%
Samsung Galaxy S20+	0.20%
Samsung Galaxy S20+ 5G	0.21%
Samsung Galaxy S20 Ultra 5G	0.22%
Samsung Galaxy S21 5G	0.40%
Samsung Galaxy S21+ 5G	0.15%
Samsung Galaxy S21 Ultra 5G	0.25%

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Point of Clarification:
Unlike the Global Smartphone OS Versions which is a quarterly average, this is daily data and provides only Samsung smartphone usage on the last day of 2021 Q2 minus the Samsung Galaxy S7 and S7 Edge.

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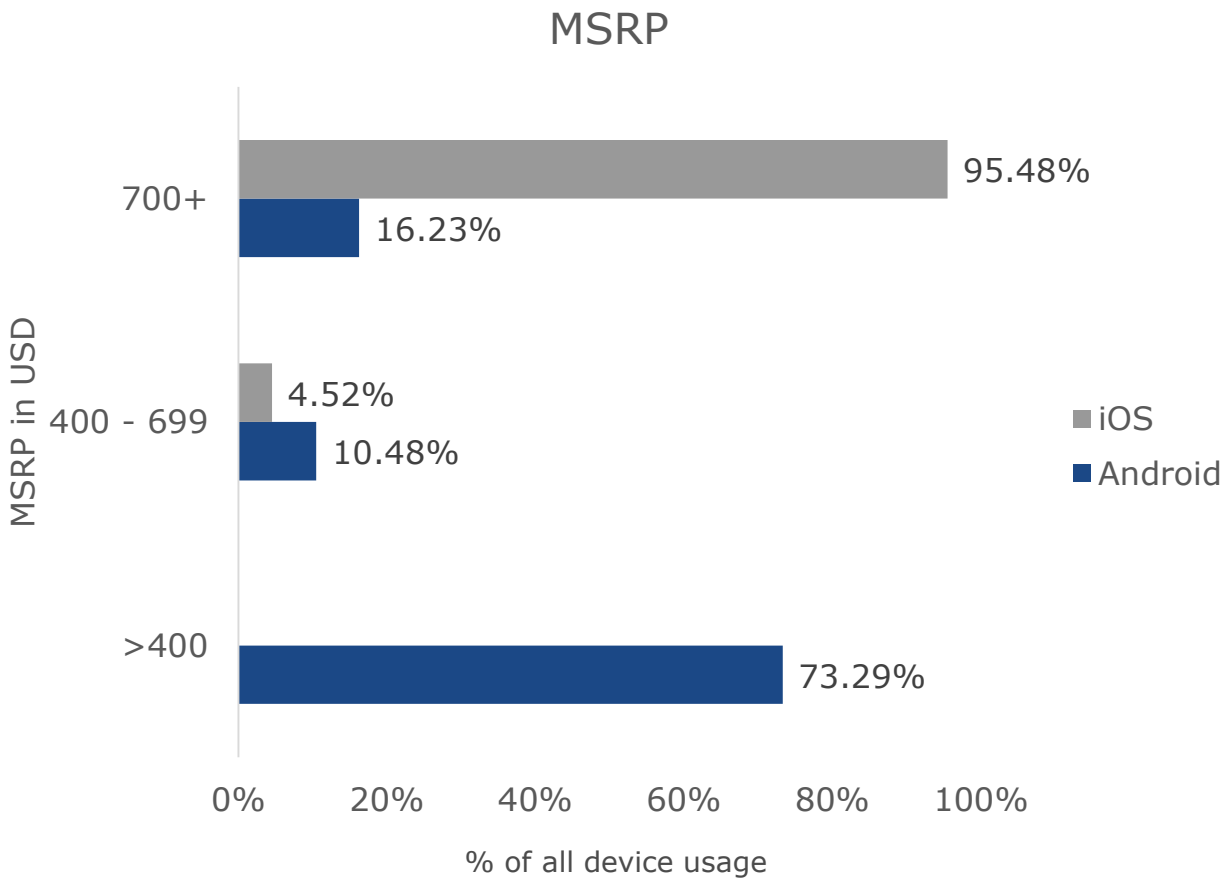
MSRP Spotlight by Continent

