

## Symbian OS Market Share

### Introduction

Within this brochure Inmote has collected for you the **most recent public market share data for Symbian OS**. We hope this brochure will help you to convince yourself the importance of addressing the Symbian OS market with your next mobile application or service as well as developing the service for Blackberry, iPhone, Windows Mobile, Android and other mobile platforms.



Inmote can help you with **development and training services** to make your mobile application or service work on Symbian OS too.

### Installed base

The **total number of shipped Symbian OS based phones** is more than **330 million** since the first device launched in 2000 ([1]). **A total of 111 Symbian OS based models only in Japan** have been launched since 2003 manufactured by Fujitsu, Mitsubishi, Motorola, Nokia, Sharp and Sony Ericsson ([1]). The estimated **installed base** of S60 devices will approach **150 million devices** ([2]). The estimated installed base may be more important to you as new shipments.

### Market share

Most market data focuses on new shipments. The market share for new shipments for S60 devices in **Q3 2009 is 46.2% worldwide** ([3]).

#### Worldwide smart phone market

##### Market shares Q3 2009, Q3 2008

OS vendor	Q3 2009		Q3 2008	
	shipments	% share	shipments	% share
<b>Total</b>	<b>41,394,250</b>	<b>100.0%</b>	<b>39,850,100</b>	<b>100.0%</b>
Symbian	19,107,490	46.2%	18,583,060	46.6%
RIM	8,521,280	20.6%	6,051,730	15.2%
Apple	7,362,670	17.8%	6,899,010	17.3%
Microsoft	3,631,630	8.8%	5,425,470	13.6%
Google (Android)	1,455,140	3.5%	NA	NA
Others	1,316,040	3.2%	2,890,830	7.3%

Source: Canals estimates, © Canals 2009

Symbian had 78.63% market share in APAC as of Q2 2009. More than 63% market share in China in Q4 2008 ([1]).

In **EMEA the market share is 65% (Q2 2009)**. Some regional figures show an even higher market share:

Germany	50%	Russia	75%
UK	51%	Middle East	86%
Spain	70%	Africa	90%

The market share in **Latin America is 44.22% (Q2 2009)**. Only in North America Symbian has a small, but growing market share of 4%. The **market share in North America tripled** between Q2 2008 and Q2 2009 ([1]).

### New handset models

By the end of Q2 2009 Nokia shipped more than **6.8 million units of the Nokia 5800 XPressMusic** since the launch in november 2008 ([1]).

In 2009 only one single Maemo device has been launched: the Nokia N900. Approx. 8 LiMo handsets have been introduced – all in Japan for the domestic market. Android introduced 9 handsets and announced a further 4 handsets which did not yet ship in 2009. **Symbian OS introduced 27 models in 2009** (80% non touch) mostly running Symbian^1 (S60 5<sup>th</sup> Edition) and S60 3<sup>rd</sup> FP2. These models cover a wide variety of segments and price points ([4]).



In Q4 2009 smartphones with touch screens accounted for 55% of all smartphone shipments. **Nokia has been the leading vendor by volume of touch screen smartphones** in the final quarter of the year **thanks to Symbian OS based models like Nokia 5800 and N97** ([5]).

In **february 2010** the number of Symbian^1 devices already has **grown to 35 models** from Samsung, Fujitsu, Nokia, Sharp and Sony Ericsson ([4]).

### App Stores



Symbian OS has **no limitations for the business model** the developer wants to use. You can sell through the **Nokia Ovi store as well as other independent app stores**. Also you can do **direct business** for enterprise applications, **install automatically from memory cards**, use a **one time license fee** or use **subscription based models** for your service.

Nokia Ovi Store has approx. **1.5 million downloads per day growing 100% month-on-month** ([6]).

The top downloading countries are France, Germany, India, Indonesia, Italy, Russia, Saudi Arabia, Turkey, UK & Vietnam ([6]).

Using **Symbian Horizon** developers can write an application once and **publish the app into 7 app stores**: Ovi, Samsung, AT&T, China Mobile, Handango, Orange and PlayNow (Sony Ericsson).

## News about Symbian

According to Gartner Symbian will maintain its leading position in the smartphone market and will **outsell its nearest rivals** (Android and iPhone respectively) **by a ratio of almost 3:1 in 2012** ([1]).

Juniper Research expects **the sales of Symbian devices to double over the next five years** and to reach **180 million units by 2014** ([1]).

From Symbian^4 onwards **Qt will be the primary user interface system** for Symbian OS replacing the existing S60 Avkon UI. The new UI will make Symbian OS more attractive and competitive with iPhone and Android handsets.

To have a peak of **new compelling UI possibilities** have a look at this new shell from SPB Mobile ([9]).



**QualComm** announced there will be a Nokia **Symbian phone based on the popular Snapdragon chipset by the end of 2010** ([8]). On CeBit 2010 Nokia announced the **Nokia C5** officially which will bring **Symbian OS into the entry level market** ([9]). Both these news items will contribute to grow the Symbian OS market share in the future.

## Symbian Foundation

The Symbian Foundation has offices in UK (London), US (Foster City), Japan (Tokyo), Finland (Helsinki), China (Beijing) and South Korea (Seoul). Currently it has about **100 staff members** with plans to grow up to 200. In february 2010 the Symbian Foundation has **194 member companies**. This is expected to grow quickly after the Mobile World Congress 2010 in Barcelona ([7]).

## Symbian OS versions

The version numbering system of Symbian may have become confusing for many new comers since the introduction of the Symbian Foundation. Therefore we provide an overview here of the different versions and names used within the Symbian eco system.

Symbian Foundation release	Symbian Software Ltd release	UI Platform release	Sample handset
	Symbian OS v9.1	S60 3 <sup>rd</sup> MR	Nokia N73
	Symbian OS v9.2	S60 3 <sup>rd</sup> FP1	Nokia N95
	Symbian OS v9.3	S60 3 <sup>rd</sup> FP2	Nokia C5
Symbian^1 (pronounced: "Symbian One")	Symbian OS v9.4	S60 5 <sup>th</sup>	Nokia N97 Samsung 8910 Omnia Sony Ericcson Satio & Vivaz
Symbian^2	N/A *)	N/A *)	No phones
Symbian^3	N/A *)	N/A *)	Expected
Symbian^4	N/A *)	N/A *)	Expected

\*) From Symbian^2 onwards version numbers for the UI platform and Symbian Software Ltd releases no longer are applicable.

## References

- [1] Symbian Software: Historical Stats (Symbian Foundation sales support article for MWC 2010 in Barcelona)
- [2] <http://symbianpathways.com/2009/08/24/estimating-installed-base/>
- [3] <http://www.canalys.com/pr/2009/r2009112.html>
- [4] The Symbian Platform Roadmap – February 2010
- [5] <http://www.canalys.com/pr/2010/r2010021.html>
- [6] [www.mobileperry.com](http://www.mobileperry.com) – Ovi Store Stats – as of 28 Feb 2010
- [7] Symbian Foundation: Fast facts
- [8] <http://www.intomobile.com/2010/02/17/qualcomm-there-will-be-a-nokia-symbian-phone-this-year-with-snapdragon.html>
- [9] <http://www.youtube.com/watch?v=I7tWxlTZ5oA> – SPB Mobile Shell for Symbian @geeks.hu

References which are not web links can be shared per e-mail upon request.