A Brief History of Mobile Platforms

(2017)

What OS dominated the smartphone market in 2009?*

- Android
- BlackBerry
- iPhone OS
- Symbian OS

*iPhone introduced in 2007

How many major* smartphone platforms are there today?

- 2
- 3
- 4
- more than 4

*over 1% market share

How many smartphones are sold for every laptop sold?

- 5
- 10
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What app store makes more money, iOS App Store or Google Play?

- iOS
- Google
- About the same

How many Android users have the latest version of Android?

- 10%
- 25%
- 50%
- 90%

1998

- Symbian created
  - Joint venture with Nokia, Ericsson, and Motorola
  - To be used on PDAs

1999

- BlackBerry OS v 1.0
  - Used in a pager
  - Could send email and text messages

2000

This timeline is compiled from various sources, including Tiki-Toki.com, The Guardian, and data from Gartner

2001

- Symbian OS 6.0.
  - Used in Nokia "Communicator"
  - Did away with touch screen

2002

- First BlackBerry phone
- First phone running Symbian OS (Nokia)

2003

- Android, Inc. founded (product is new mobile OS for cameras and possibly phones)

2004

2005

2006

BlackBerry and Nokia dominate the “smartphone” market!

Google acquires Android

2007

- **iPhone released!**
- Google announces development of **free** Android OS
- First Kindle

– AP photo

2008

- App Store revealed
- First Android phone
- Microsoft kills Windows Mobile; starts Windows Phone

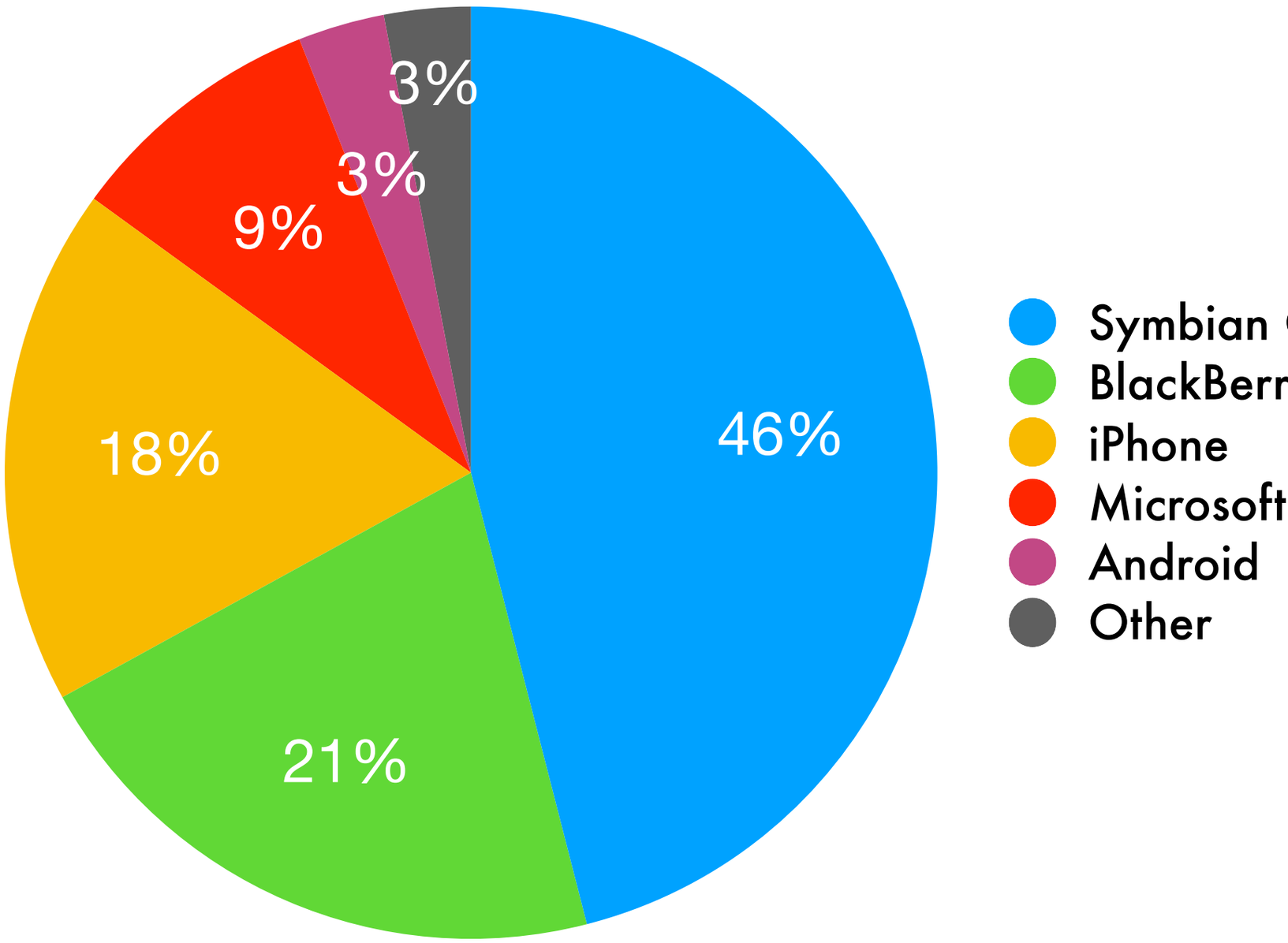
2009

- Palm's Web OS
- Nokia MeeGo OS
- Samsung Bada

Over the course of 2009-10, Motorola, Samsung, LG, and Sony Ericsson announced their withdrawal from Symbian in favor of alternative platforms including Google's Android, Microsoft's Windows Phone.