Global MSRP by Android and Apple

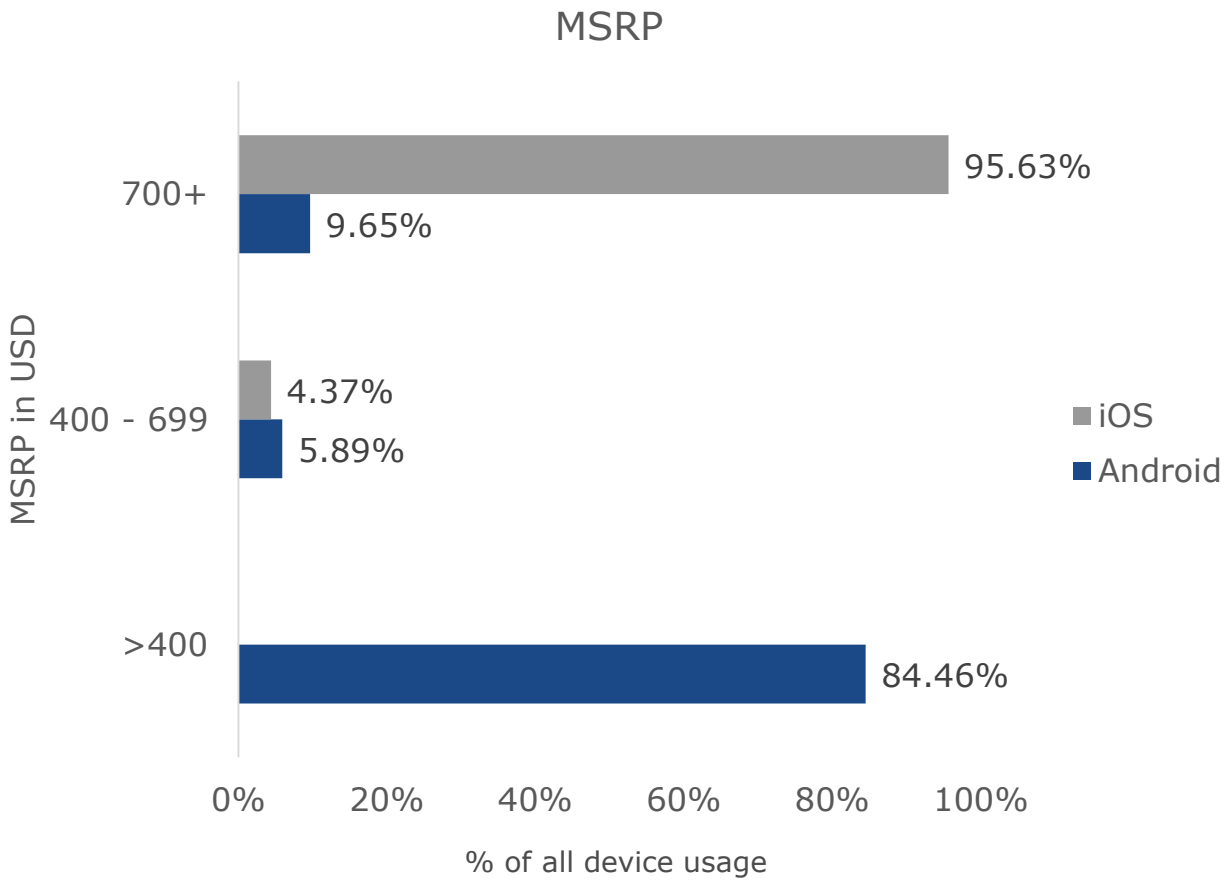
- Globally, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Android has only 16% of its smartphones used in the $700+ price range.
- 73% of Android Smartphone devices seen are under $400 MSRP.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are 5.96% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

African MSRP by Android and Apple

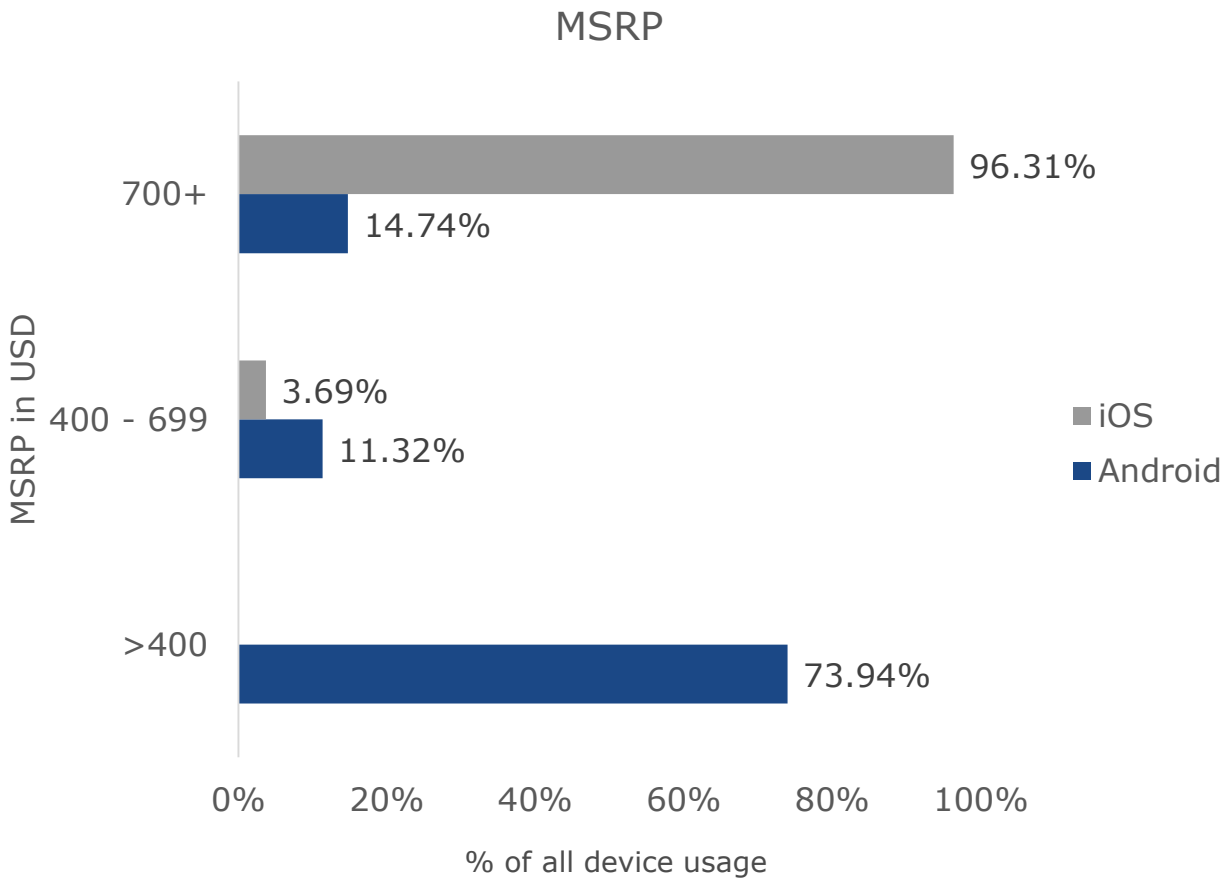
- In Africa, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Android has only 9% of its smartphones used in the $700+ price range.
- 84% of Android Smartphone devices seen are under $400 MSRP.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are only 1.52% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

