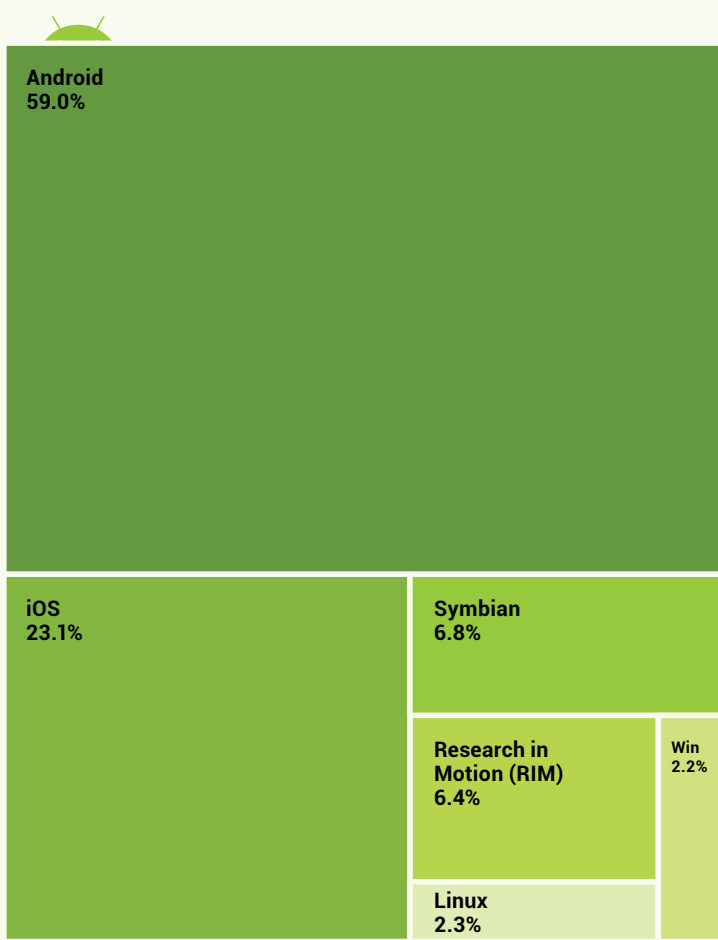


# Android 2012

## 1<sup>ST</sup> QUARTER

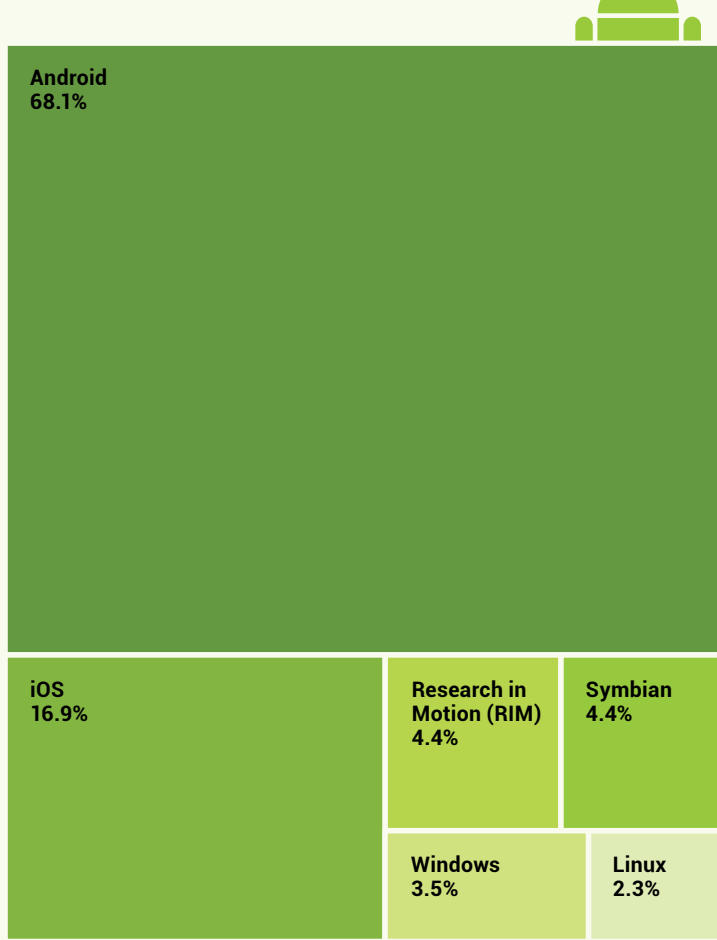
### INTERNATIONAL SMARTPHONE OS MARKET SHARE



Back in August of 2011, Android-powered smartphone devices have reached almost 50% of the worldwide market share, climbing at a rapid rate since it's first release five years ago on November of 2007. At at end of Q1 in 2012, Android has more than double the amount of Apple's iOS market shares in the world, manufacturing and shipping out various devices supporting the Android platform.