– Wikipedia

Smartphone Platform Market Share (2009)



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2010

- **Apple launches iPad**
- First Android phones with full touchscreen interaction
- Apple threatens to sue Google...
  sues HTC instead
- Samsung Galaxy Tab

2011

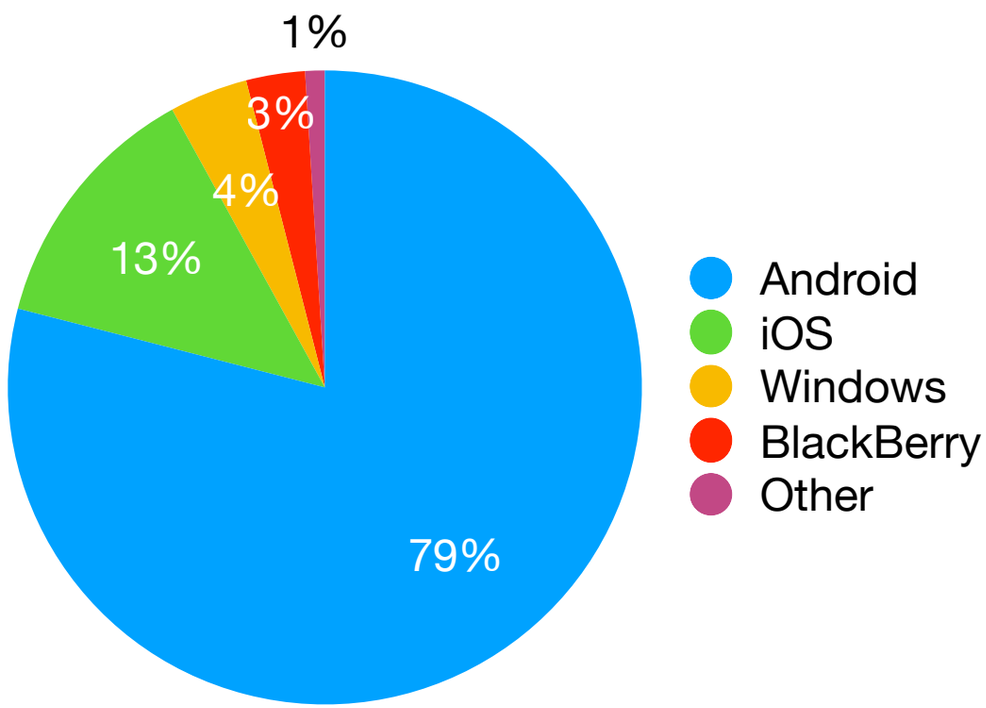
- Smartphones outsell PC's worldwide in last quarter of 2010
- Apple starts 2011 as largest smartphone vendor...
- Samsung ends 2011 as largest vendor
- Android has more than 50% of market by end of 2011

2012

- Nokia says it will use Windows OS on its phones

2013

- Windows Phone passes BlackBerry as 3rd most popular platform after Android and iOS