Asian MSRP by Android and Apple

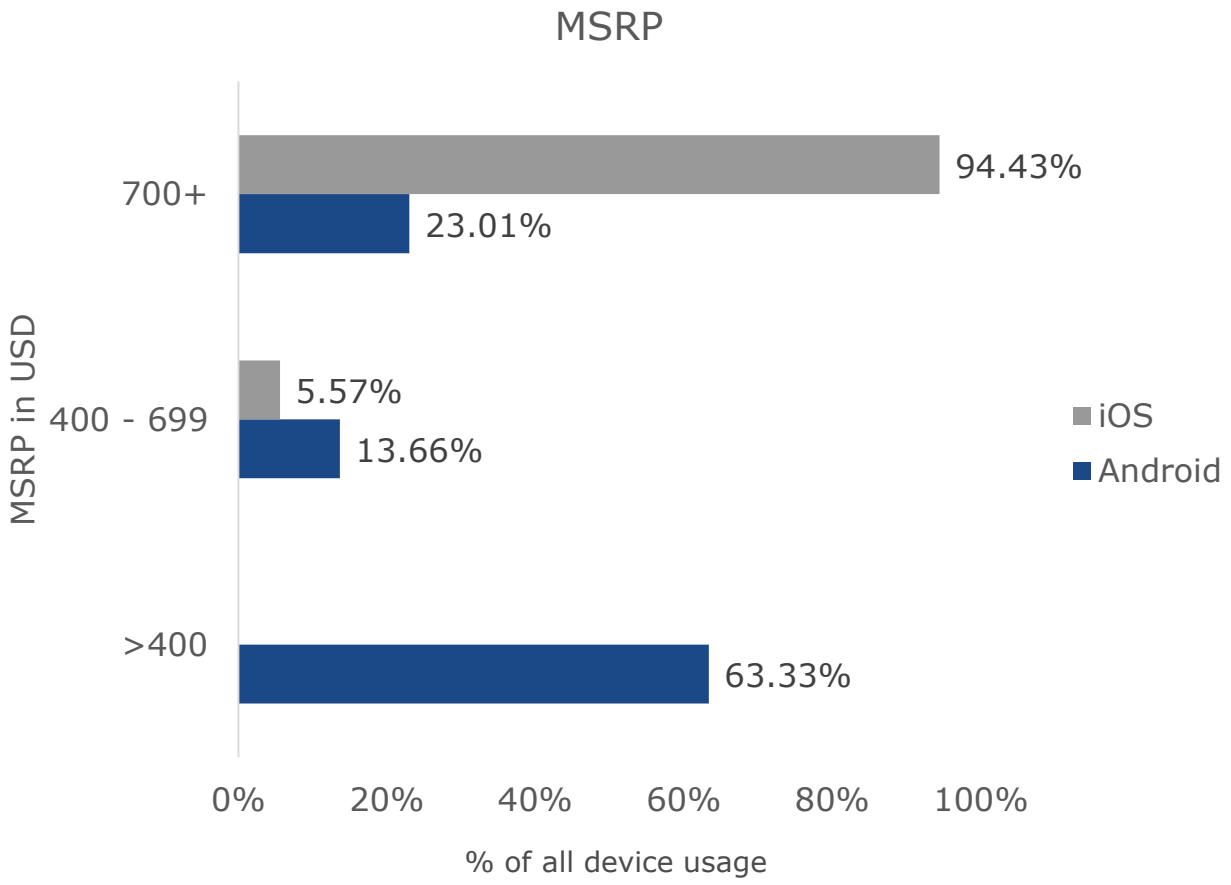
- In Asia, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Android has only 14% of its smartphones used in the $700+ price range.
- 73% of Android Smartphone devices seen are under $400 MSRP.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are 7.63% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

European MSRP by Android and Apple

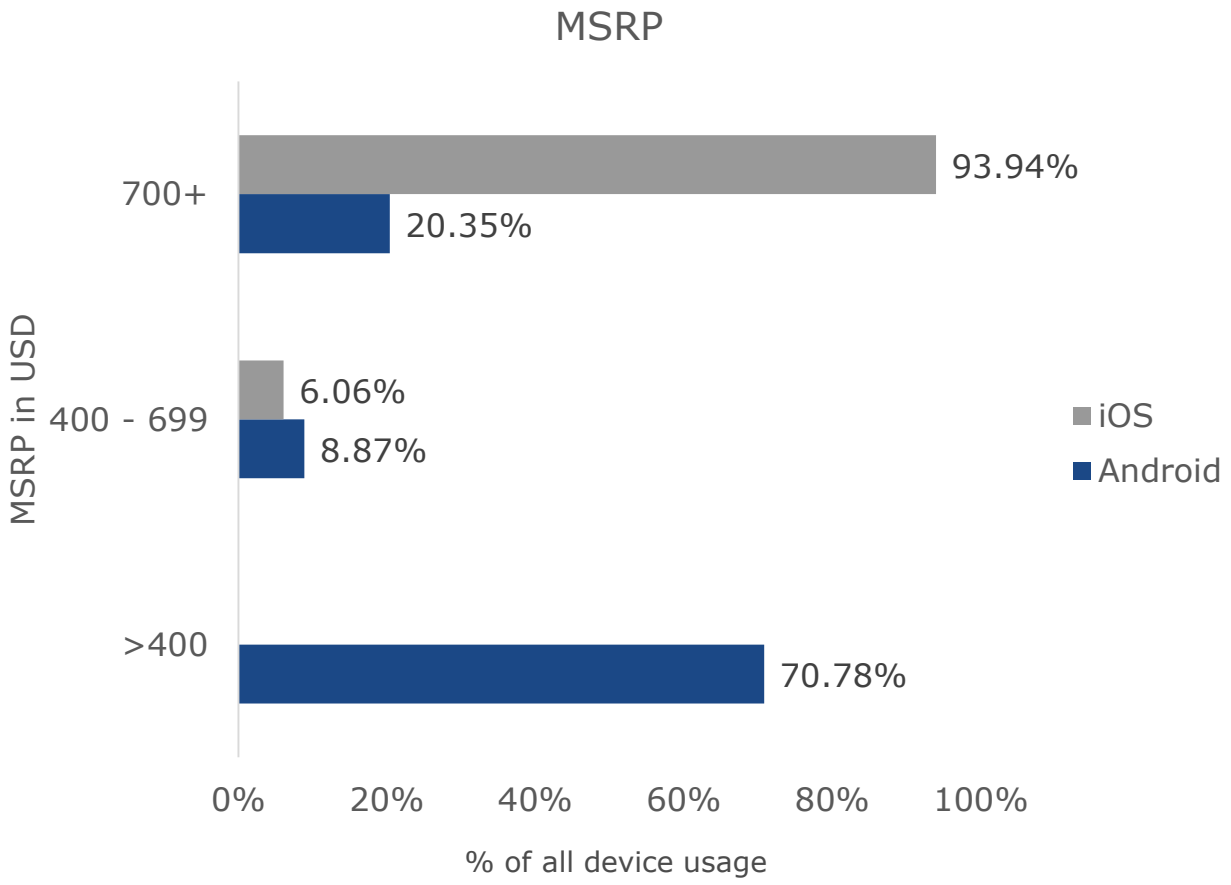
- In Europe, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Android has only 23% of its smartphones used in the $700+ price range.
- 63% of Android Smartphone devices are under $400 MSRP.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are 8.08% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

