



Umeng Data Insight Report 2012Q2

2012.8

www.umeng.com



Key Summary

- ▶ In Q2 of 2012, the growth rate of active iOS and Android devices in China is higher than that globally.
- ▶ iPhone4S share grew 4.6% and is projected to become the main iPhone model. As of end June, despite it not being launched in China Apple Stores the new iPad share increased to 13.5%, evidence of the strong Apple fan base in China.
- ▶ For the past year, Samsung has been the top Android device, with one Samsung device for every 4 Android devices in China.*
- ▶ Android 4.0 share in Q2 grew 2.8 times, rising to 8.9%. Android 4.0 users are the most active.
- ▶ The number of smart phone users is growing rapidly in 2nd and 3rd tier cities in China. Android usage in particular has caught up with top tier cities.
- ▶ More users connect to the Internet via 3G & WiFi.

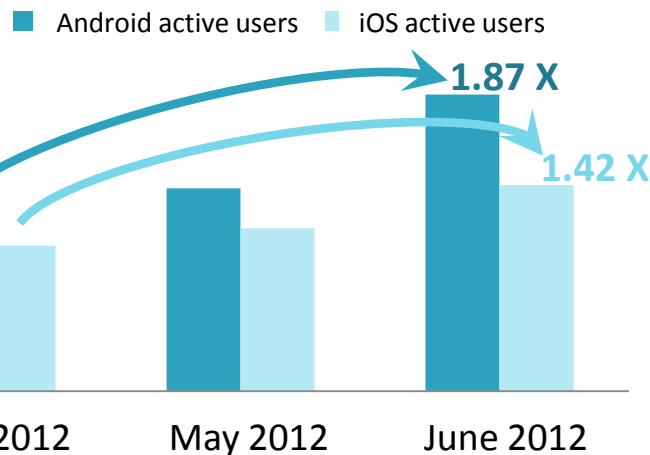
*Device referred to in this report only includes active device covered by Umeng platform.

- ▶ **iOS** users update to the newest iOS version even faster. iPhone 4S and the new iPad are significantly increasing in market share.
- ▶ **Android** 4.0 users are the most active. Samsung is the leading brand in Android market.
- ▶ **User** differences between geographical areas has reduced. Users increasingly connect to the internet via 3G or WiFi.

Higher rate of increase in active iOS and Android device in China

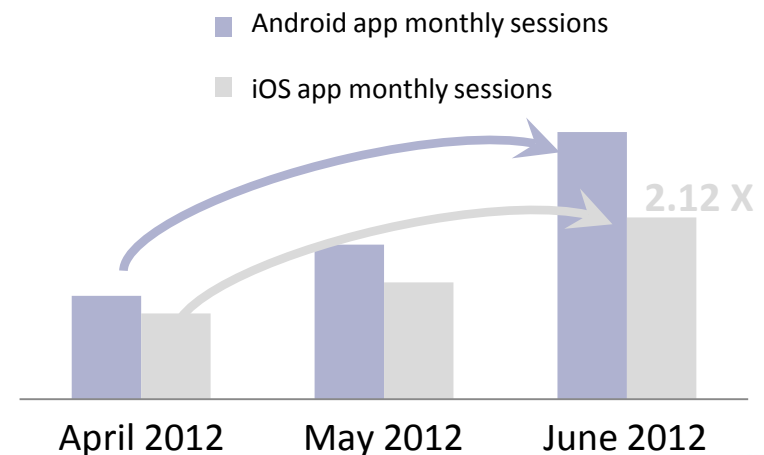
- ▶ According to Umeng platform, active devices increased 87% in the 3 months of 2012 Q2. Android app monthly sessions grew by 159%. Active iOS devices rose 42% and iOS app monthly sessions increased 112%.

Active Users Growth Rate (2012 Q2)



Data Source: Umeng Analytics, 2012Q2
www.umeng.com

App Sessions Growth Rate (2012 Q2)



Data Source: Umeng Analytics, 2012Q2
www.umeng.com

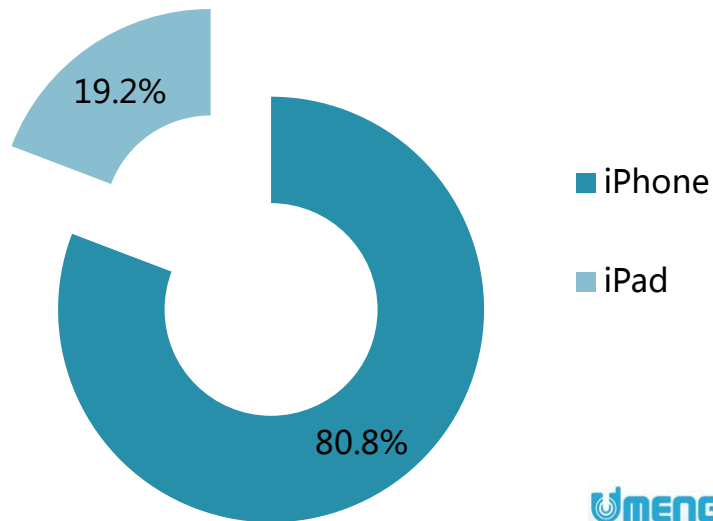
- ▶ According to Google Play, active Android devices increased 33% from 300 million to 400 million between March 2012 and June 2012. In the same time period, active iOS devices increased 12% from 360 million to 410 million according to Apple official figures.*

*Data source: Google Play Store, Apple Investor News
Active devices refer to devices covered by Umeng.

