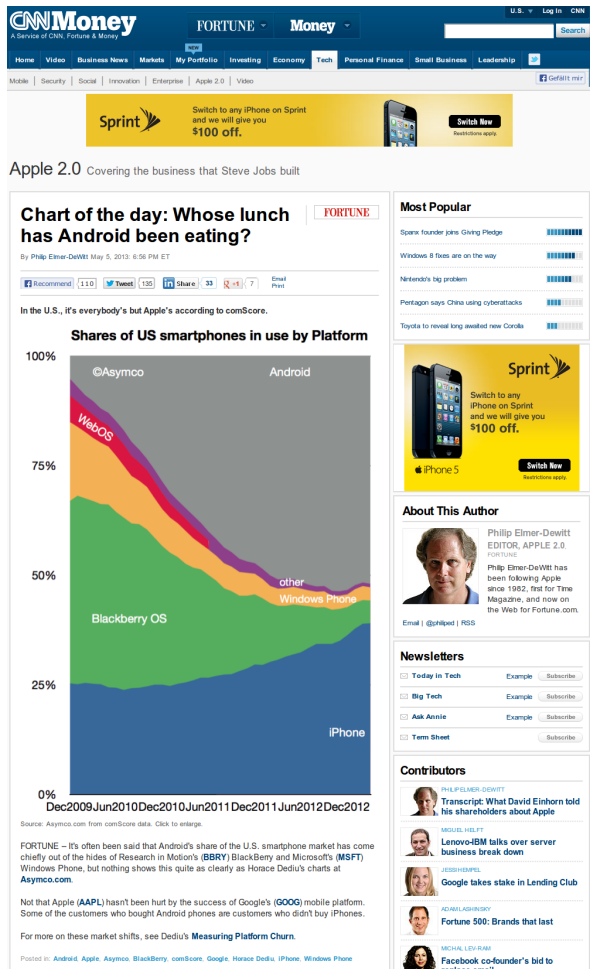


# **US Smartphone Market Share**

**Daniel Lamando  
INFO 480 w/ Sean Goggins**

# The Article

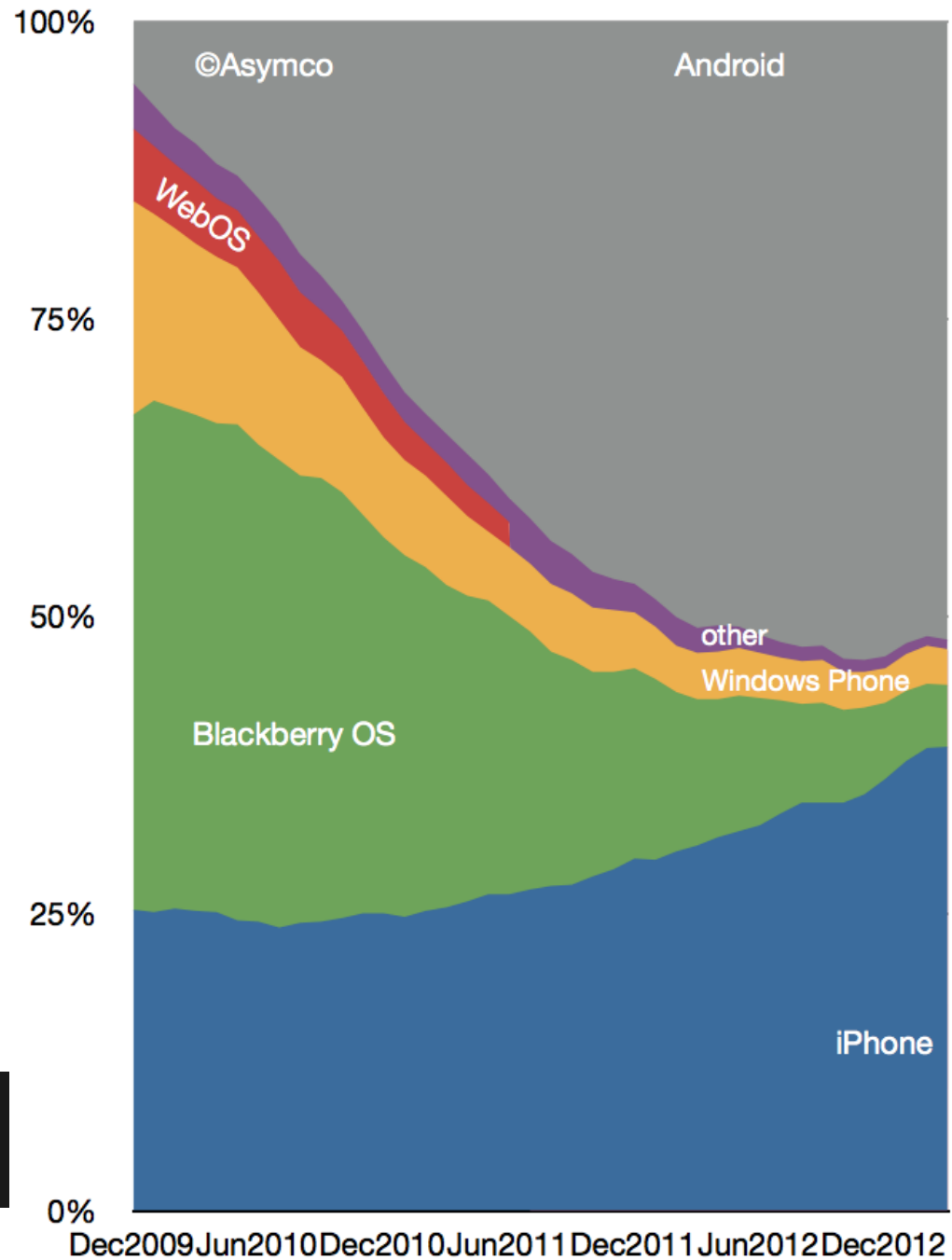


## CNN Money's May 5th "Chart of the day: Whose lunch has Android been eating?"

FORTUNE -- It's often been said that Android's share of the U.S. smartphone market has come chiefly out of the hides of Research In Motion's BlackBerry and Microsoft's Windows Phone, but nothing shows this quite as clearly as Horace Dediu's charts at Asymco.com.

Not that Apple hasn't been hurt by the success of Google's mobile platform. Some of the customers who bought Android phones are customers who didn't buy iPhones.