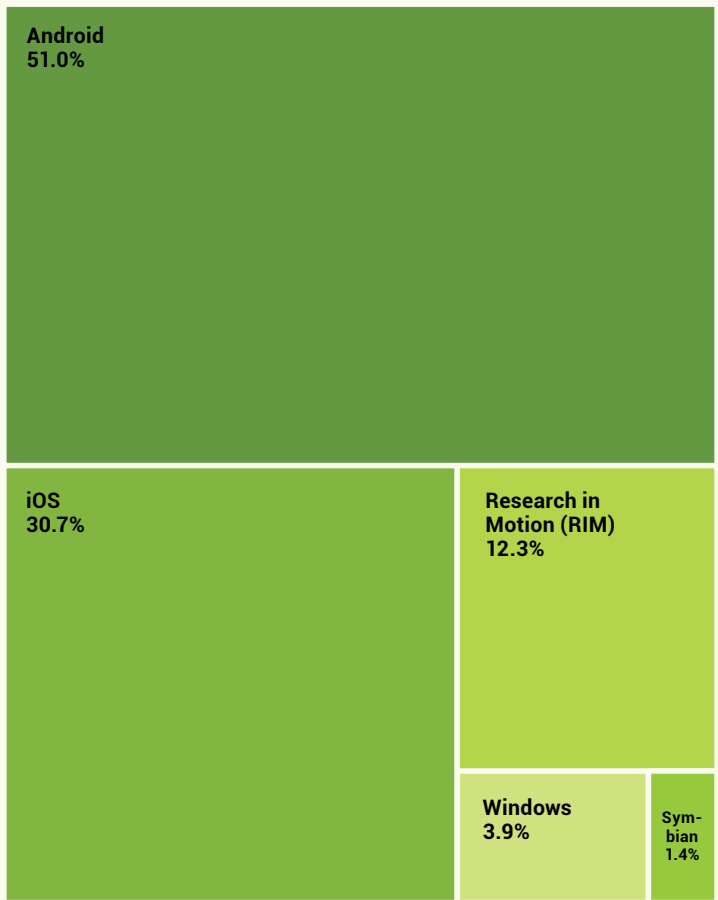
## 2<sup>ND</sup> QUARTER

### INTERNATIONAL SMARTPHONE OS MARKET SHARE

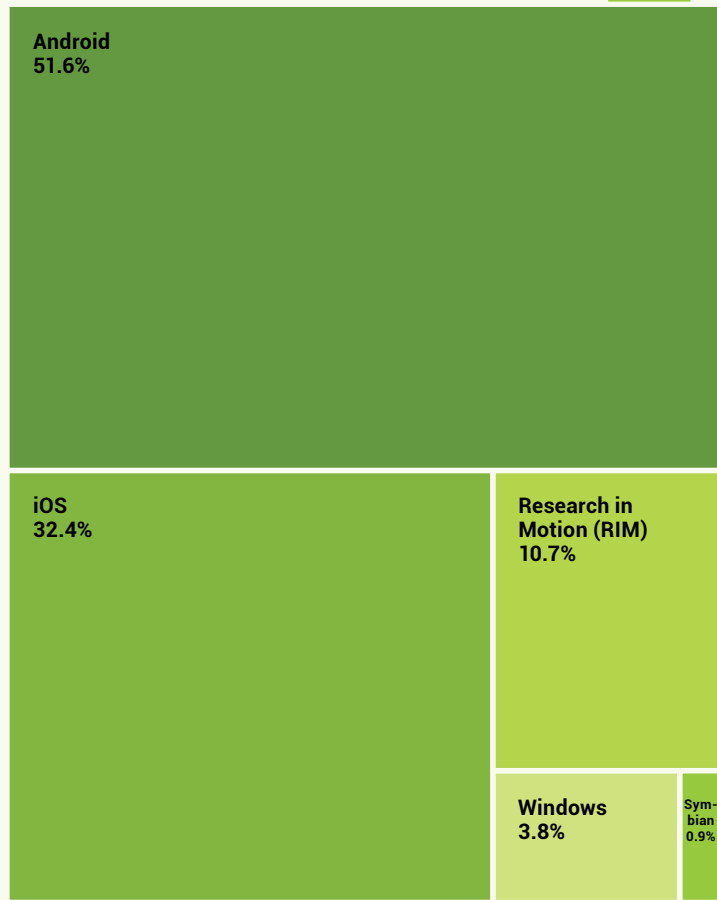


Closing off Q2 of 2012, Android continues to dominate the world market, grabbing 15% more of the market shares than in Q1. Although most of the big platforms shown above are losing their world shares, Windows have significantly increased their market shares by half since Q1, closing the gap with Nokia's Symbian and BlackBerry's RIM. After the release of the iPhone 5 late of September, how will the international market share fare?