Huge difference in share of iPad and Android Tablets in respective platforms

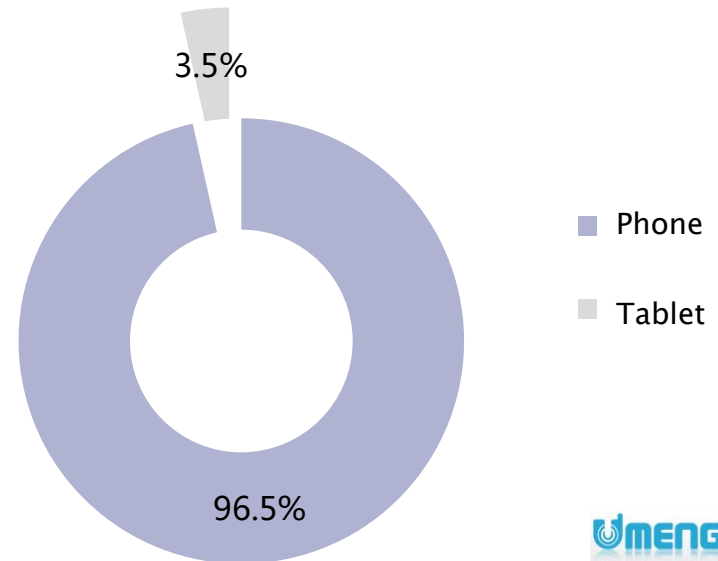
- ▶ In June 2012, iPad constitutes about 19% of iOS devices, displaying an increasing trend compared to 2011. Among Android devices, tablets only amount to 3.5%.

**iPhone users VS iPad users
(Jun 2012)**



Data Source: Umeng Analytics, 2012Q2
www.umeng.com

**Android Phone Users VS Tablets Users
(Jun 2012)**

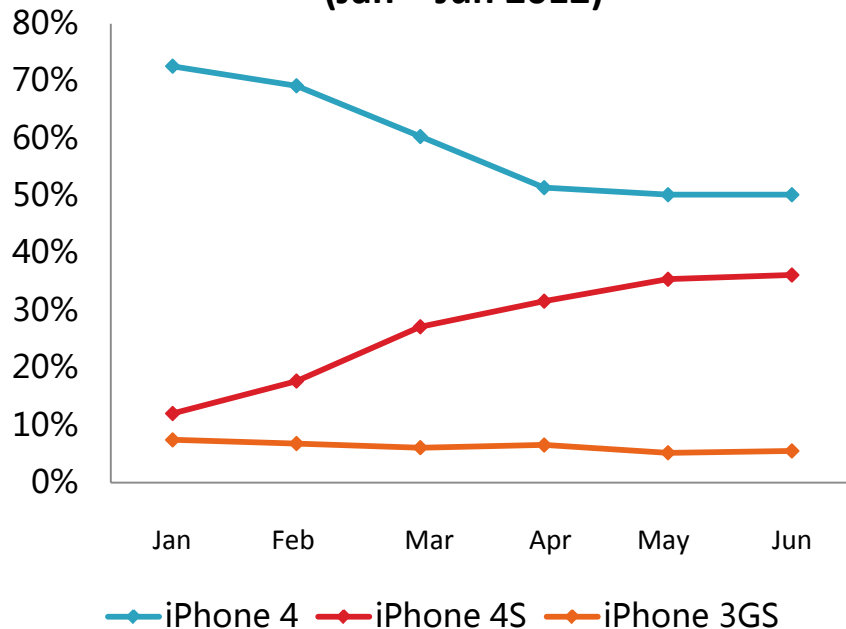


Data Source: Umeng Analytics, 2012Q2
www.umeng.com

iPhone4S becoming mainstream

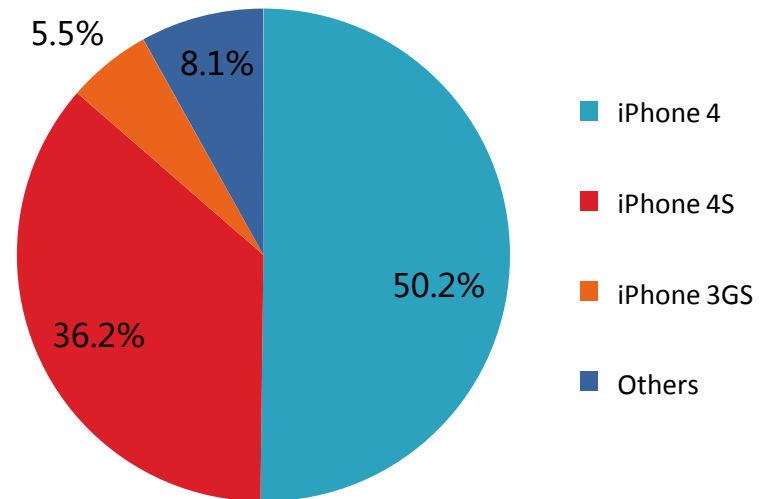
- ▶ The market share of iPhone 4S in first half of year 2012 has been increasing, becoming the main model among the iPhones.