2014

- Microsoft buys Nokia

2015

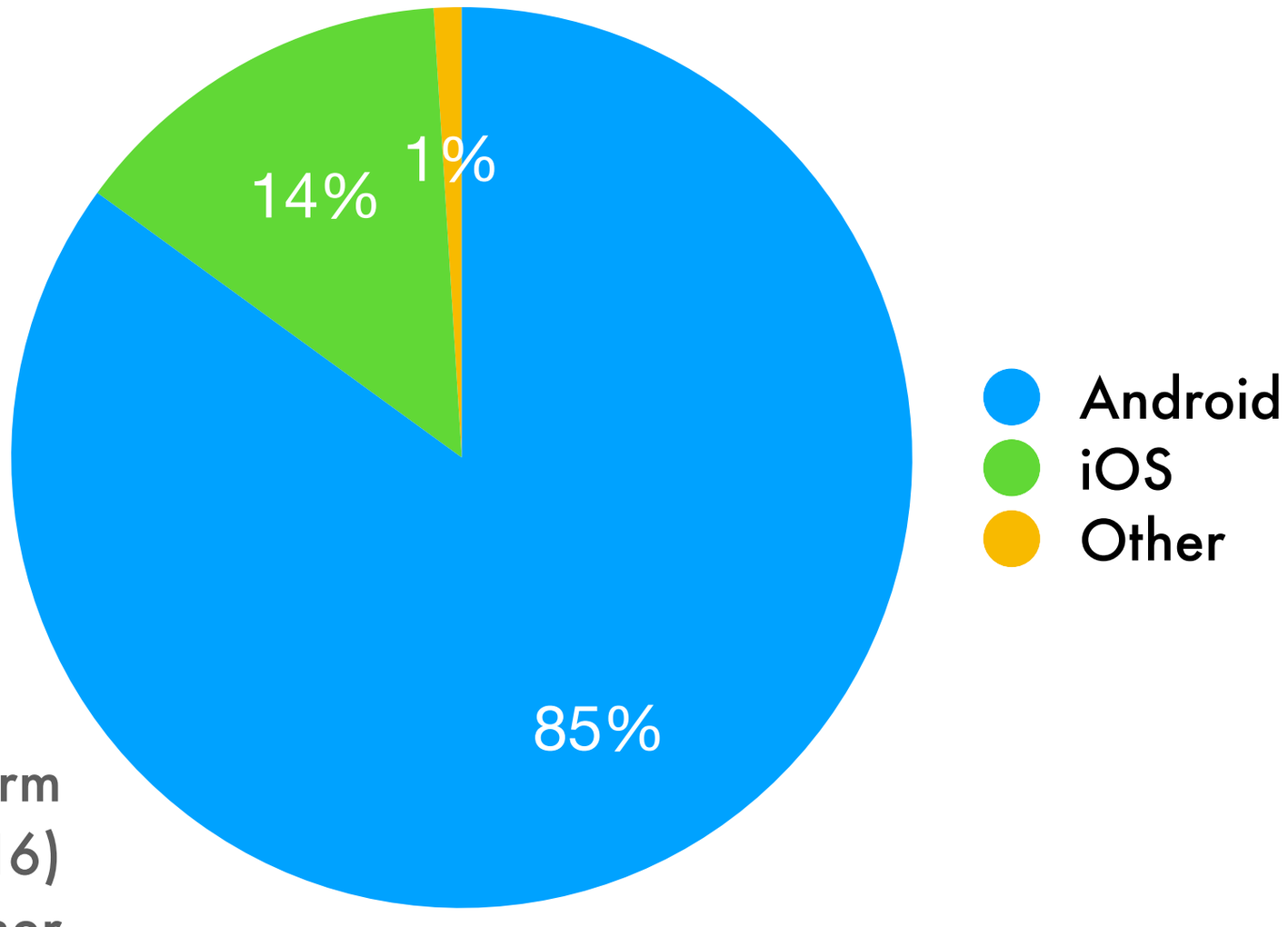
- **Apple Watch!**

2016

2017

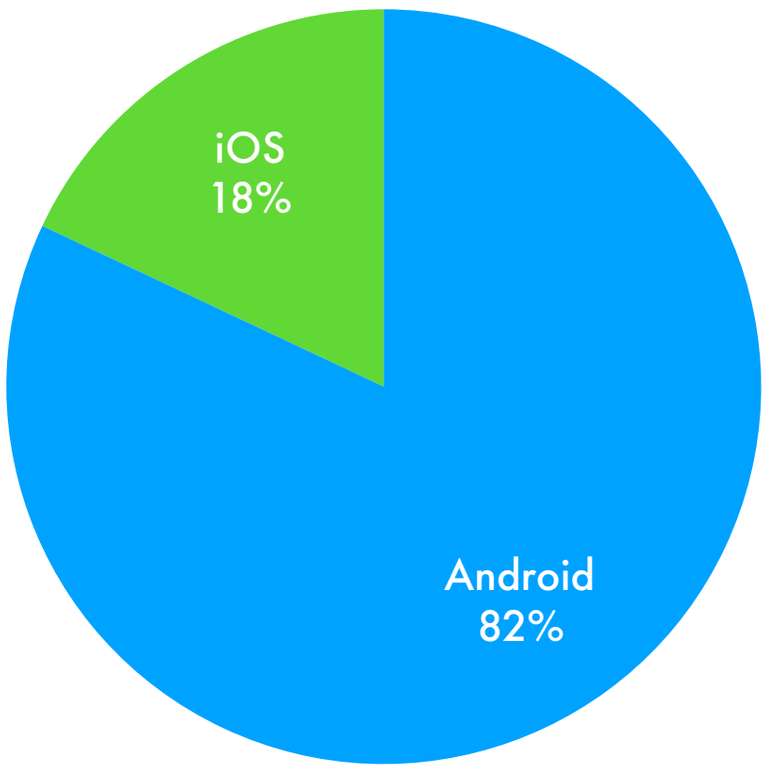
2018

- BlackBerry says it will stop designing and making its own phones
- Android Wear 2.0 announced

