

Trading places

Worldwide smartphone sales to end users by vendor in Q4 2014

COMPANY	Q4 2014		Q4 2013	
	UNITS ('000)	SHARE (%)	UNITS ('000)	SHARE (%)
Apple	74,832	20.4	50,224	17.8
Samsung	73,032	19.9	83,317	29.5
Lenovo*	24,300	6.6	16,465	5.8
Huawei	21,038	5.7	16,057	5.7
Xiaomi	18,582	5.1	5,598	2.0
Others	155,701.6	42.4	111,204.3	39.3
Total	367,484.5	100.0	282,866.2	100.0

**The results for Lenovo include sales of mobile phones by Lenovo and Motorola*

Worldwide smartphone sales to end users by vendor in 2014

COMPANY	2014		2013	
	UNITS ('000)	SHARE (%)	UNITS ('000)	SHARE (%)
Samsung	307,597	24.7	299,795	30.9
Apple	191,426	15.4	150,786	15.5
Lenovo*	81,416	6.5	57,424	5.9
Huawei	68,081	5.5	46,609	4.8
LG Electronics	57,661	4.6	46,432	4.8
Others	538,710	43.3	368,675	38.0
Total	1,244,890	100.0	969,721	100.0

**The results for Lenovo include sales of mobile phones by Lenovo and Motorola*

Worldwide smartphone sales to end users by operating system in 2014

OPERATING SYSTEM	2014		2013	
	UNITS ('000)	SHARE (%)	UNITS ('000)	SHARE (%)
Android	1,004,675	80.7	761,288	78.5
iOS	191,426	15.4	150,786	15.5
Windows	35,133	2.8	30,714	3.2
BlackBerry	7,911	0.6	18,606	1.9
Other OS	5,745	0.5	8,327	0.9
Total	1,244,890	100.0	969,721	100.0