Shares of US smartphones in use by Platform



Visualized Data

# Points of Interest

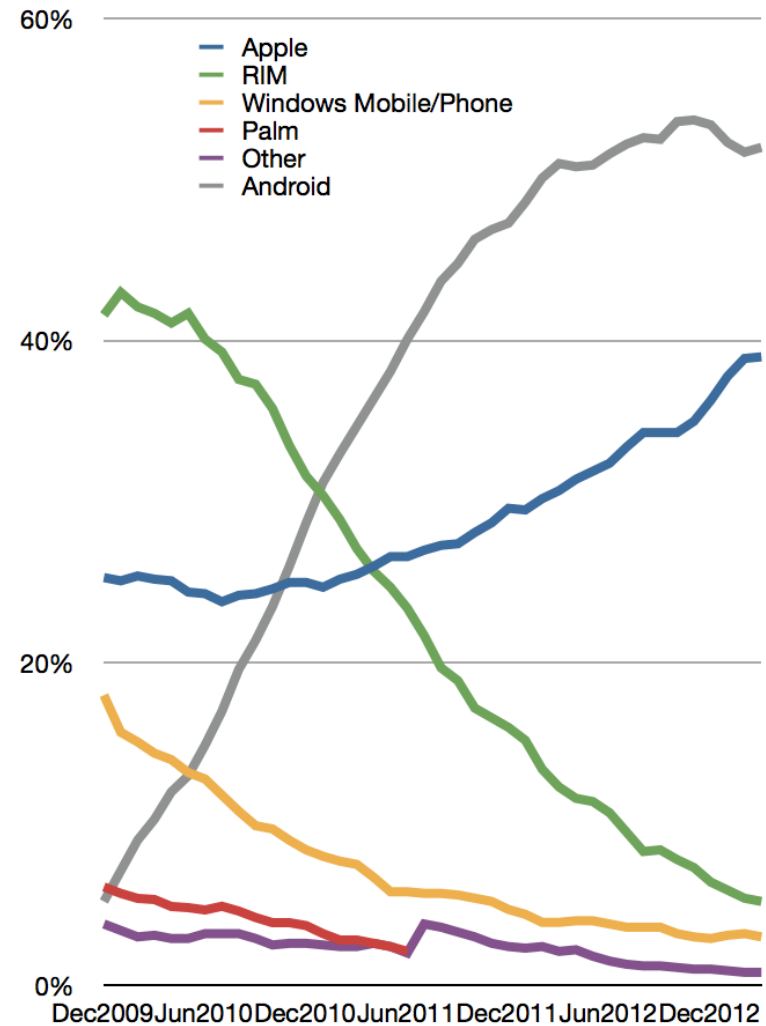
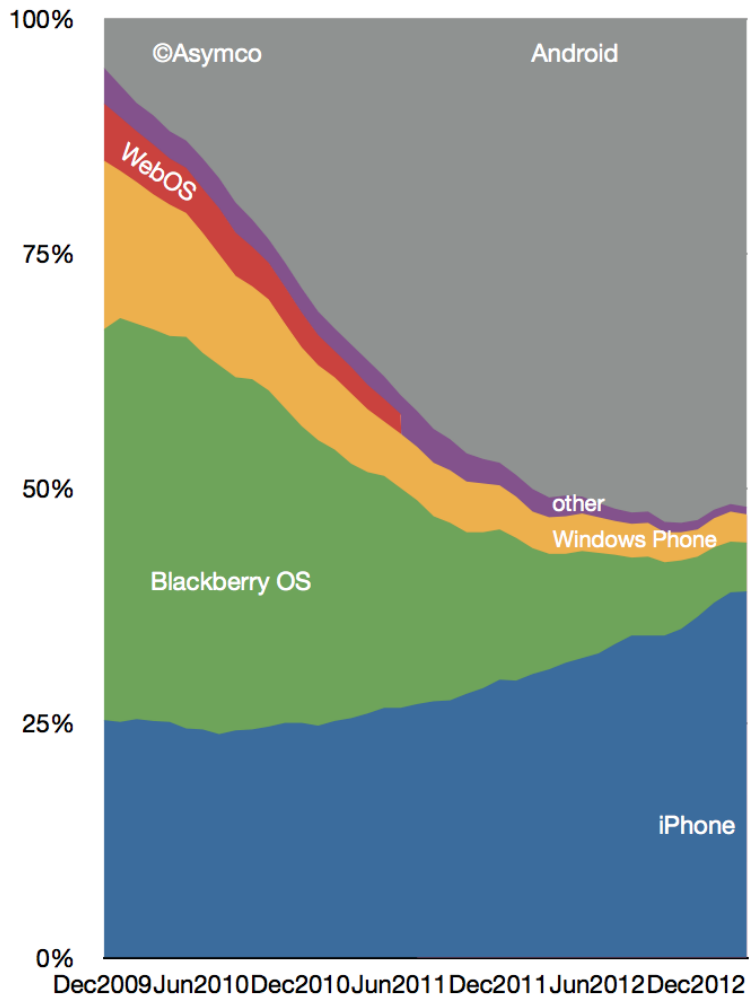
- Android v. Apple
  - Always a good argument
  - Usually biased
- Other competitors as well
- Actual market data
- Android doesn't actually seem to be doing that hot

# Source Data

- Mobile phone OS market share.
- Feature phones were excluded from final graph.
- Used to compare OS popularity.
- Sources:
  - Proprietary comScore data
  - Visualized by Asymco