**Active iPhone Users by Device Model
(Jan – Jun 2012)**



Data Source: Umeng Analytics, 2012Q2
www.umeng.com

**Active iPhone Users by Device Model
(Jun 2012)**

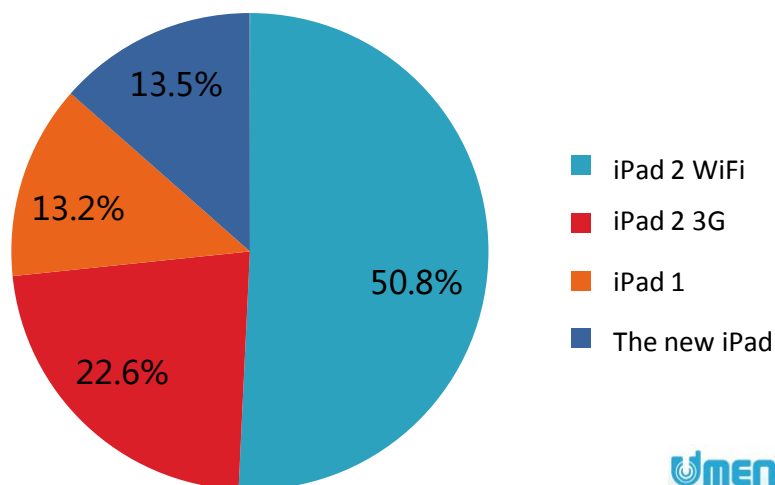


Data Source: Umeng Analytics, 2012Q2
www.umeng.com

The new iPad performance in China remains to be observed

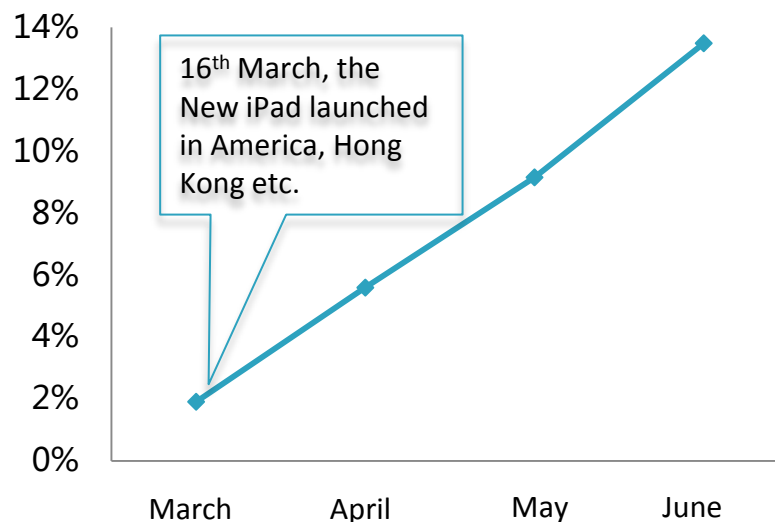
- ▶ As of end June, the new iPad is yet to launch in China. However, since the global launch in March, active new iPad users are growing. In fact in June, new iPad users stand at 13.5% among iPad users, increasing by 7.9% in Q2. This is evidence of the strong support of Chinese Apple fans.
- ▶ Looking back at iPad 2, in 2011 after iPad 2 launched in China for 1 month, iPad 2 users stand at 50.8% among iPad users. With the upcoming launch of the new iPad, this set of statistics remains to be observed.