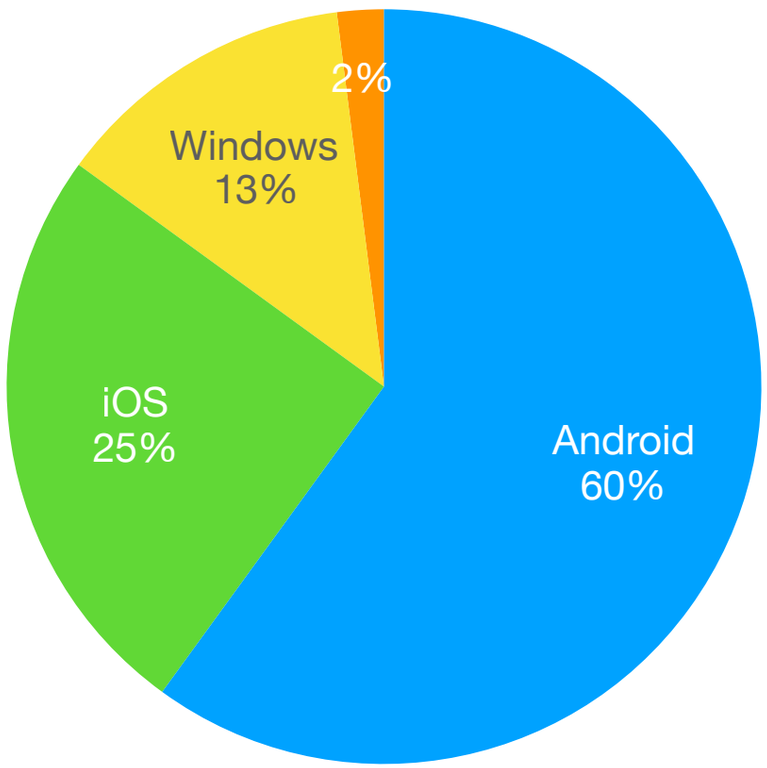


Smartphone Platform Market Share (2016) – Gartner

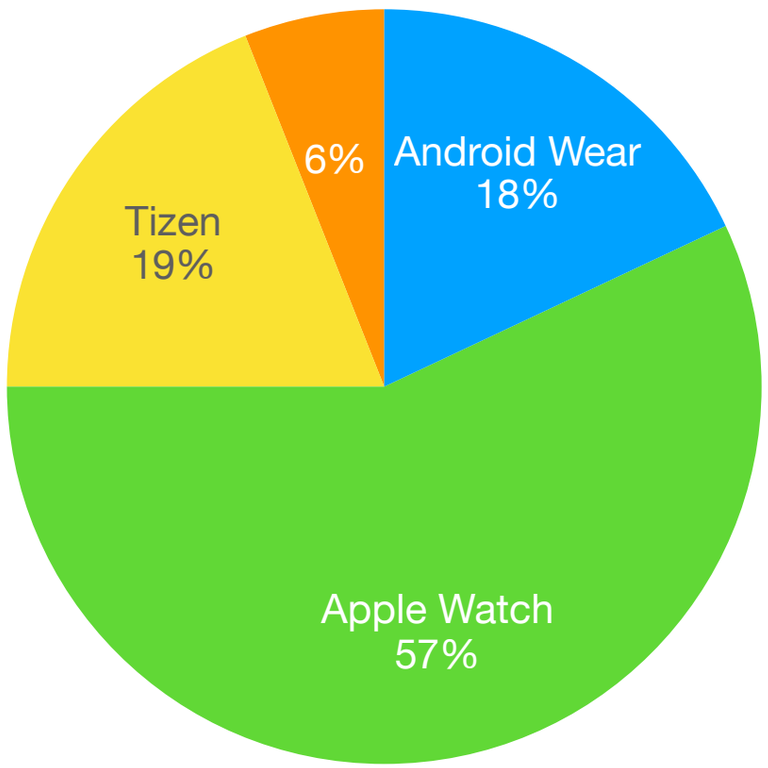
Smartphone OS (Q4 2016) – Gartner



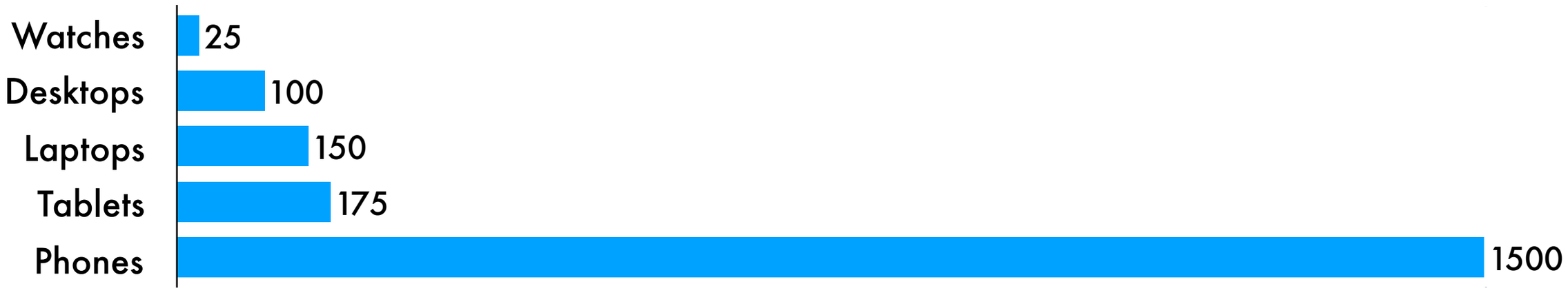
Tablet OS (2017) – Gartner



Smartwatch OS (Q1 2017) – AndroidHeadlines



Devices sold (in millions) in 2016

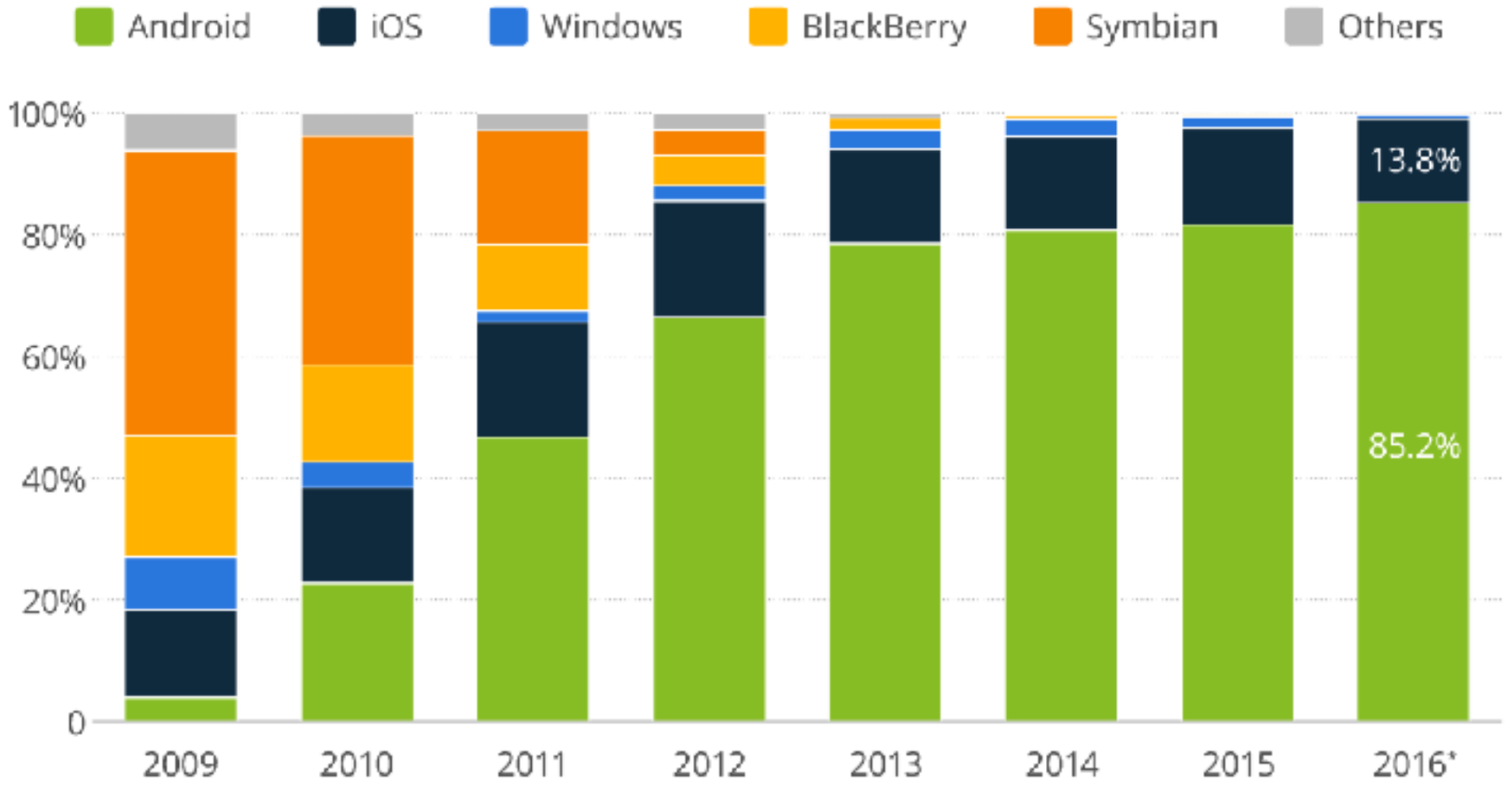


Numbers are to the nearest 25M. Desktop, laptop, and tablet numbers come from The Telegraph, and watch and phone numbers come from Gartner.