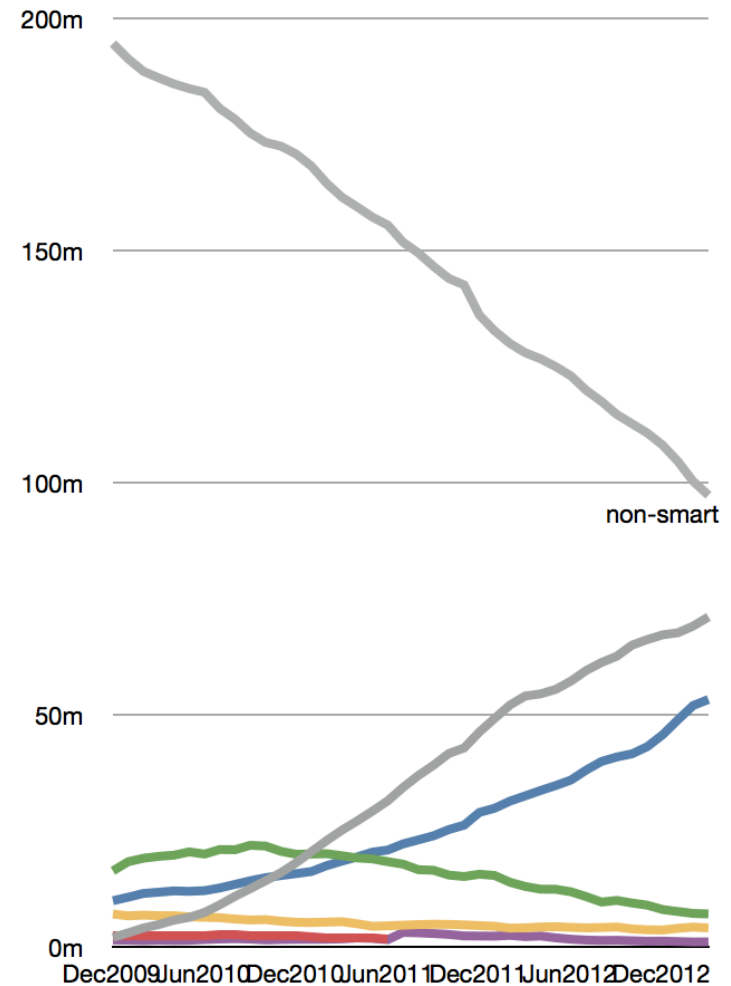
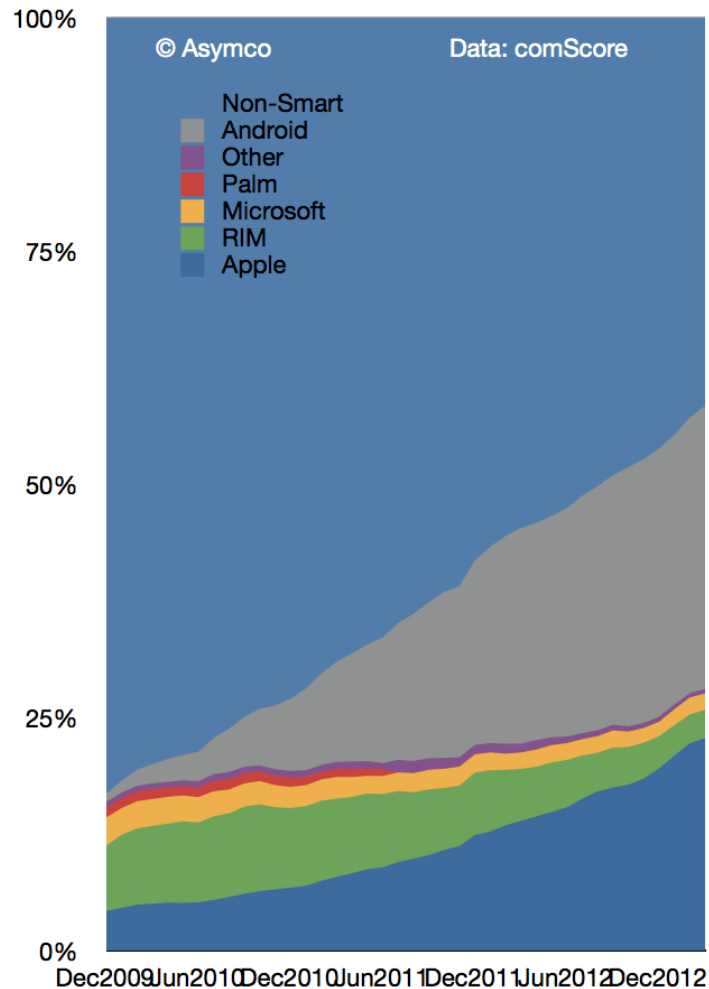
# Source Data

Shares of US smartphones in use by Platform



# Source Data

US phone install base



# Different Interpretations?

The CNN article's visualization seems to imply that the smartphone market has come to a stand-still of sorts.

In reality, it's still a rapidly-growing market. The standoff is in which OS is taking over faster.

If visualized against ALL mobile phones, this point would be made more clear.



# Different Interpretations?

The data could also be presented in a trend graph based on change in the share over time.

This would bring out certain trends without being overly dwarfed by feature phones.

# Sources

- <http://tech.fortune.cnn.com/2013/05/05/apple-iphone-android-comscore/>
- <http://www.asymco.com/2013/05/05/platform-churn/>

All accessed May 6th, 2013.