**Active iPad Users by Device Models
(Jun 2012)**



Data Source: Umeng Analytics, 2012Q2
www.umeng.com

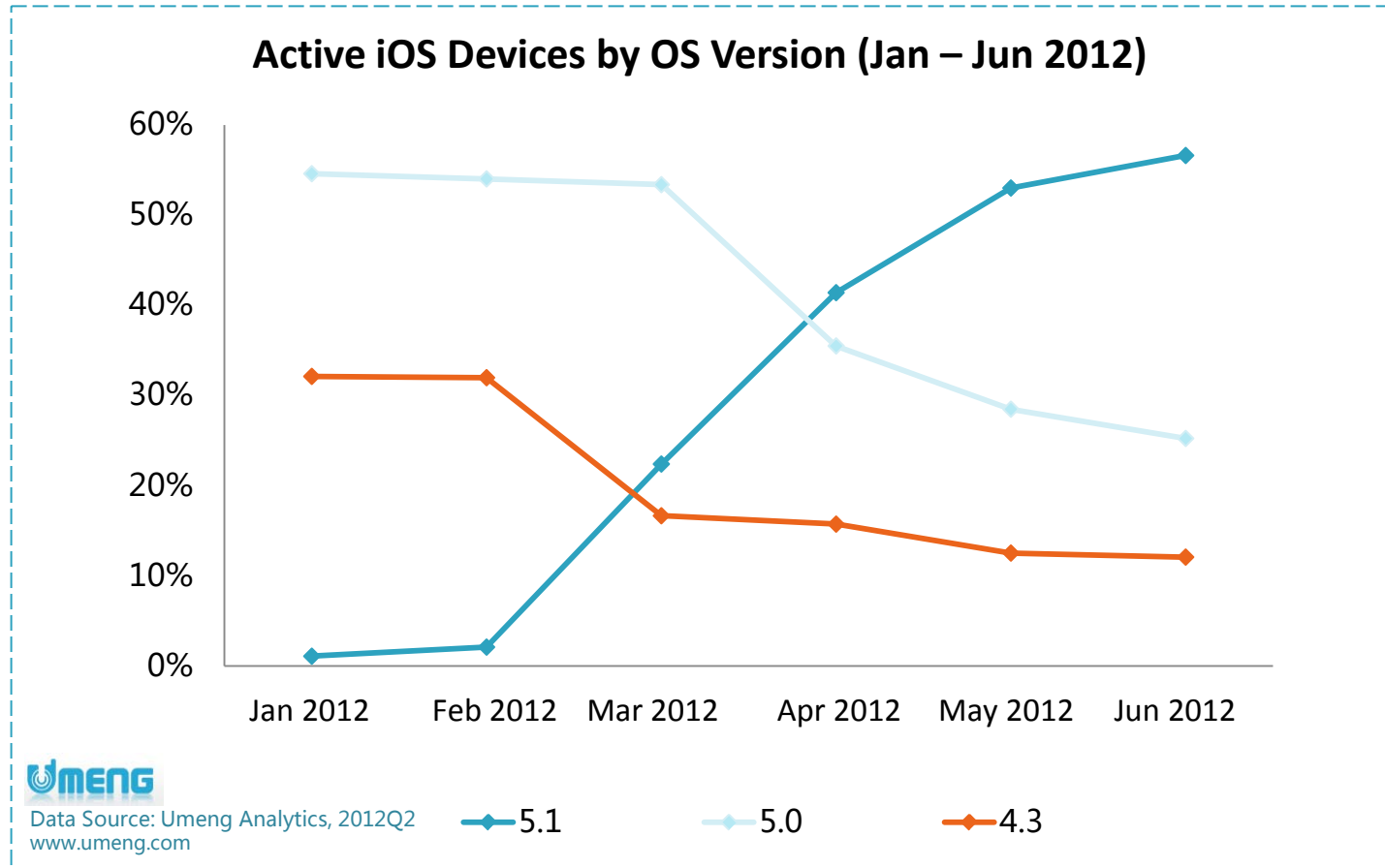
The new iPad Distribution



Data Source: Umeng Analytics
www.umeng.com

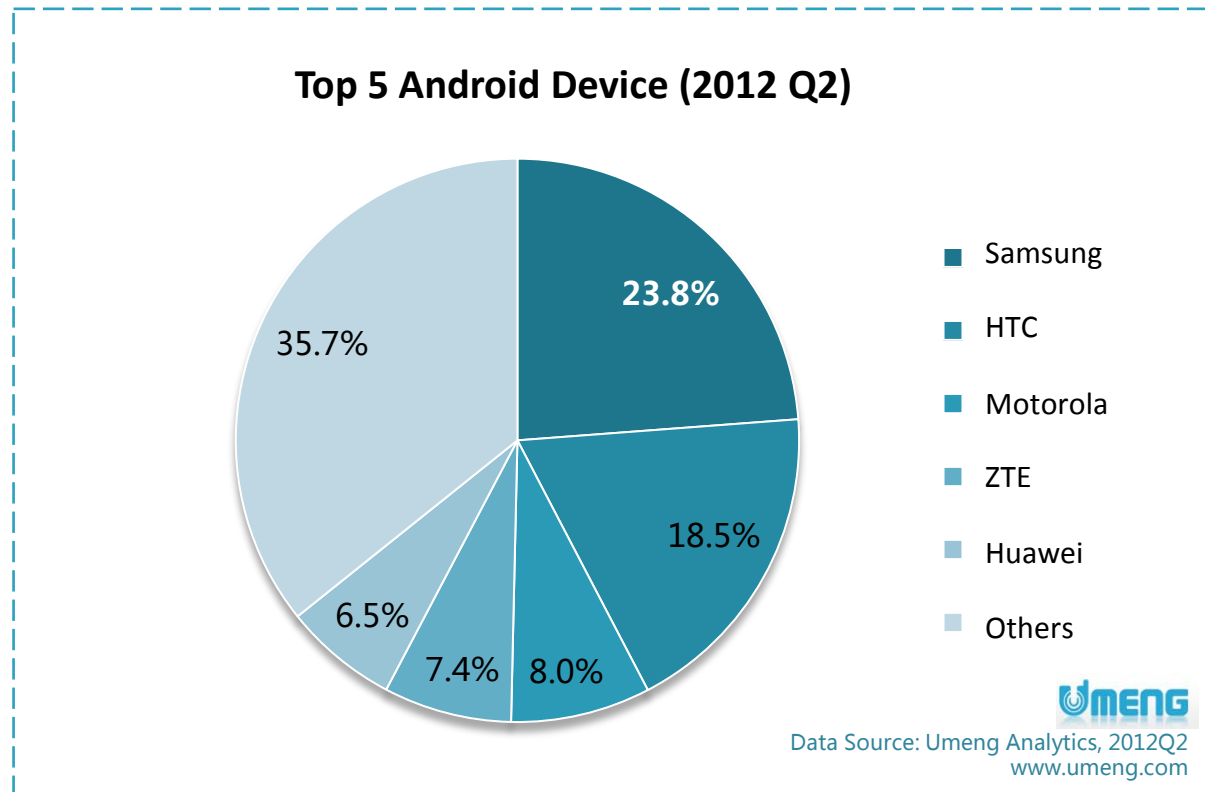
Increasing rate of take up of new iOS version

- ▶ After official launch of iOS 5.1 version in March 2012, it had been taken up by 40% of users, becoming the most used iOS version. By June 2012, 57% of iOS users were using iOS 5.1 .