North American MSRP by Android and Apple

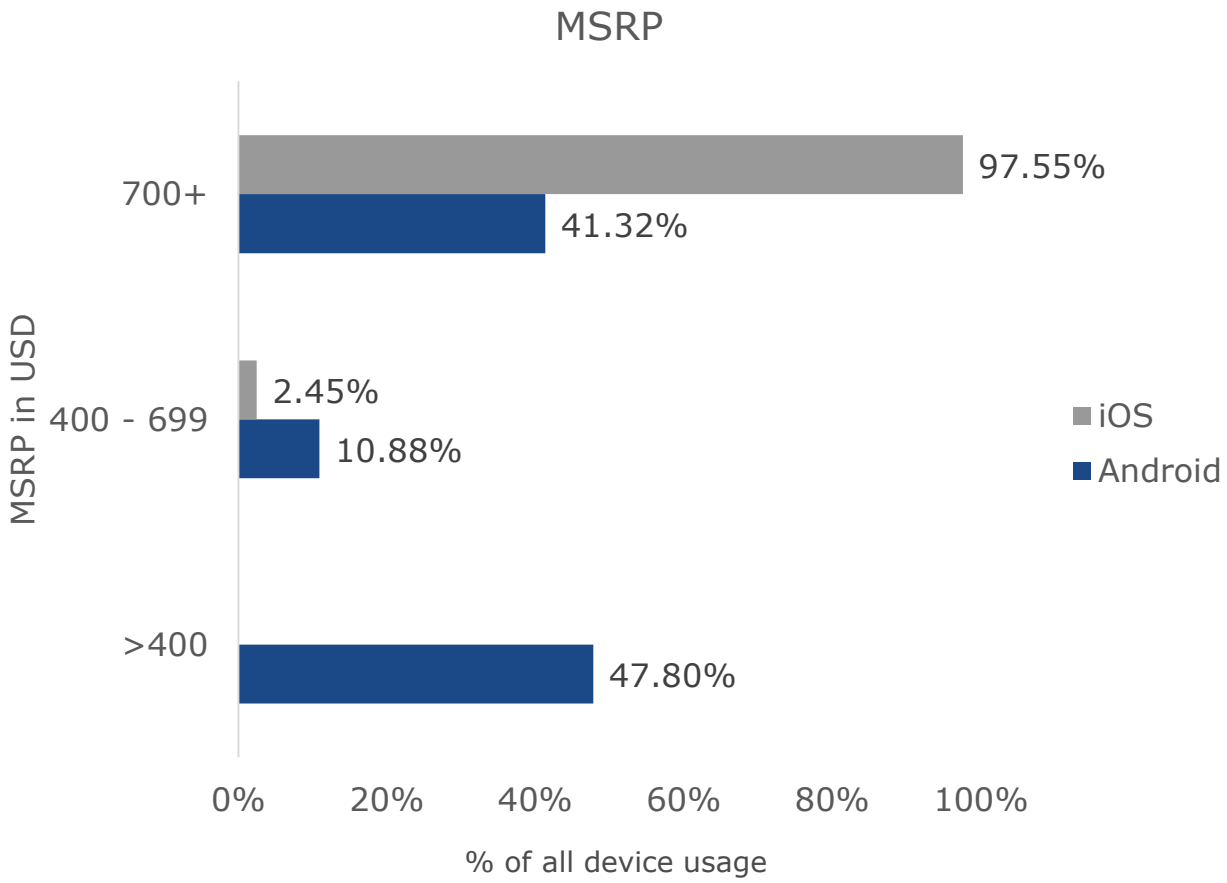
- In North America, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Android has only 20% of its smartphones used in the $700+ price range.
- Over 70% of Android Smartphone devices seen are under $400 MSRP.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are only 2.81% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