### UNITED STATES SMARTPHONE OS MARKET SHARE



In the United States, Linux-powered smartphone devices are rare and uncommon, thus not included in the domestic market share. Symbian-powered devices, mainly Nokia, announced its migration from Symbian to Windows early of 2011, causing the Symbian market to diminish with each quarter since, as seen in Q2 of the United States smartphone OS market share.



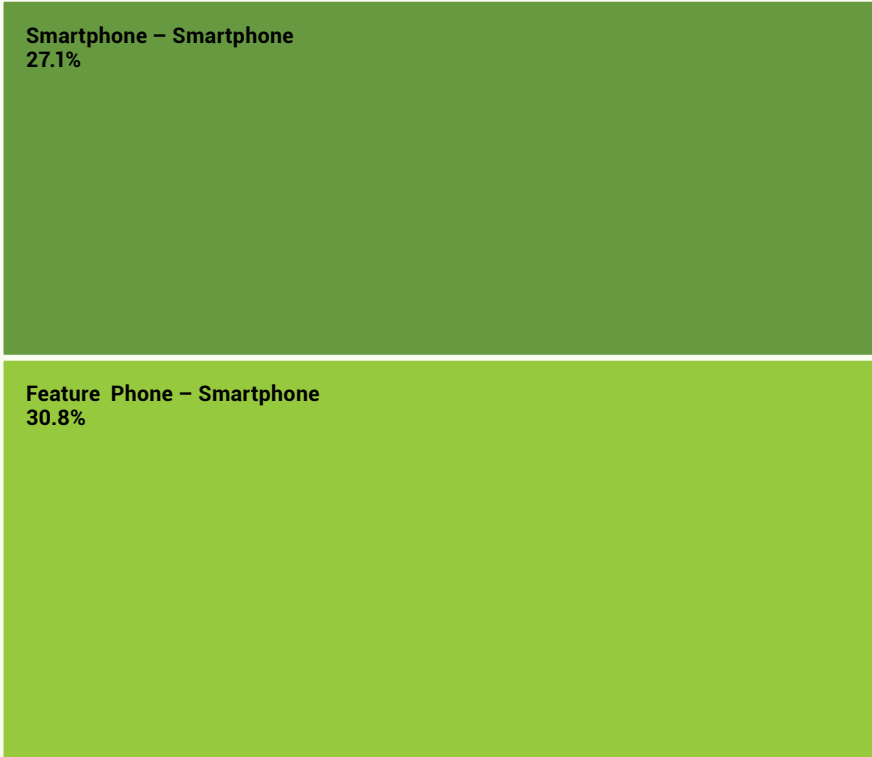
In Q2 of 2012, users of BlackBerry's RIM devices are shifting towards either Android or iOS. Android and iOS market share increased by about 1% and 5% respectively since Q1. Android has been able to hold on to more than half the domestic market share since the beginning of the year with the help of popular Samsung devices such as the S2 and the S3, however there may be significant changes Q3 with the release of the iPhone 5.

### UNITED STATES SMARTPHONE ADOPTIONS

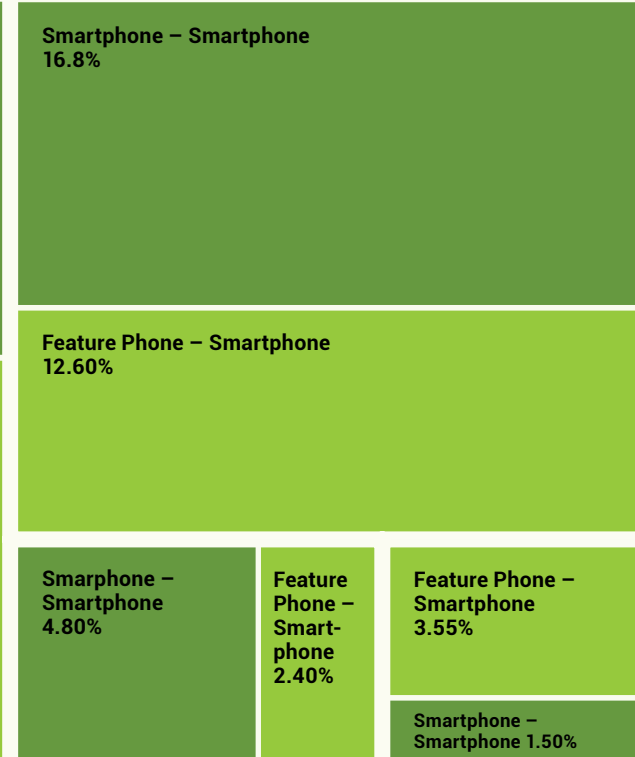
Operating system market share: 3-month average ending April 30, 2012