Tech Chart of the Day

Smartphone Platform Market Share

Market share based on worldwide smartphone sales to end users



* January - June

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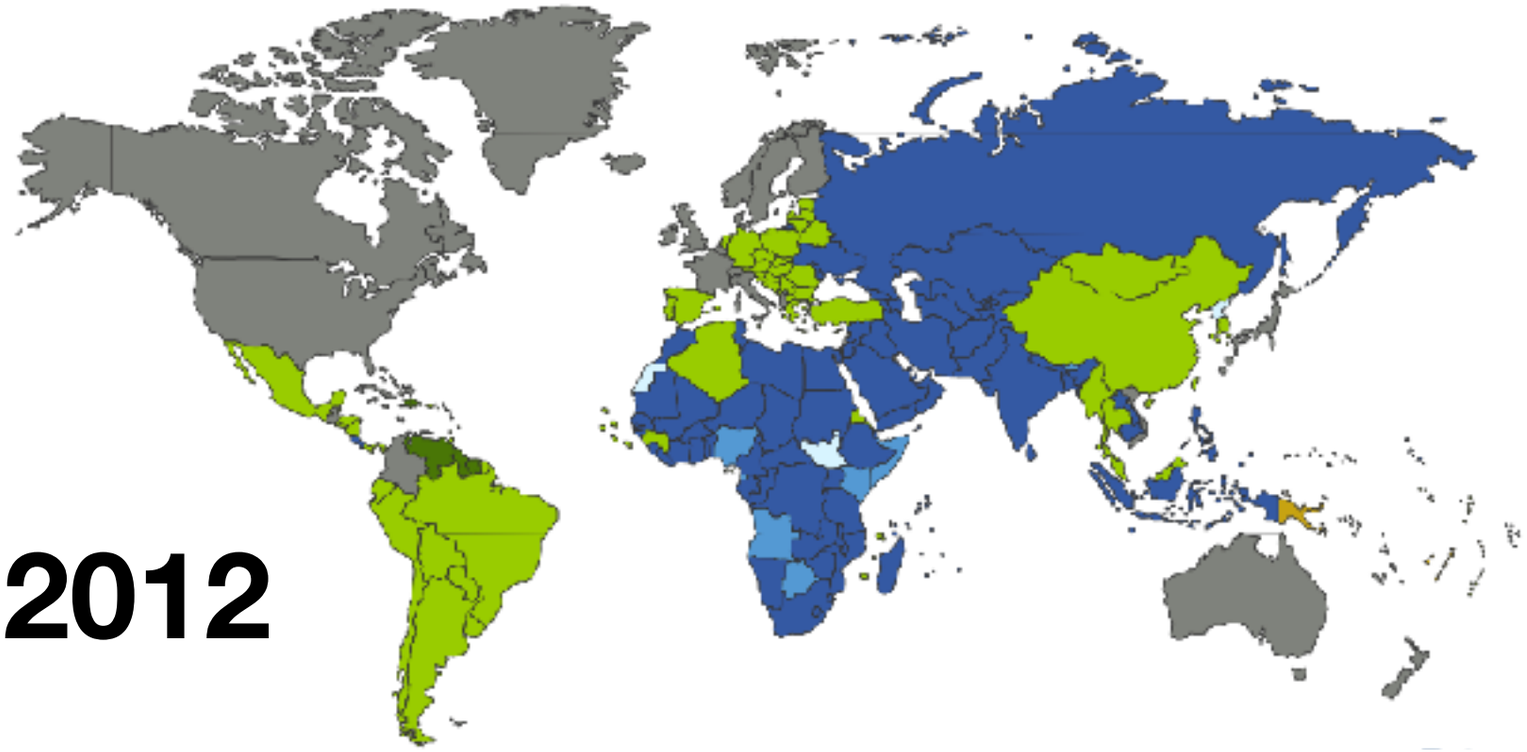
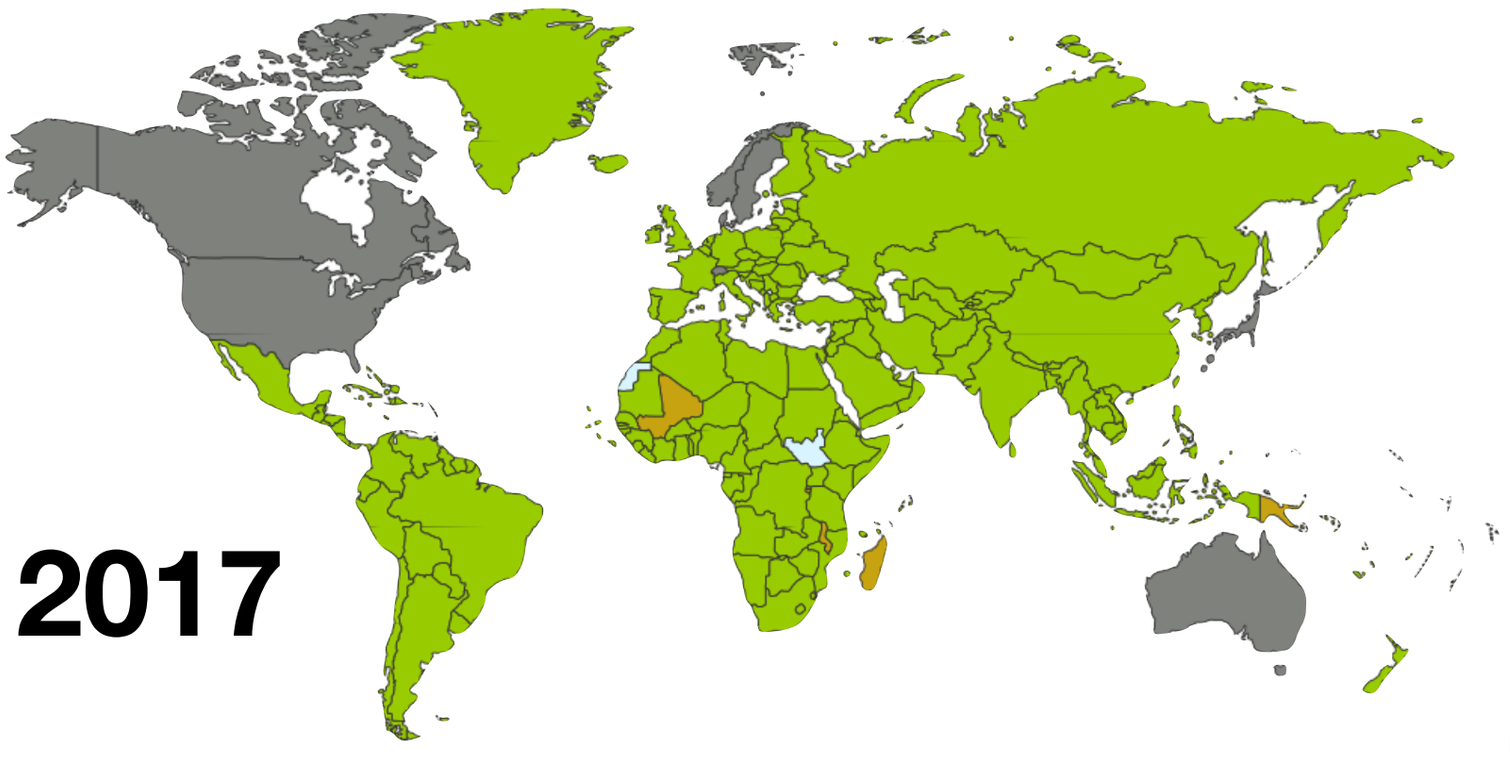
Source: Gartner

