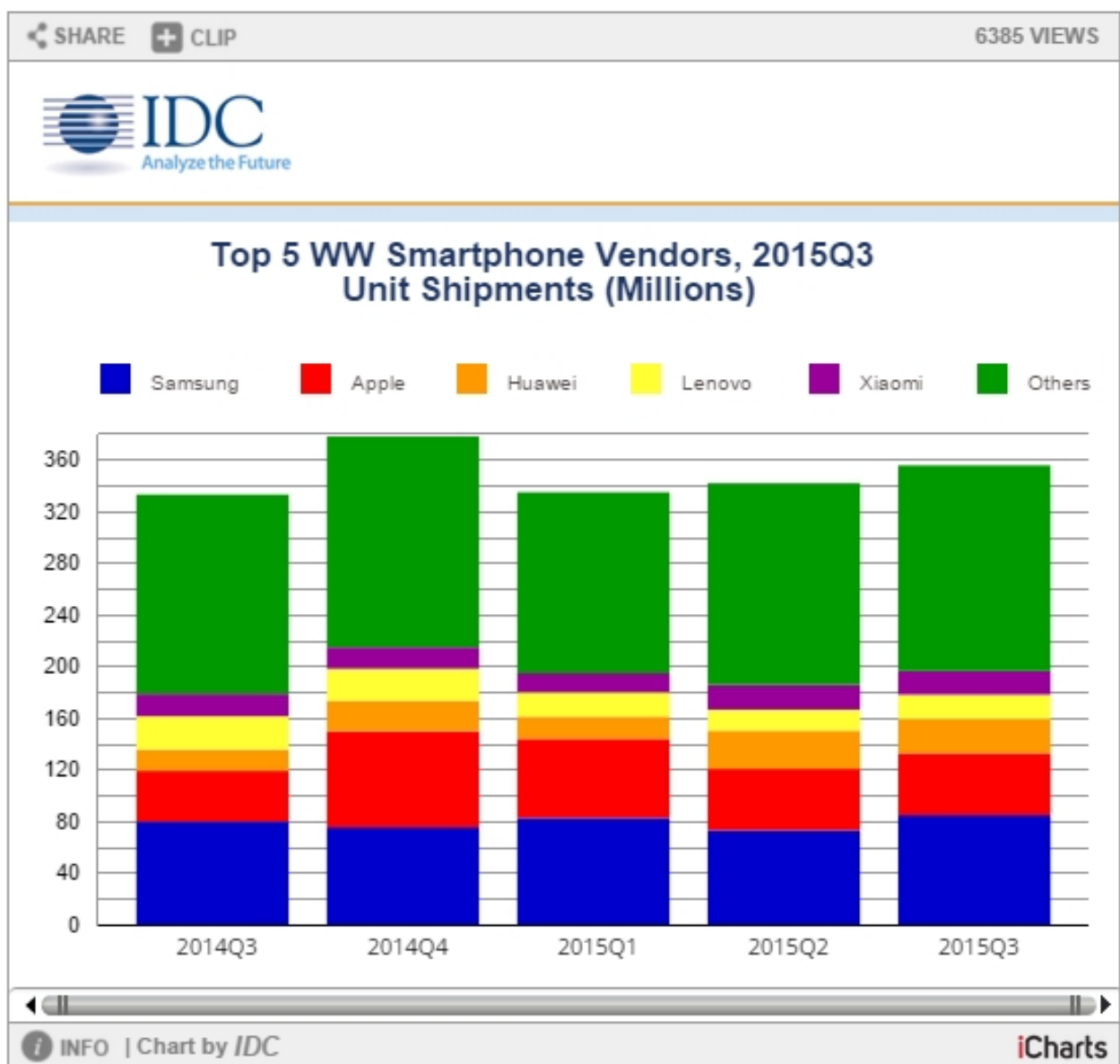


## IDC: Q3 2015 Smartphone Shipments "Second Highest on Record"

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Global smartphone shipments reach 355.2 million units in Q3 2015 IDC reports-- a 6.8% increase over the 332.6m units shipped in Q3 2014, making the second highest quarter of shipments according to analyst record.

However shipments failed to reach previous IDC forecasts of 363.8m units due "slightly lower than expected" iPhone shipments and a number of top-tier Android flagships launching outside the consumer pricing sweet point.



"The vendor landscape and product offerings are really unique at the moment as many markets are seeing consumers become more aware of alternative buying options when it comes to paying for their smartphone," IDC says. "In mature and subsidised markets, we now have a wide range of operators offering equipment installation plans (EIP), as well as early trade-in options. At the same time the number of unlocked/off-contract offerings has increased significantly and it's slowly starting to resonate with consumers. Within these markets these moves will put pressure directly on Android OEMs with offerings that are greater than \$500."

The quarter saw a number of vendors trying to outclass each other-- not to mention Samsung and Apple-- with impressive flagship devices. However high-end glitz and glamour does not bring about shipments and as such IDC expects low to mid-range handsets to bring back growth, particularly in emerging markets.

Samsung remains on top of the Q3 2015 vendor rankings, with 23.8% market share and shipments reaching 84.5m units (a 6.1% Y-o-Y increase). The S Korean giant managed to beat the traditional September iPhone launch with August Galaxy S6 edge and Note 5 announcements, bringing about stronger than usual September shipments. The company also covers emerging markets with a variety of sub-\$200 devices (Galaxy Core/Grand Prime, J-Series).

Apple comes 2nd with 13.5% share. iPhone shipments for the quarter are up by 22.2% Y-o-Y to 48m, with the iPhone 6S and 6S Plus breaking records with 13m units shipped on launch week, proving Apple still has what it takes to capture upgraders and Android converts alike in key Chinese and US markets. Price cuts also helped push "vigorous" older model sales, as did a recently launched upgrade plan in developed markets.

Huawei follows with impressive 60.9% Y-o-Y growth on shipments reaching 26.5m units, while Lenovo continues to make its way to the top through Motorola assets and growth in the MEA and CEE regions. Closing the top 5 is Xiaomi, whose devices (such as the Redmi Note 2, Redmi 2A Prime and Mi4c) are popular in SE Asia, India, Brazil and, of course, China.

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