Samsung led as the Android brand for almost a year

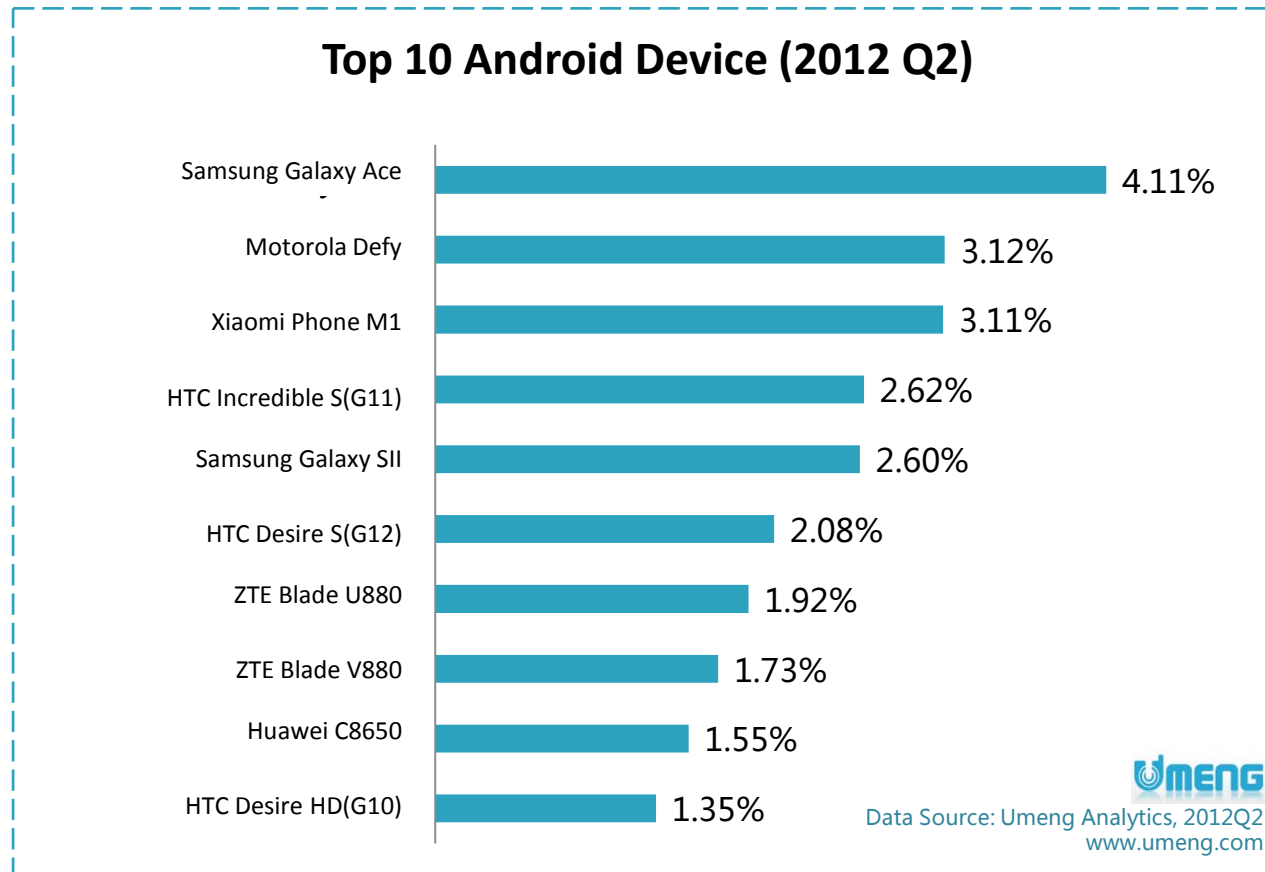
- ▶ Since year 2011 Q3 , Samsung has been the Top Android phone model, maintaining the lead in 2012 Q2 as well. In fact, there is one Samsung phone in every 4 Android phones.*
- ▶ China models Huawei and ZTE have also made it to Top 5.



*Device here refers to device covered by Umeng that has activated at least one app session during the period of 2012 Q2.