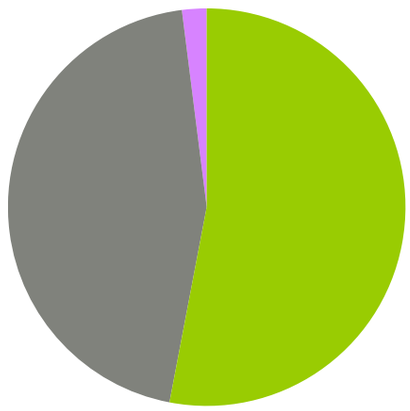
statista



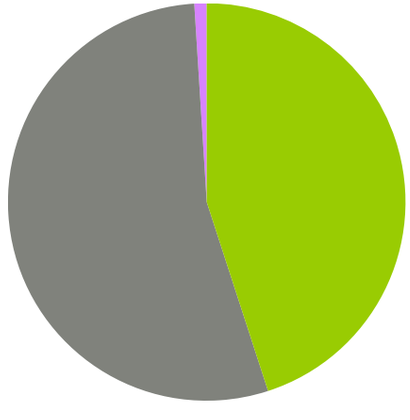
2012



2017



Smartphone sales in US
March 2017

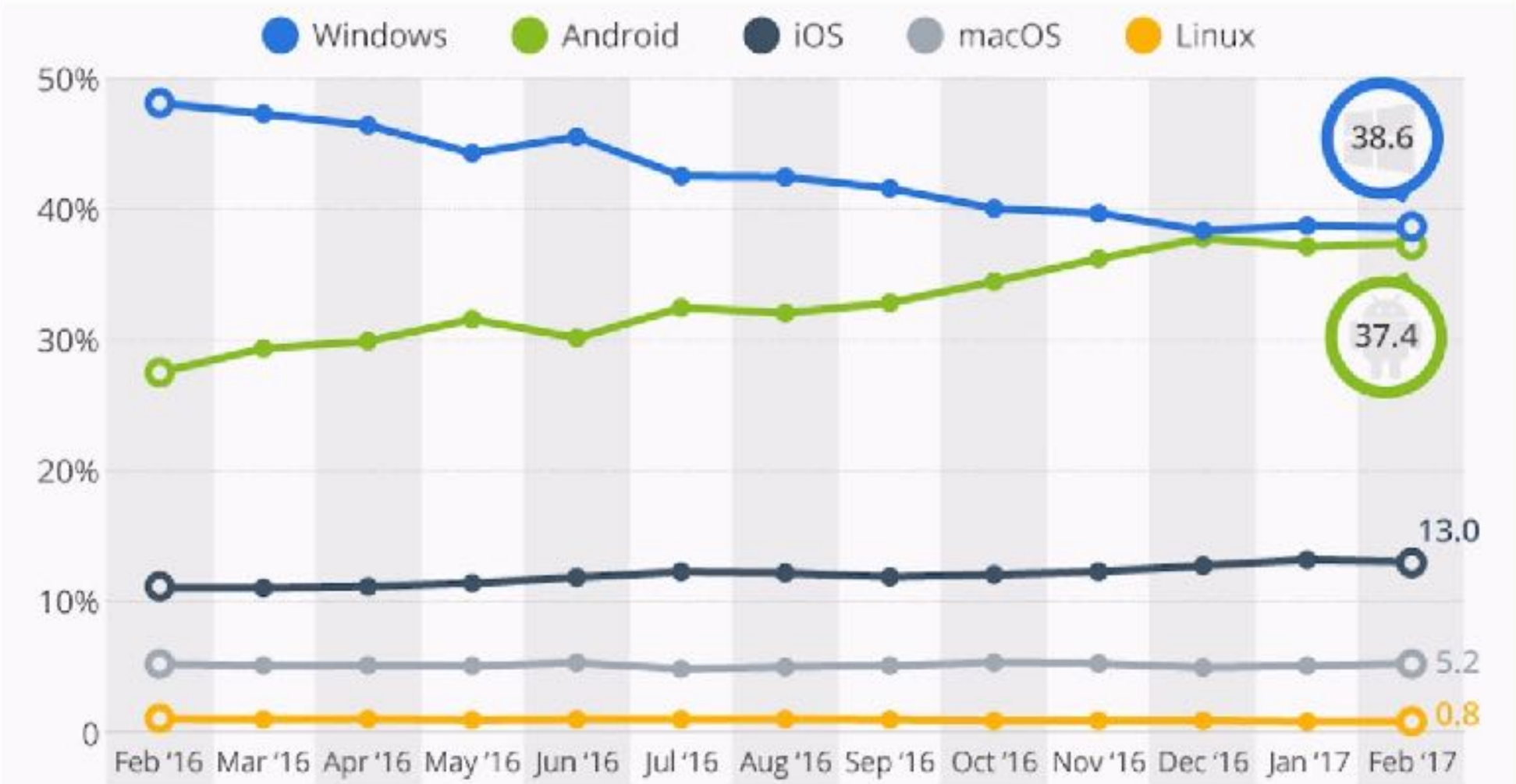


Smartphone StatCounter usage in US
March 2017

Tech Chart of the Day

Android Poised to Knock Windows off Internet Perch

Global internet usage share from February 2016 to February 2017, by operating system*