#### Android



#### iOS



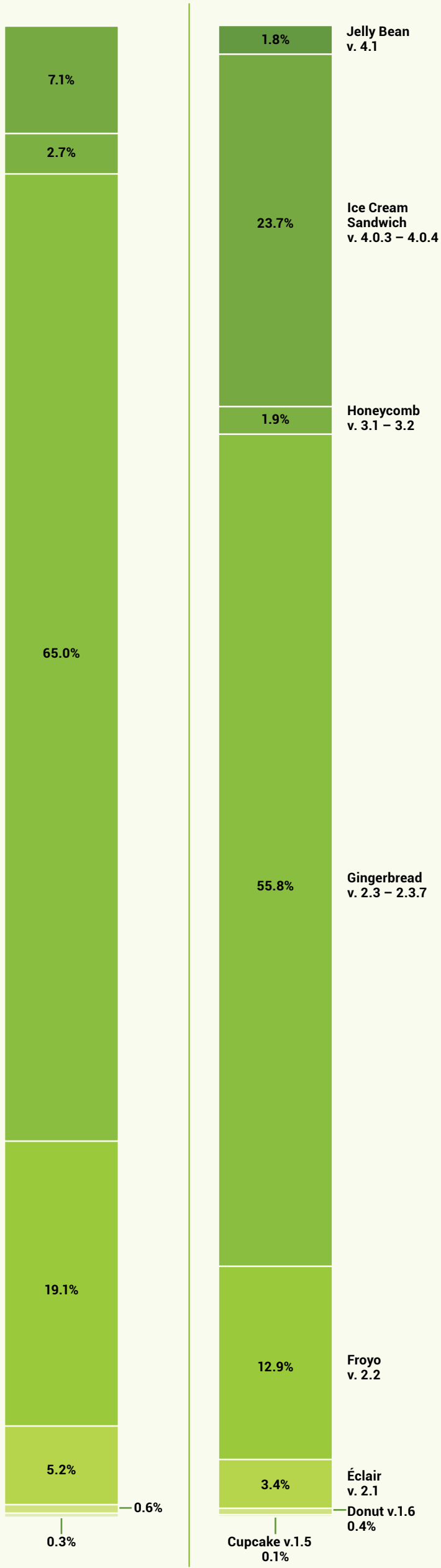
#### RIM

#### Microsoft

#### Microsoft

## 3<sup>RD</sup> QUARTER

### ANDROID PLATFORM VERSIONS



### IN THE END

Smartphone adoptions and Android platform versions

As the technical era continues to advance throughout the upcoming years, mobile phone subscribers have put a halt to the manufacturing of feature phones and increase the manufacturing of smartphones at a rapid paste. Adoption rates from feature to smartphones have increased significantly from 38% to 47.5% since April of 2011. According to comScore, 3 out of 5 first time smartphone subscribers chose an Android device while 1 out of 4 chose an iOS device.

Despite taking about 4-5 years before gaining momentum, Android has been consistently making new releases to their software, averaging about two version releases a year starting in 2009. A charming featuer about Android is that Android names their software alphabetically and by desert. The codenames started at Cupcake (C) after releasing two previous versions, 1.0 (beta) and 1.1 (known as Petite Four). By naming their software in this manner, it will be more likely for its customers to remember the Android brand.

05 – Judy Chu – DAI 523 Information Design I – Design and Industry Department  
College of Liberal & Creative Arts – San Francisco State University – California, USA – October 2012  
Information Design: Proportions 17x22 Mailer – Android 2012

#### SOURCES:

Android, Android Academy, Android Central, comScore, International Data Corporation, Lookout Mobile Security, Tech Jini, [x]cube LABS

## EVOLUTION

### ANDROID HISTORY