Oceanic MSRP by Android and Apple

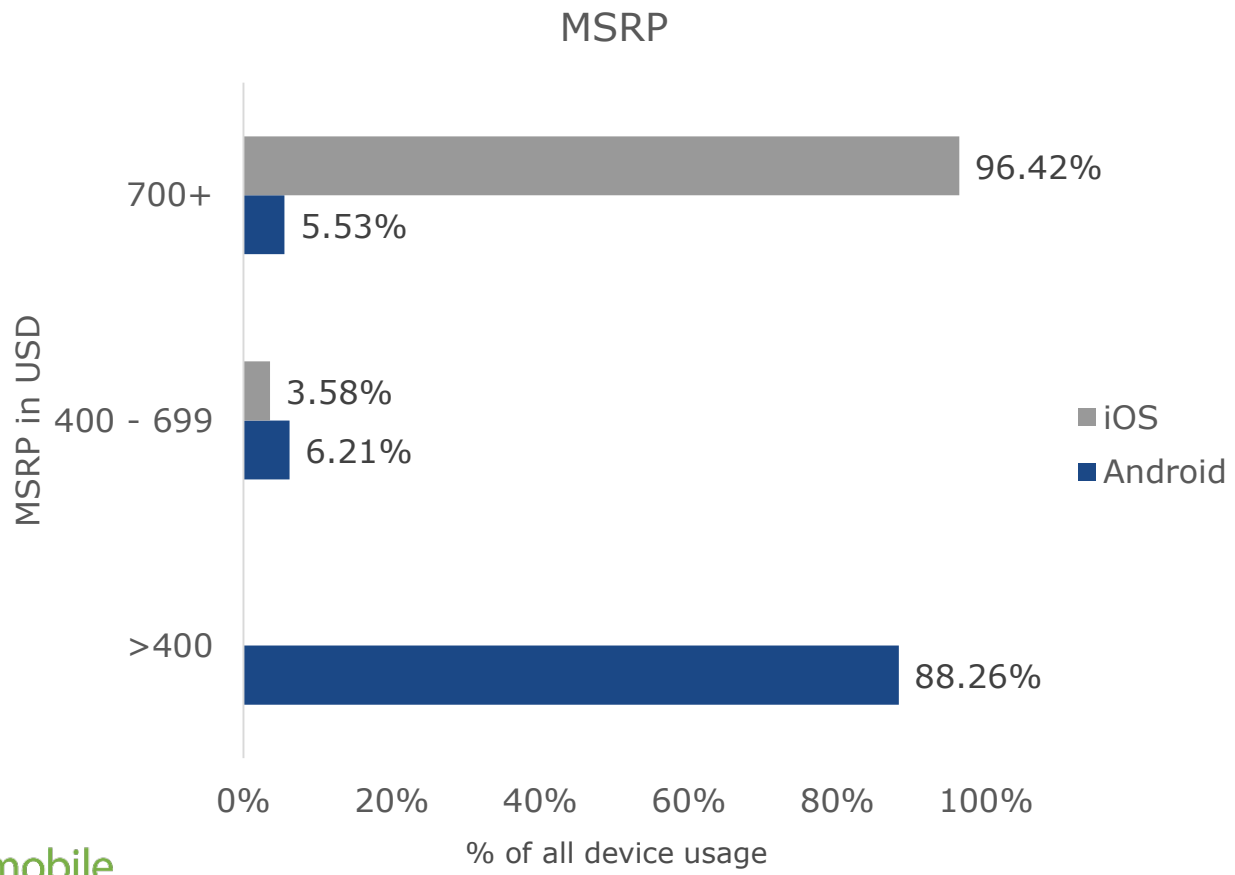
- In Oceania, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Unlike other continents, Oceanic Android smartphone have a larger amount of its smartphones (41%) used in the $700+ price range.
- Over 47% of Android Smartphone devices seen are under $400 MSRP.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are 8.43% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

South American MSRP by Android and Apple

- In South America, most Apple iPhones have a higher MSRP than Androids during 2021 Q2. Android has only 5% of its smartphones used in the $700+ price range.
- Android makes up the highest share of any other continent of the under $400 MSRP market at 88% usage.
- There is some overlap in the mid-range market, neither of which Android or iOS dominate. In the $400-$699 mid-range market, the two operating systems are only 2.63% apart.



Point of Clarification: Release_MSRP capability will always use the highest price for a device.

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Foldables Spotlights

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Snapdragon 888 Pricing Spotlight

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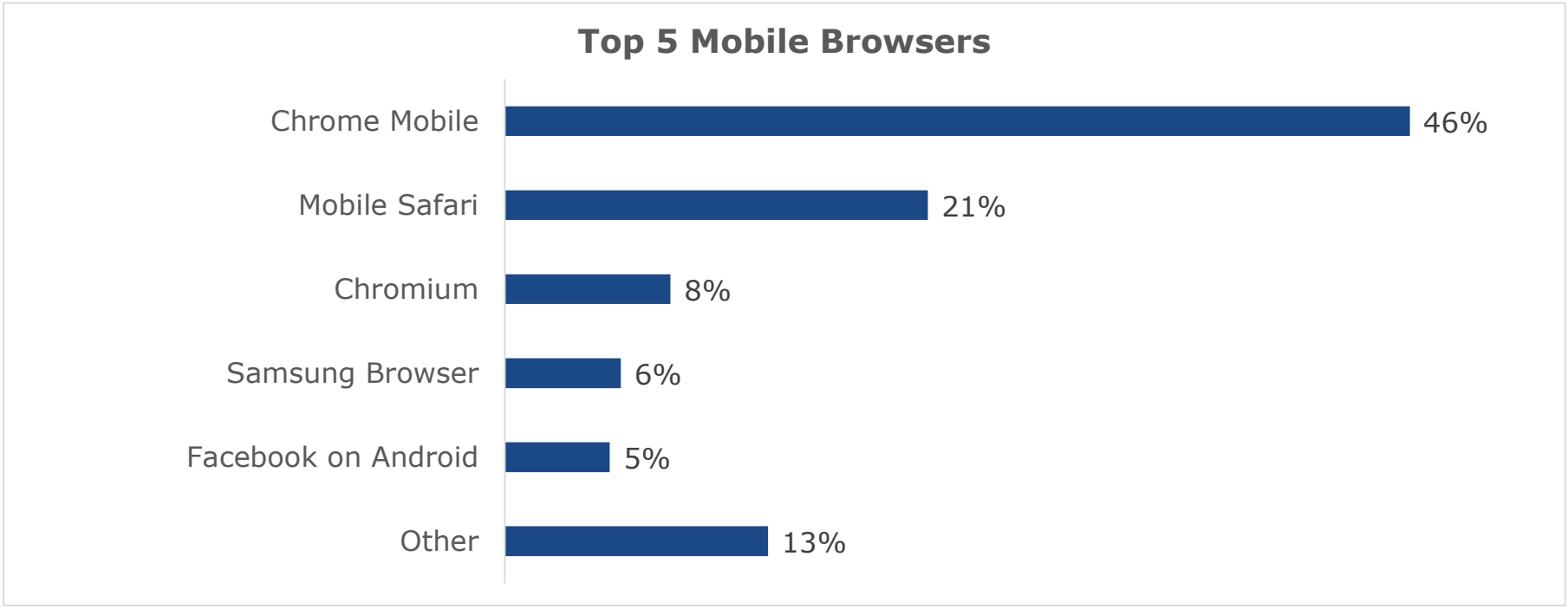
Next-Gen Image Formats and Apple Safari