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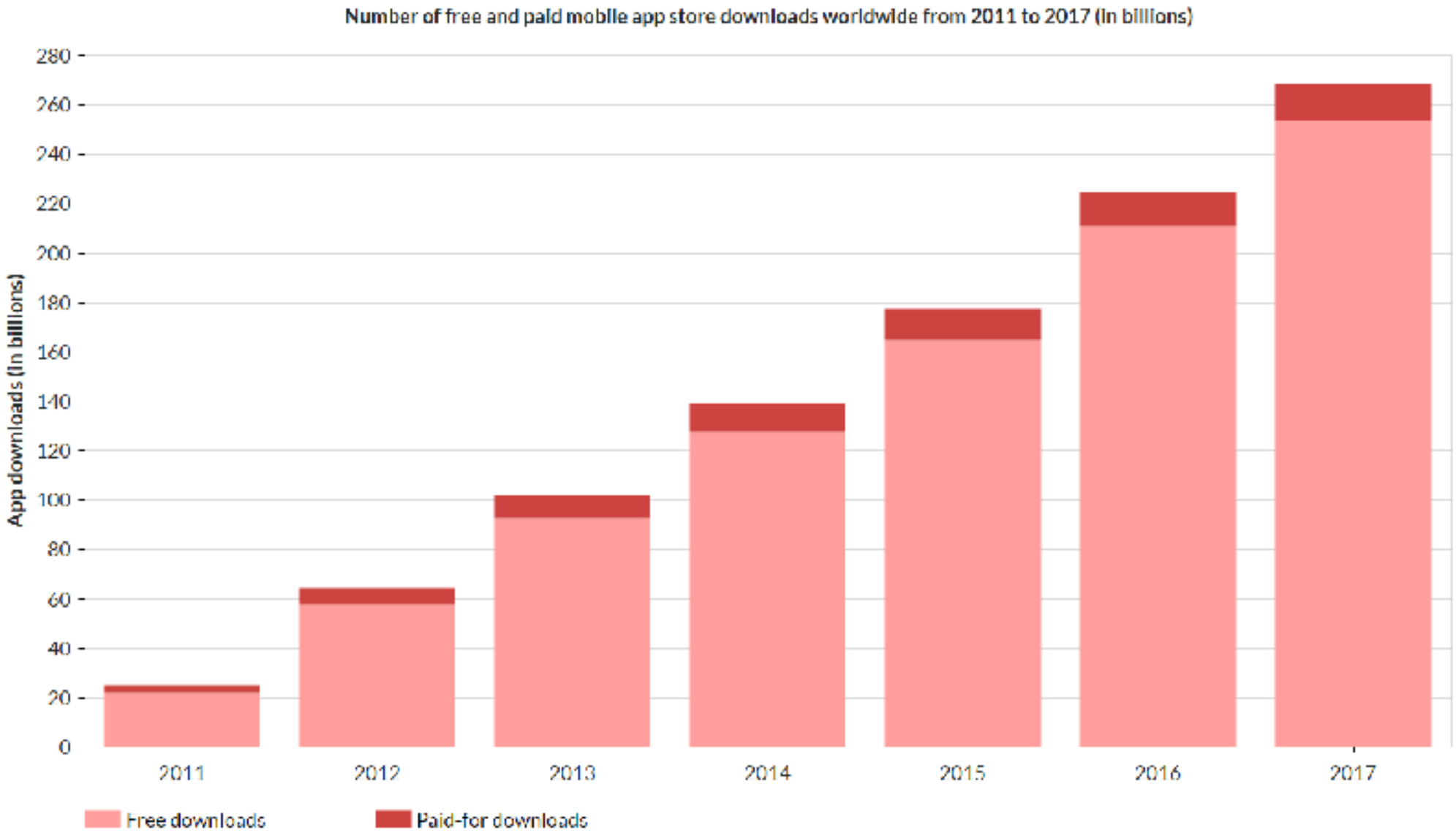
Remaining share accounted for by 'other' and 'unknown'

**All operating systems across all platforms*

Source: StatCounter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App downloads (in billions)
280
260
240
220
200
180
160
140
120
100
80
60
40
20
0
2011
2012
2013
2014
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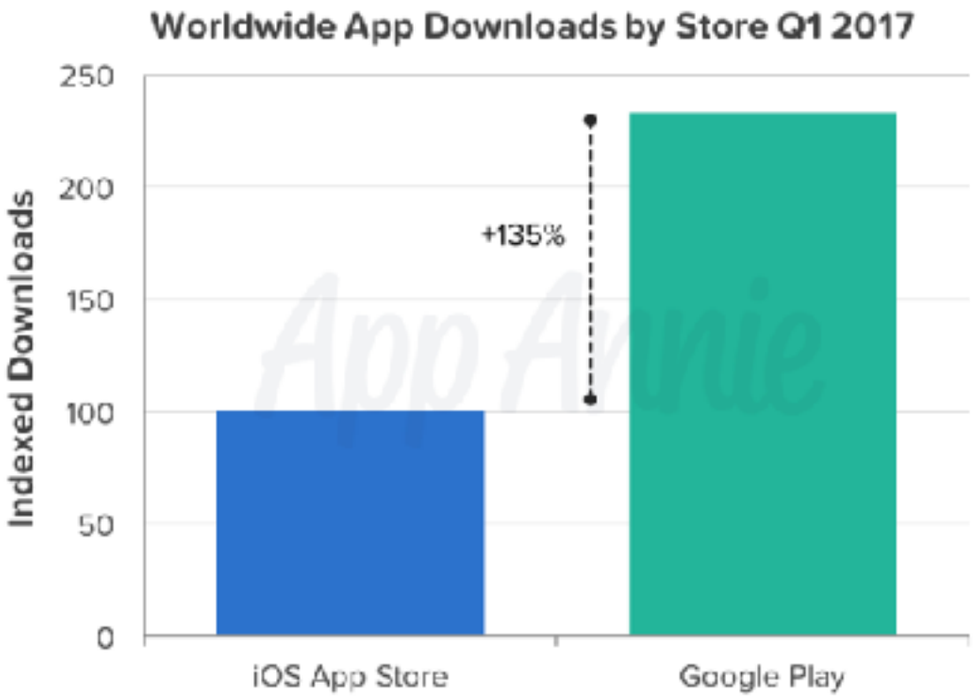
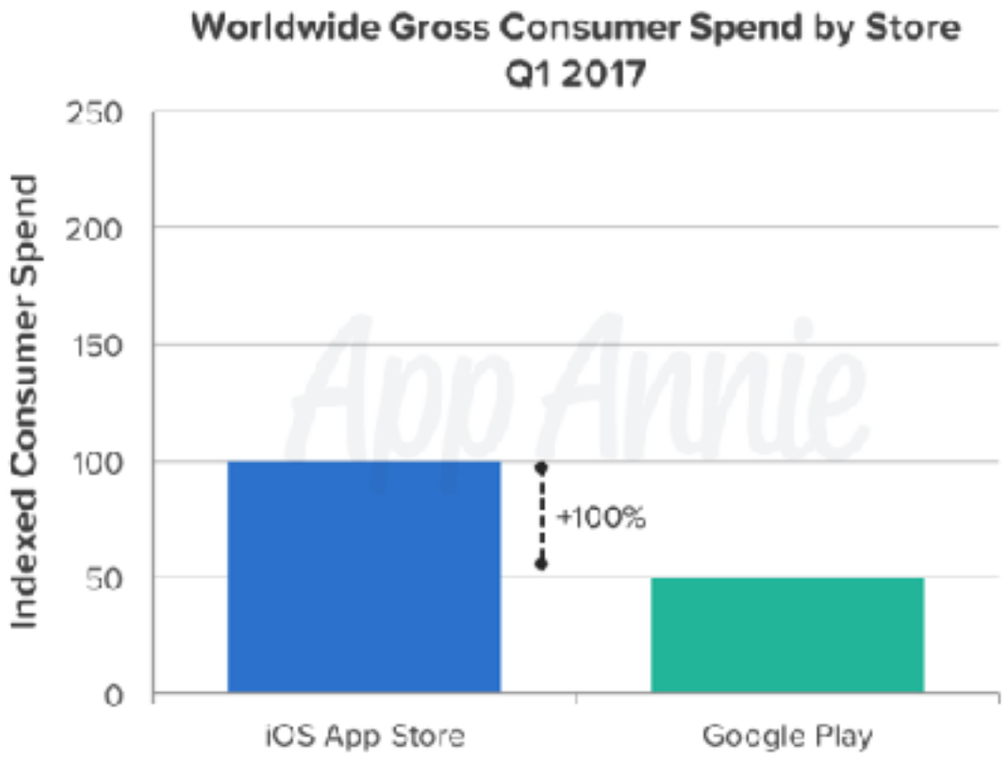
Free downloads
Paid-for downloads