Top 10 Android Device Models

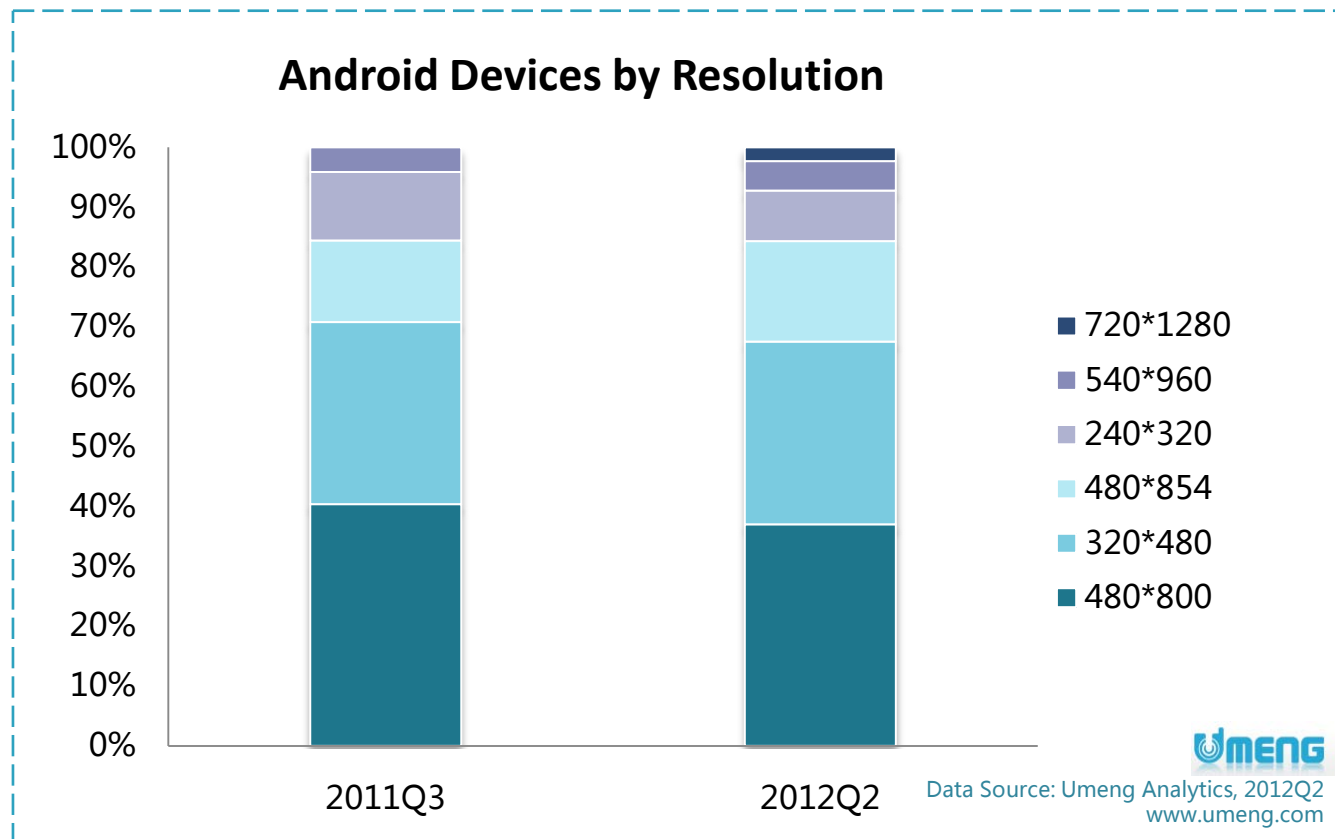
- ▶ Samsung, Motorola, Huawei, ZTE and HTC were all within the Top 10 Android phone models. Xiaomi phone comes in the third place.*



*Device refers to device covered by Umeng that has activated at least one app session in 2012 Q2.

Higher resolution Android devices getting more popular

- From 2011 Q3 till 2012 Q2, phones with resolutions 480*800 (such as Samsung Galaxy S 11) and 320*480 (such as Samsung Galaxy Ace) are still the most common, but their proportion is decreasing. However, those with resolutions 480*854 (such as Xiaomi M1 and Motorola Defy) and 720*1280 (such as Sony LT26i) are growing in share.*

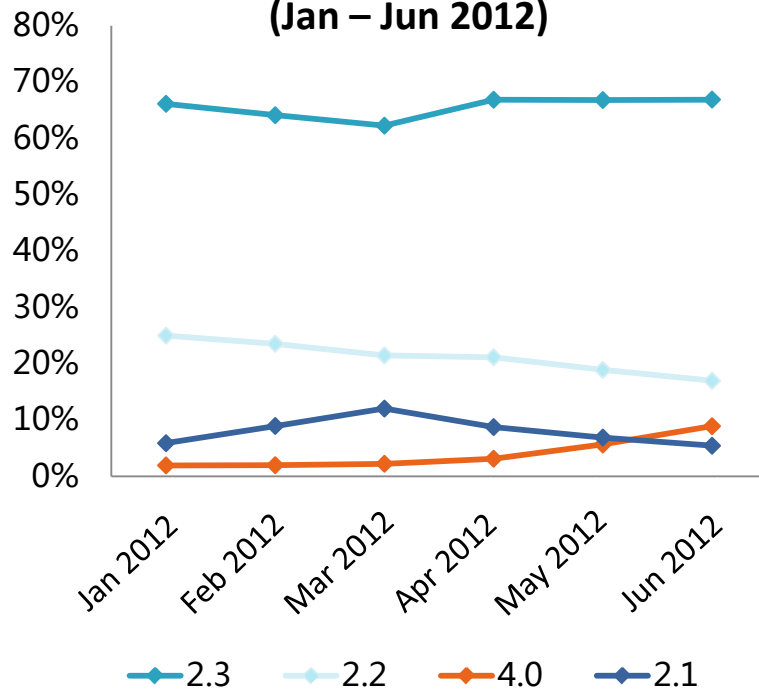


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Android 4.0 device users most active