WebP Image Format Adoption on Browsers

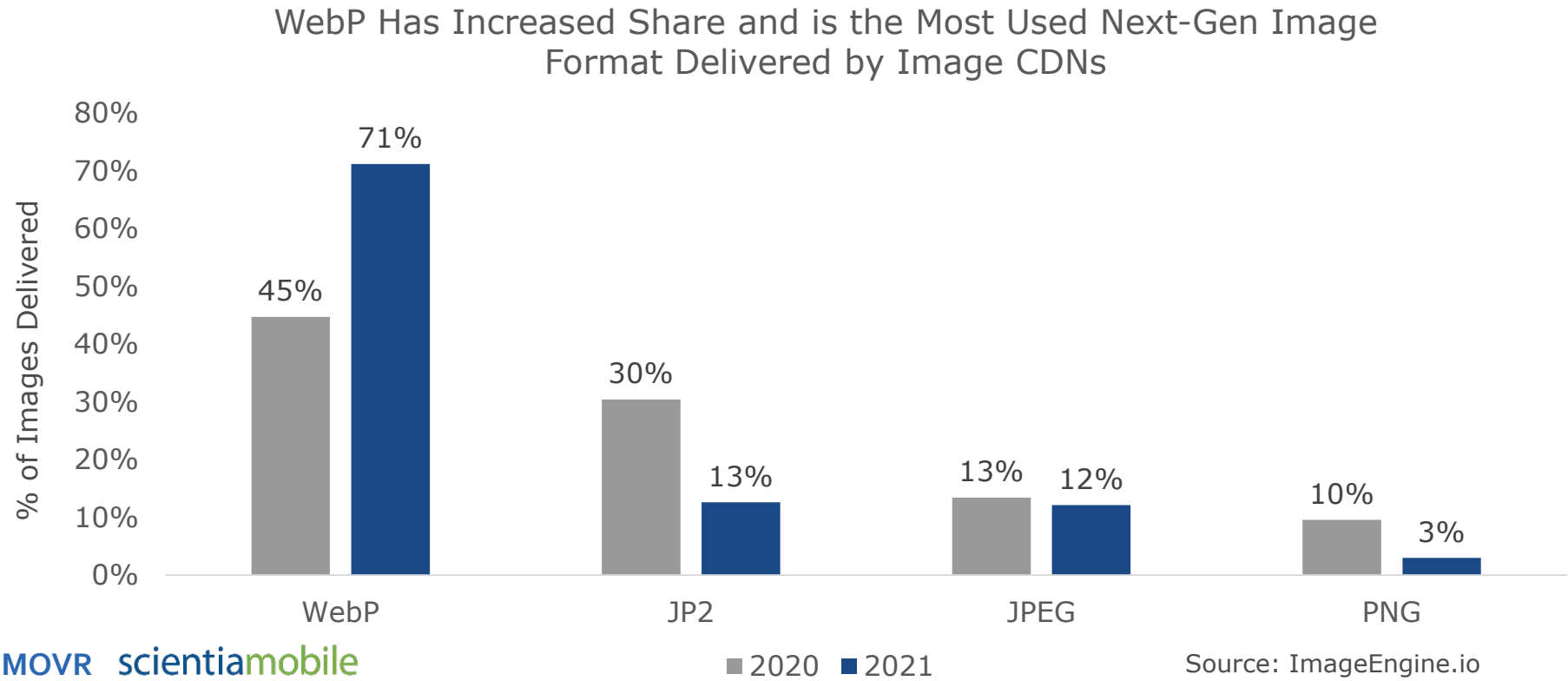
- Websites and eCommerce sites are adopting image optimization to provide superior web performance, particularly on mobile devices.
- Resizing, compressing, and converting images to next-generation formats generates images up to 80% smaller than their original size.
- Until Safari version 14, JPEG 2000 was the most efficient next-generation image format supported by Apple's Safari browser. However, Safari version 14, released September 2020, started to support WebP.
- WebP image format was already supported by Chrome (and its Chromium derivatives), the world's most popular mobile browser, starting back in 2014 with version 32.



All of the top 5 browsers now support WebP in 2021 Q2

Increase in WebP Image Format Delivered by Image CDNs

- Image CDNs automatically convert images to next-generation formats, including WebP, JP2 (JPEG 2000), and AVIF.
- ImageEngine will convert to images to the most efficient format supported by the device and browser.
- We studied millions of image format conversions performed by the ImageEngine.io image CDN.
- WebP has increased by 26 percentage points from 2020 to 2021. 71% of all traffic is now delivered in WebP format.
- This increase is driven by Safari's adoption of WebP in version 14 released September 2020.
- The remaining 13% of images using JP2 are delivered to Safari browser versions prior to 14.