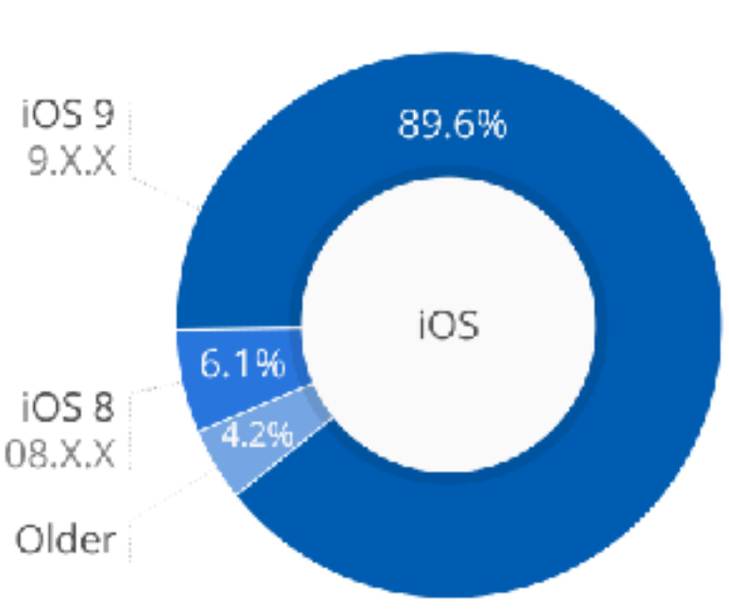


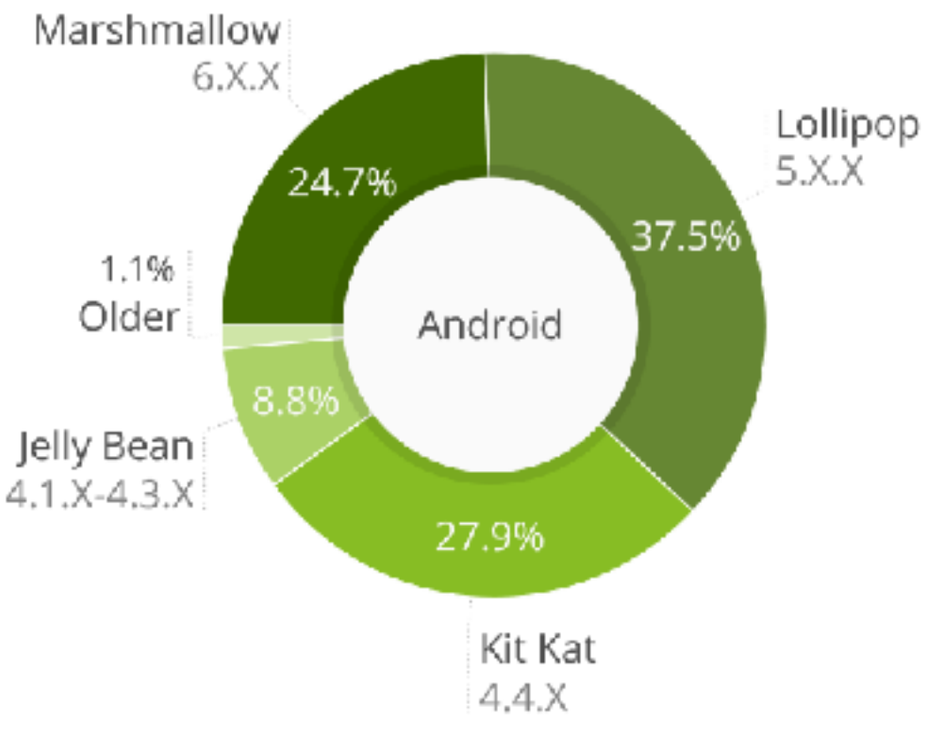
Tech Crunch: “App stores saw record revenue and downloads in 2017 Q1”

Tech Chart of the Day

Mobile OS Fragmentation

Adoption of the latest iOS and Android versions in June 2016





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Source: Mixpanel

statista

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