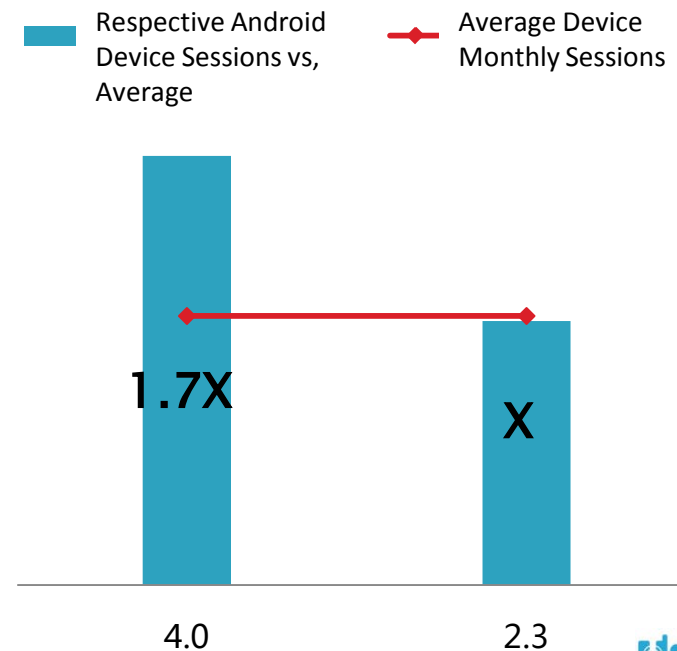
- ▶ Android 2.3 version is still the most common OS, holding a steady market share of 67% in Q2.
- ▶ Devices using Android 4.0 in Q2 grew by 2.8 times, reaching 8.9% share. Android 4.0 devices have 1.7 times higher average monthly sessions compared to Android 2.3 devices.

**Active Android Devices by OS Version
(Jan – Jun 2012)**



Data Source: Umeng Analytics, 2012Q2
www.umeng.com

**Android Device Monthly Sessions
by OS Version**

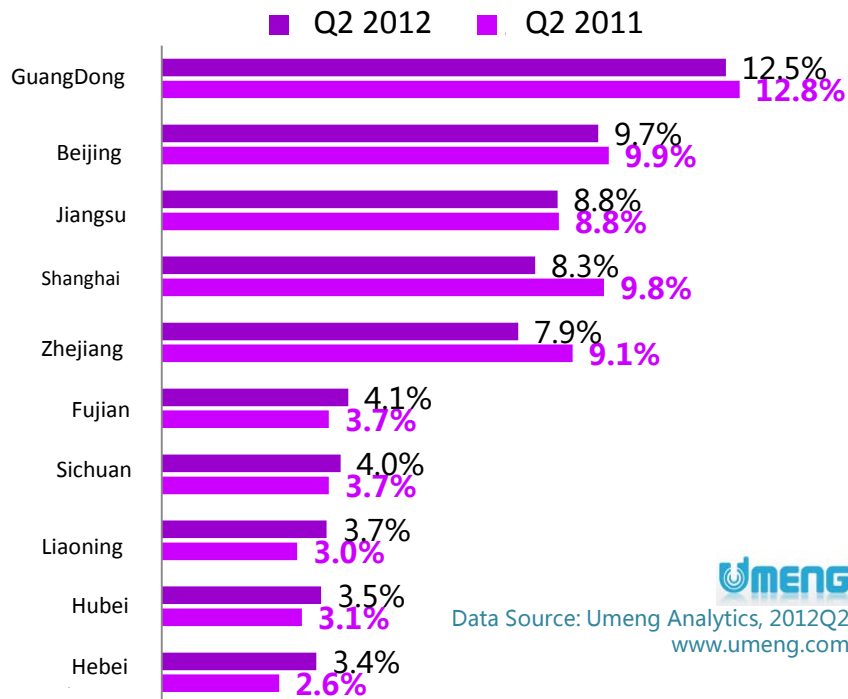


Data Source: Umeng Analytics, 2012Q2
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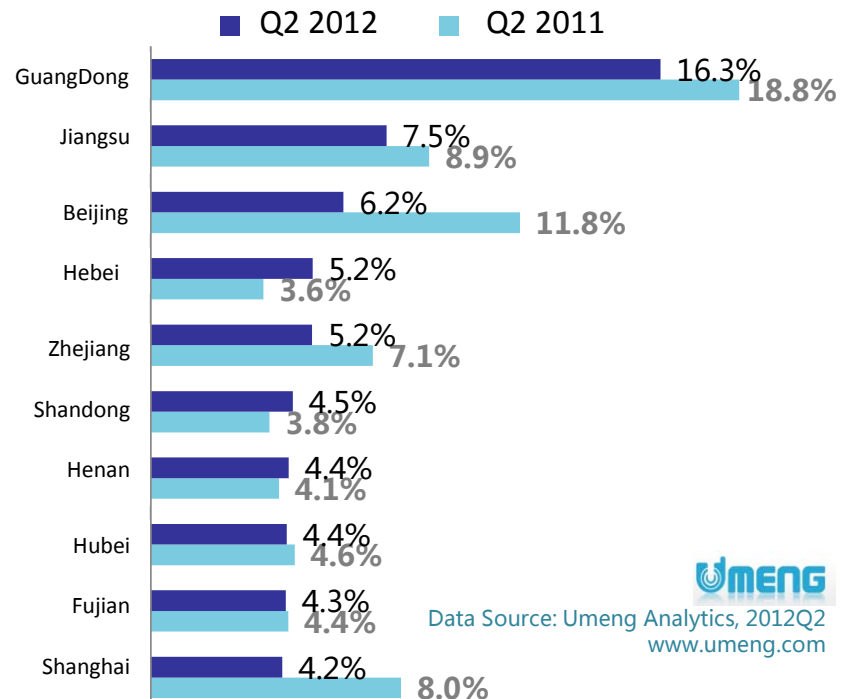
Fewer user differences between different geographical areas

- ▶ The number of smart phone users is growing rapidly in 2nd and 3rd tier cities. Android usage in particular has caught up with top tier cities.*
- ▶ Different 2nd tier city users have different needs for their devices. Phone operators and suppliers should research deeper into these needs and develop effective business strategies.

