

PRESS RELEASE

ITCandor Sizes The World Handset Market – Apple Wins Over Android

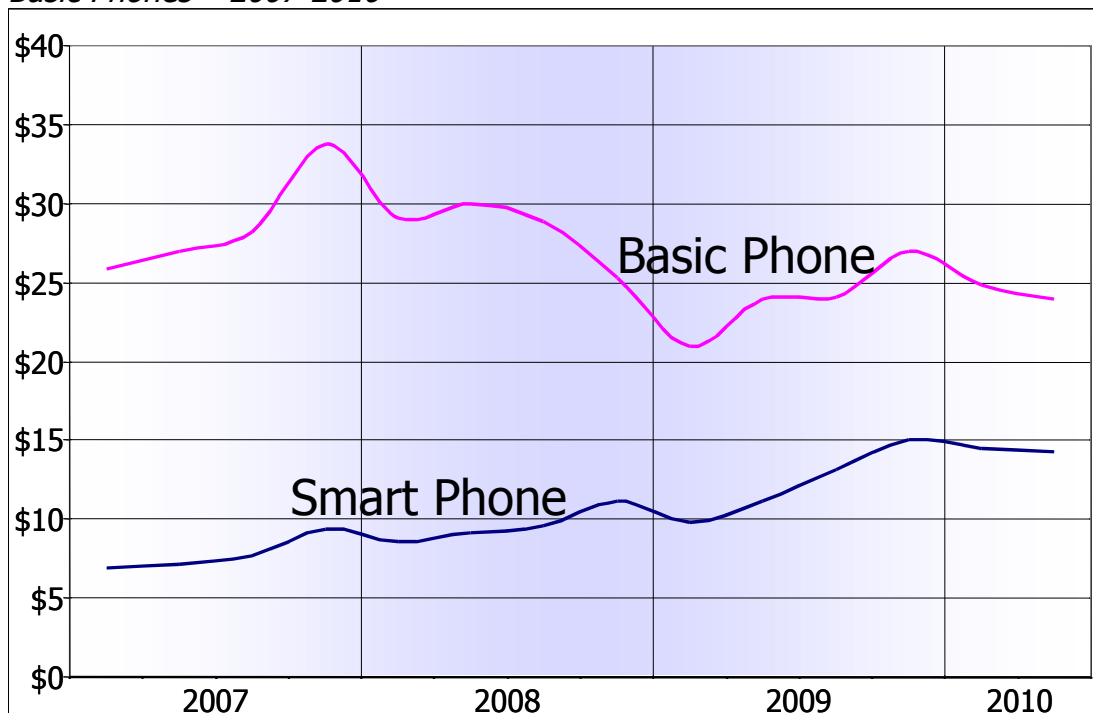
August 17th 2010 – ITCandor published new research into the Smart Phone handset market today, sizing the market as \$57B and 166 million units in the year to June 2010. Major findings include:

- Apple leads the market with its iPhone taking a 36.8% share of revenues
- RIM is in second place, with its Blackberry devices accounting for a 23.2% share
- Nokia was in third place with a 12.3% share, but leads in terms of unit shipments with a 26.2% share
- Although growing total sales of Android-based phones lag behind both Apple and RIM

ITCandor analysis shows that the success of Apple and RIM' is based on creating full ecosystems encompassing database services and applications and relying on a more 'matrix integrated' approach than the more established vendors.

'It's simply not true that Android gets anywhere near the success of the iPhone today', says Martin Hingley, Chief Research Officer at ITCandor, 'Apple has the market lead and advantage of getting all the wood behind one arrow. There is no advantage in this market of the wide-spread disaggregated approach of the PC space.'

Figure 1 – Worldwide Mobile Handset Market Value (\$US Billion) – Smart And Basic Phones – 2007-2010



Source: ITCandor, August 2010

A major challenge for other suppliers is to scramble to catch up in the development of applications – especially to create adequate 'social CRM' support systems focused on user interaction and need. For all suppliers shifting the focus of sales into international markets from the runaway success of Smart Phones in the US is another.



The full report is accessible at <http://martinhingley.wordpress.com/2010/08/17/smart-phone-q310/>.

ITCandor also announced extending its research to cover the voice and broadband services of mobile operators and revenues from smart phone chip manufacturers for inclusion in future reports.

About ITCandor

ITCandor is a market research consultancy dedicated to lowering the cost of knowledge in the ITC industry. It maintains a detailed market model generated from the quarterly revenues of 100 leading suppliers and by constantly researching their announcements and strategies. It develops themes in the areas of corporate client refresh, Cloud Computing, corporate and social responsibility and digital content. Its offerings include information services, reports, consultancy, presentations and white papers. Extensive examples of the company's output, ideas and presentation material can be found at <http://martinhingley.wordpress.com/>.

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