

## Which is the EU5's Biggest Mobile Platform?

Written by Marco Attard  
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ComScor says the EU5's (UK, Germany, France, Spain and Italy) biggest mobile platform is Apple's iOS-- with a combined platform reach of 28.9m users (divided across all iDevices), with 12.4% of mobile subscribers

Google's Android is at second place (divided across all Android devices), with 13.5m users and 5.7% mobile subscriber share.

<b>Mobile Phone OEM Breakdown for Smartphone and Apple iPad Owners</b> <b>3 Mo. Avg. Ending February 2011</b> <b>Total EU5 Mobile Subscribers, Age 13+</b> <b>Source: <a href="#">comScore MobiLens</a></b>			
	<b>% of Smartphone Users</b>	<b>% of iPad Users</b>	<b>Index of iPad to Smartphone Owners*</b>
<b>Total Subscribers</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>
Apple	20.6%	27.2%	132
Nokia	41.7%	26.4%	63
Samsung	9.1%	15.0%	165
Sony Ericsson	4.4%	6.6%	150
LG	1.3%	5.8%	446
RIM	8.7%	4.8%	55
Motorola	0.9%	2.4%	267

*Index = % of iPad Owners/% of Smartphone Owners x 100; Index of 100 indicates average representation*

When it comes to actual smartphone ownership, Nokia retains its leadership within the EU5,

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with it owning 41.7% of the market. At second place is Apple, at 20.6%, followed by Samsung (9.1%), RIM (8.7%) and Sony Ericsson (4.4%).

Interestingly, the analyst's numbers also suggest iPad ownership goes beyond the Apple aficionados-- while 27.2% of iPad owners also use iPhones, 26.4% use Nokia phones. Bucking the trend are Blackberry users, who might be waiting out for the Playbook's launch.

The smartphone demographic also appears to skew towards male consumers, with 58.8% of smartphone (and 62.4% of iPad) owners being male.

Go [ComScore EU5 MobiLens Results](#)