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Source: ImageEngine.io

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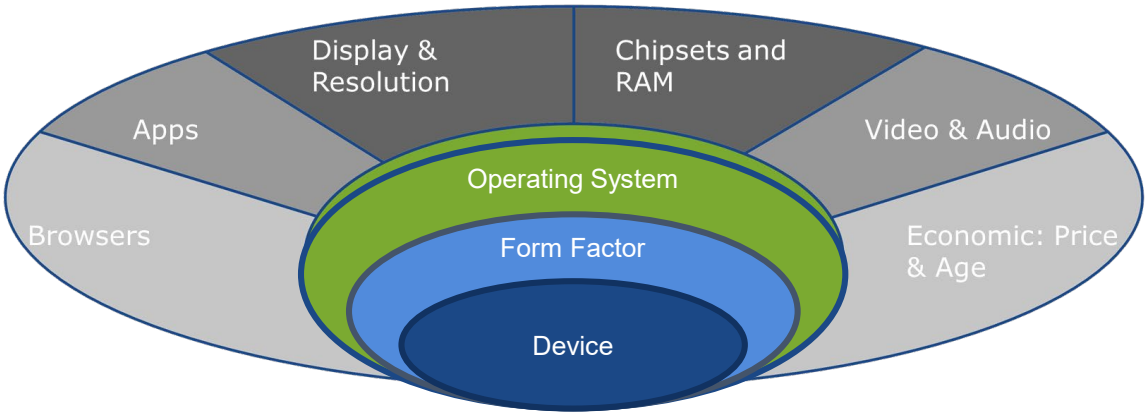
Get a Custom MOVR

Get Customized Mobile Data Reports

- **Geography**: select global, continents, or over 40 countries from developed of emerging markets
- **Device Capabilities**: select from over 500 device capabilities including form factor, OS, browsers, apps, display & resolution, chipsets, video, and economic information.
- **Time Frame**: analyze trend and make comparisons by selecting the time frame of the report
- **Delivery Frequency**: select how often the MOVR data delivered, including annual, quarterly, monthly, weekly, or daily

- Contact: sales@scientiamobile.com



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https://www.scientiamobile.com/products/mobile-data-reports/

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How the Mobile Overview Report is Possible

The Mobile Overview Report is Made Possible by WURFL.js Business Edition

With Business Edition, You Get:

- Accurate identification of iPhone and iPad models
- Integrate with Google Analytics
- Over 20 of WURFL's most popular capabilities
- Easy-to-use JavaScript snippet works with ScientiaMobile's cloud-based DDR
- SLA and high reliability
- Helpdesk support

Get WURFL.js: https://www.scientiamobile.com/products/wurfl-js/

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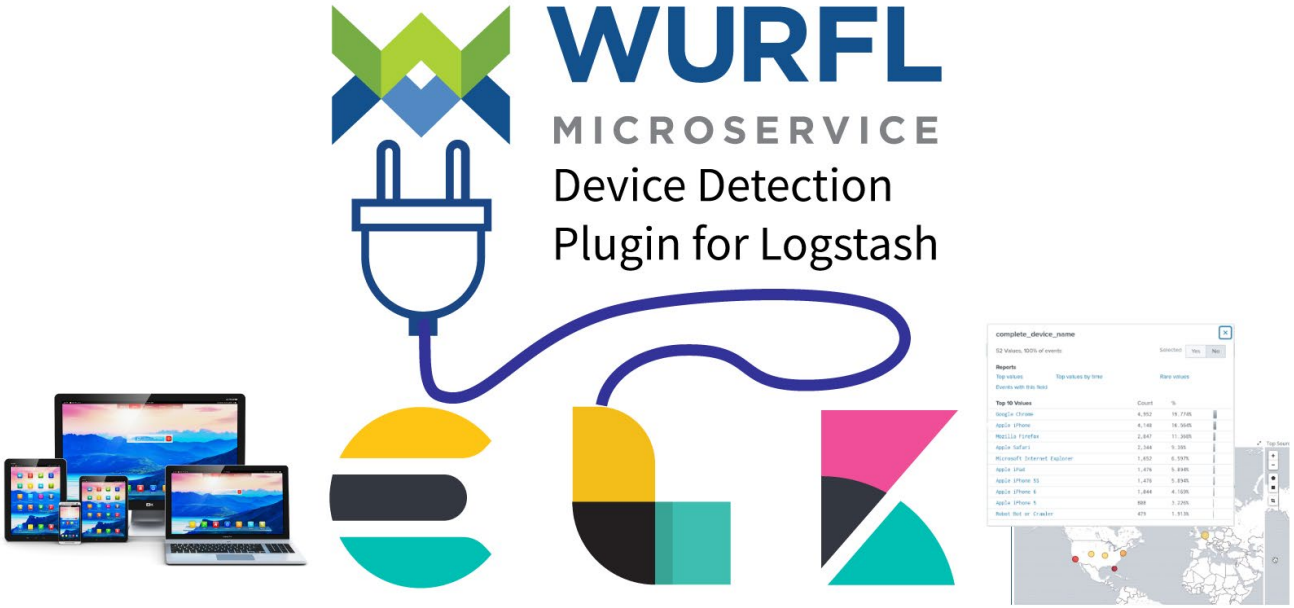
New Product:
WURFL Microservice Plugin for Logstash

Use WURFL Microservice with Elasticsearch, Logstash and Kibana for your Analytics Needs



Run device detection through a microservice purchased via the AWS Marketplace, Azure Marketplace, Google Cloud Platform, or deploy through ScientiaMobile's private Docker repo. Learn more in our blog about how to integrate device information into Logstash. The Microservice will map HTTP requests return the device and browser capabilities. The WURFL device detection filter plugin to enrich event streams with device information

