

*Mercato smartphone per sistemi operativi Q3 2013. Fonte: Kantar*

### Smartphone OS Sales Share (%)

Germany	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change	USA	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change
Android	78.1	77.9	-0.2	Android	59.8	57.3	-2.5
BlackBerry	1.6	0.9	-0.7	BlackBerry	2.2	1.0	-1.2
iOS	12.2	10.7	-1.5	iOS	34.6	35.9	1.3
Windows	2.5	8.5	6.0	Windows	2.7	4.6	1.9
Other	5.6	2.1	-3.5	Other	0.7	1.1	0.4
GB	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change	China	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change
Android	58.6	58.4	-0.2	Android	66.5	81.1	14.6
BlackBerry	8.5	3.1	-5.4	BlackBerry	0.2	0.1	-0.1
iOS	28.0	27.0	-1.0	iOS	20.2	13.8	-6.4
Windows	4.2	11.4	7.2	Windows	4.5	2.5	-2.0
Other	0.7	0.2	-0.5	Other	8.6	2.5	-6.1
France	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change	Australia	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change
Android	62.3	68.2	5.9	Android	66.1	55.3	-10.8
BlackBerry	7.4	4.7	-2.7	BlackBerry	0.4	1.3	0.9
iOS	15.5	15.0	-0.5	iOS	25.9	32.9	7.0
Windows	5.2	10.7	5.5	Windows	4.6	9.3	4.7
Other	9.6	1.4	-8.2	Other	3.1	1.2	-1.9
Italy	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change	LatAm 3 (BR, MX, AR)	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change
Android	61.2	71.6	10.4	Android	50.3	73.4	23.1
BlackBerry	3.4	2.1	-1.3	BlackBerry	14.3	5.1	-9.2
iOS	14.2	10.2	-4.0	iOS	4.4	6.6	2.2
Windows	10.8	13.7	2.9	Windows	4.5	5.8	1.3
Other	10.3	2.4	-7.9	Other	26.4	9.0	-17.4
Spain	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change	EU5 (DE, GB, FR, IT, ES)	3 m/e Sep 2012	3 m/e Sep 2013	% pt. Change
Android	84.3	90.0	5.7	Android	67.7	71.9	4.2
BlackBerry	5.0	0.3	-4.7	BlackBerry	5.4	2.3	-3.1
iOS	2.4	4.8	2.4	iOS	16.8	14.6	-2.3
Windows	2.2	3.7	1.5	Windows	4.6	9.8	5.2
Other	6.0	1.3	-4.7	Other	5.5	1.4	-4.0

*Mercato smartphone Q3 2013 per produttore. Fonte: IDC*

**Top Five Smartphone Vendors, Shipments, and Market Share, Q3 2013 (Units in Millions)**

Vendor	3Q13 Unit Shipments	3Q13 Market Share	3Q12 Unit Shipments	3Q12 Market Share	Year-over-year Change
Samsung	81.2	31.4%	57.8	31.0%	40.5%
Apple	33.8	13.1%	26.9	14.4%	25.7%
Huawei	12.5	4.8%	7.1	3.8%	76.5%
Lenovo	12.3	4.7%	6.9	3.7%	77.6%
LG	12.0	4.6%	7.0	3.8%	71.4%
Others	106.6	41.3%	80.5	43.2%	32.4%
<b>Total</b>	<b>258.4</b>	<b>100.0%</b>	<b>186.2</b>	<b>100.0%</b>	<b>38.8%</b>