Top 10 Most Active iOS User Locations



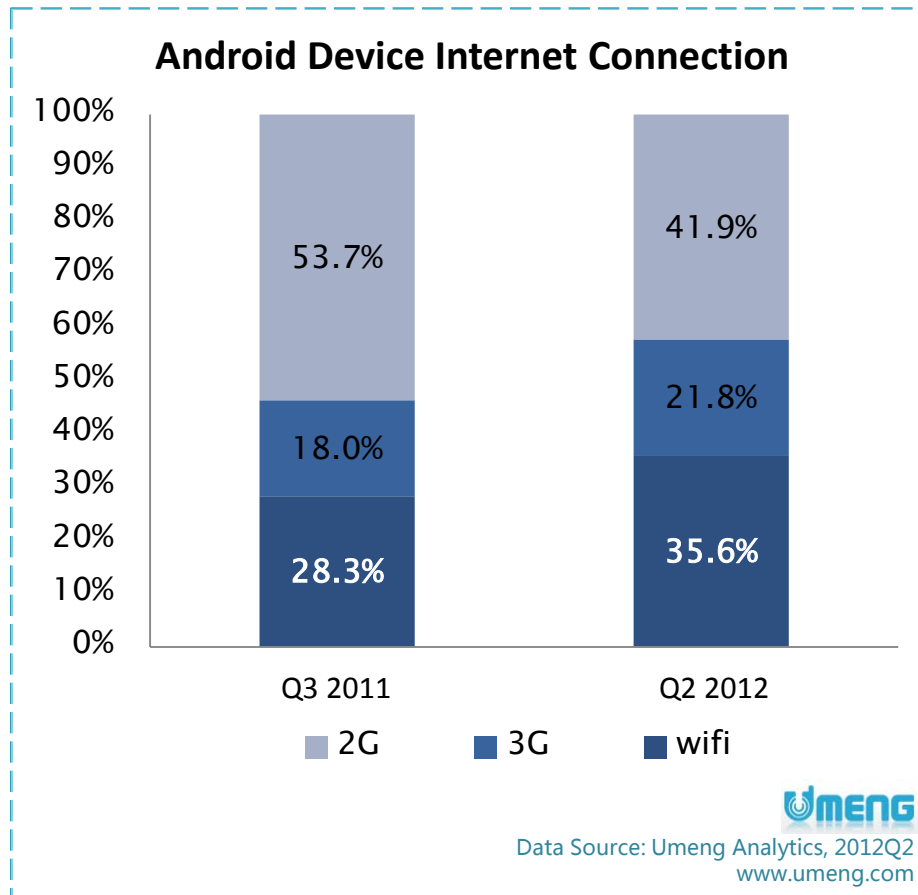
Top 10 Most Active Android User Locations



*Device refers to active device covered by Umeng.

Higher proportion of users connect via 3G & WiFi

- Compared to Q3 in Y2011, Android users who access the internet via 3G increased by 3.8%, and those connecting via WiFi also grew by 7.3%.



About this report

- ▶ **Definition of terms :**

Active Devices: All devices in this report refer to active devices covered by Umeng platform that has activated at least one app session within the stipulated time frame.

- ▶ **Release Date:**

August 2012

- ▶ **Data Source:**

Analysis data based on over 40,000 Mainland Android and iOS apps from Umeng platform. Data is taken between the period of April to June 2012.

- ▶ **Statement:**

Above data belong to Umeng platform. Any use of data can be used for free provided that Umeng is quoted as the original source.

Umeng Data Analytics Platform

▶ Umeng Data Analytics:

Umeng Data Analytics Platform is the leading and largest provider of mobile app analytics and developer services in China. Umeng offers enterprise-class analytics to thousands of mobile app developers in over 40,000 apps across iOS, Android and Windows Phone platforms.

Features:

- **Trend Analysis:** Provides developers an overall trend analysis, through measures such as daily sessions, new users, total users, and active user ratio across app versions.
- **Audience Analysis:** Audience analysis helps to track end user data, providing deep insight into app audience behavior. With Funnel Analysis, you can also track the conversion rate of each step, helping you achieve your goal.
- **Channel Distribution Analysis:** Provides deeper understanding of the performance of different distribution channels such as number of active users from each channel, thereby supporting developers to define channel distribution strategy and measure channel marketing performance.
- **User Defined Analysis:** Set the events to track the key functions or details of end-users, such as user engagement etc. This helps developers to gain a greater insight about end user activities.
- **Industry Benchmark:** The first app benchmark in China.

▶ Umeng Analytics Demo:

<http://www.umeng.com/apps>



Umeng, a Beijing-based startup founded in April 2010, is the leading and largest provider of mobile app analytics and developer services in China. Umeng offers enterprise-class analytics to thousands of mobile app developers across iOS, Android and Windows Phone platforms. Umeng has since raised more than USD10 million from Matrix Partners and Innovation Works.

The team is working around the clock to build better solutions for mobile app developers.

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