Learn More

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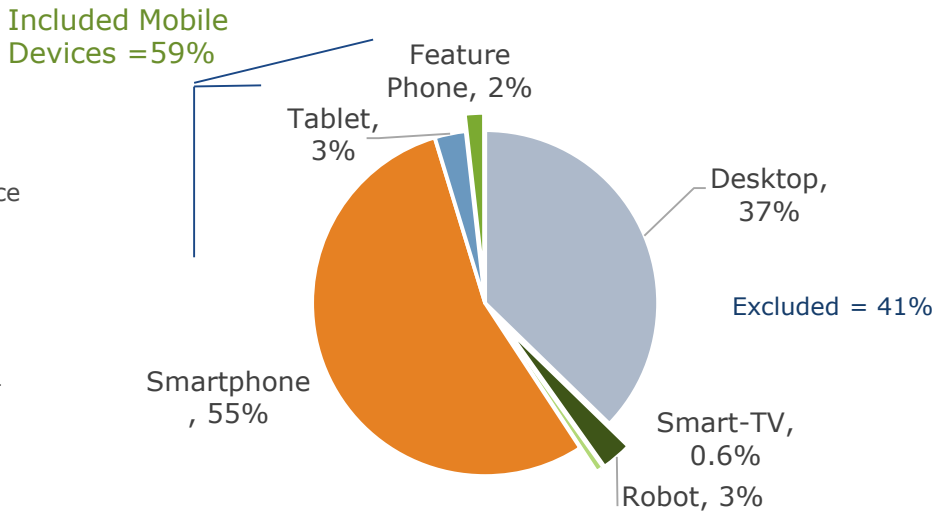
About this Report & Resources

Report Specifications

- Purpose of Report
  - ScientiaMobile publishes MOVR to provide the mobile Web community with timely information on mobile Web device usage.
  - Our goal is to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.
- Sources of Data and Filtering
  - The information in this report is based on a representative sample of a larger data set. The sample size is more than 151 billion requests from April 2014 to end of December 2020.
  - MOVR focuses on mobile devices, consisting of smartphones, tablets, and feature phones.
  - While the data set includes desktops, laptops, smart TVs, game consoles, apps, and robots, we have excluded them, unless otherwise noted.
  - We have used an Equivalent Weighted Sites (EWS) methodology that indexes the traffic at each site and assigns an equal weight to each site.
  - Samples sizes for Africa and Oceania are small enough that we have a low level of confidence that these figures are representative. However, the source data from these continents continues to grow. Over time, we will improve the quality of these figures. In the meantime, we feel that more information is better than less for people looking for insights in these continents.
  - To download the data files supporting MOVR, or subscribe to future publications of MOVR, please visit us at www.scientiamobile.com/movr



Definitions

- *What is a "hit"?* Each time a user visits a Web page and a user agent (UA) is generated and tested by WURFL (through a number of mechanisms), a "hit" is recorded in the ScientiaMobile dataset. All data reported in MOVR reflects hits, not the count of physical devices generating the hit.
- *What is a smartphone?* A smartphone must meet several criteria: it must be a wireless device, have a touch screen with horizontal resolution greater than or equal to 480px, and not be considered a tablet.
- *What is a tablet?* Criteria for a tablet include: a wireless device, be marketed as a tablet, and running a mobile or tablet OS. One exception is that a full version of Windows running on a tablet is considered to be a laptop.

Definitions (continued)

- *What is a feature phone?* It is a wireless device that falls into one of the three categories: classic feature phones, modern feature phones, and old smartphones.
  - **Classic feature phone:** Typically a bar, slide, or clamshell form factor with limited possibilities to install apps and a proprietary OS. Other criteria include a physical keyboard and a low price range. Examples are Nokia Series 30 and 40 or Motorola Razr devices.
  - **Modern feature phone:** These phones also have a low price range. They are "smartphone-like", but targeted at the classic feature phone market. They may have a smartphone OS. They borrow features from classic feature phones, such as size or screen size. Examples are Nokia Asha series or Samsung Galaxy Pocket.
  - **Old smartphones:** These smartphones are older. Classic Blackberry devices and Symbian-based devices fall into this category. More recent devices with a touch screen, but with older hardware or older versions of Android, iOS or Windows Phone also fall into this category.
- *What is MNO Traffic?* Traffic originating from Mobile Network Operators (MNO). It is defined, in our research method, as the connection type provided by the browser navigator.connection API.

About WURFL

- ScientiaMobile uses its WURFL products to collect and analyze the device intelligence contained in the MOVR report. WURFL is a Device Description Repository (DDR) that integrates an API and XML to provide an always-updated source for detecting devices and their capabilities. For more than 10 years, WURFL has been the industry standard for device detection. Today, ScientiaMobile offers a number of WURFL products to match a range of needs, from small developers to large enterprises.
- WURFL OnSite and WURFL InFuze provide businesses with high performance server-side device detection solutions.
- WURFL.js provides front-end developers with access to device detection through JavaScript snippets.
- WURFL InSight provides business intelligence analysts with a table-based device detection tool that will integrate easily with data analysis tools.
- ImageEngine combines mobile device detection with image resizing, image file optimization, and Content Delivery Network (CDN)-type delivery. It provides significantly faster downloads, especially on mobile devices.

About ScientiaMobile

- ScientiaMobile provides the industry's most accurate and flexible device detection solution, helping customers deliver great web experiences and manage the increasingly fragmented mobile device ecosystem. ScientiaMobile sells WURFL, a constantly-updated repository that catalogues thousands of devices and their capabilities and provides access to them via range of API languages. The WURFL framework enables many organizations, including Fortune 500 companies, to effectively design and analyze web experiences for an ever-growing range of smartphones, tablets, smart TVs, and game consoles.
- For more information about ScientiaMobile and its commercial products, please visit us at: www.scientiamobile.com
- WURFL.io offers a number of free tools for device detection and image optimization.
- To subscribe to MOVR, please visit us at https://www.scientiamobile.com/movr-mobile-overview-report/
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