

# The NPD Group offers monthly consumer insights for the U.S. mobile phone and accessories market

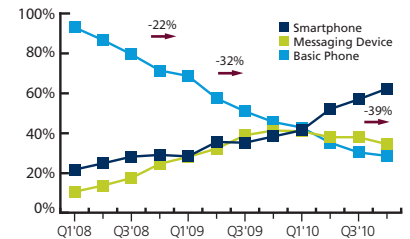
## Mobile Phone Facts

- U.S. mobile phone revenue grew 5% in 2010 versus 2009.
- In contrast to smartphones and messaging devices, the basic phone segment declined 39% in 2010 versus 2009.
- Seven of the top 10 handsets acquired in 2010 were smartphones.
- Feature penetration continued to rise in 2010, as more of the market consisted of data-centric devices.
  - Bluetooth: 94% (+7% YOY)
  - Music Enabled: 84% (+13% YOY)
  - GPS Enabled: 85% (+16% YOY)
  - Removable Memory: 72% (+4% YOY)
  - 3G+ Technology: 57% (+0 YOY)
  - Full HTML: 80% (+46% YOY)
  - 3+ Megapixel Camera: 42% (+154% YOY)
  - 3.5"+ Screen: 24% (+140% YOY)
  - QWERTY (Physical): 46% (+23% YOY)
  - 3.5 mm Headphone Jack: 53% (+65% YOY)
  - Touch Screen: 46% (+64% YOY)
  - Smartphone: 43% (+55% YOY)
  - Wi-Fi: 41% (+106% YOY)
- Emerging Features — 2010 Unit Share of New Phones Acquired
  - Video Conferencing Capability 7%
  - HD Video Recording Capability 11%
  - Gyro Sensor 11%

## Smartphone Facts

- Smartphones represented 50% of new handset volume in Q4 2010, up from 31% in Q4 2009.
- Smartphones represented 73% of the new handset revenue in Q4 2010.
- ASP of \$152 relatively flat year-over-year.
- Android OS was installed in over half (53%) of all smartphones acquired in Q4 2010.
- RIM's OS and iOS declined year-over-year to just 19% of the OS share (each) in Q4 2010.
- Windows Phone 7 debuted in Q4 2010.
- Among top manufacturers for Q4 2010, HTC held the top spot with 20% market share, followed by RIM (19%), Apple (19%), and Motorola (16%).

### Unit Share of Sales by Phone Type



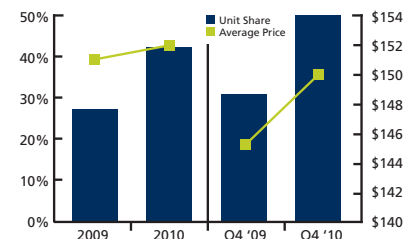
Source: The NPD Group / Consumer Tracking Service / Mobile Phone Track

### Top 10 Mobile Phones — 2010

- 1 Apple iPhone 4
- 2 Apple iPhone 3Gs
- 3 RIM BlackBerry Curve 8500
- 4 Motorola Droid
- 5 Samsung Intensity
- 6 LG Cosmos
- 7 HTC EVO 4G
- 8 LG Accolade
- 9 Motorola Droid X
- 10 Apple iPhone 3G

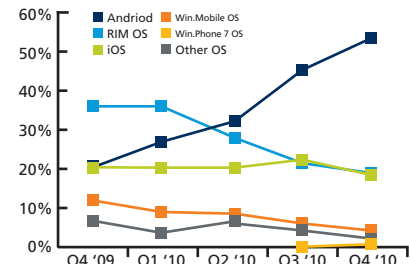
Source: The NPD Group / Consumer Tracking Service / Mobile Phone Track

### Smartphone Share of U.S. Mobile Phone Market



Source: The NPD Group / Consumer Tracking Service / Mobile Phone Track

### Operating System Unit Share of U.S. Smartphone Market



Source: The NPD Group / Consumer Tracking Service / Mobile Phone Track

## Mobile Phone Accessory Facts

- Mobile phone accessory revenue grew 18% in 2010 to \$1.2 billion.
- Device protection led accessory categories with 34% of the revenue in 2010, followed by cell phone chargers (27%), screen protection (17%), and headsets (13%).
- In 2010, 47% of mobile phone buyers purchased an accessory at the same time they acquired a new phone.
- Cases and car chargers were the most likely accessories to be purchased at the time of the phone acquisition.

## Industry Expertise

NPD offers monthly insights for the U.S. mobile phone market, including model-level sales information for basic phones, feature phones, messaging phones, and smartphones. Our wireless market research delves into consumers' purchasing behavior and mindsets for unparalleled analyses of U.S. mobile phones sales by manufacturer, brand, retail channel, and wireless carrier. It provides information and insight on mobile devices via Mobile Phone Track, a monthly U.S. handset tracking service. This market research information is derived from weekly surveys sent to nearly 40,000 members of our proprietary, online panel of more than 1.8 million consumers, and it is reported to clients monthly. Additional information on mobile phone accessories is available through our Retail Tracking Service, a retail and carrier channel POS service. The Analyst Report is the industry's first and only source of market sizing for the U.S. mobile phone accessory industry.

Along with mobile phone and mobile phone accessories information, our customized data solutions help manufacturers, carriers, retailers, and the financial community address their unique business issues and make fact-based decisions.

To give companies a holistic view of adjacent and converging industries, our information and expertise are complemented by strategic intelligence on CE and IT hardware, including, digital cameras, media players, netbooks, music, movies, video games, GPS devices, and more.

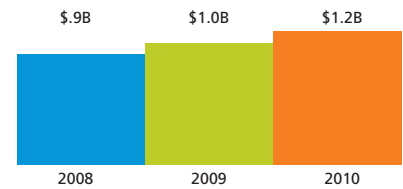
### For Press Inquires:

Lee Graham  
 The NPD Group  
 +1-212-333-4983  
 leegraham@leegraham.biz

### All Other Inquires:

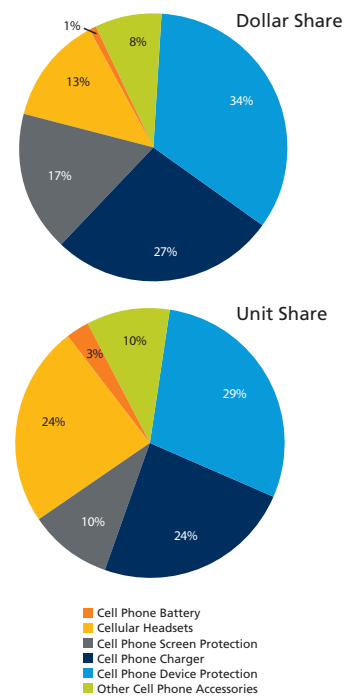
Michael Mandato  
 The NPD Group  
 +1-516-625-2252  
 michael.mandato@npd.com

Mobile Phone Accessories Dollar Volume



Source: The NPD Group / Retail Tracking Service

Mobile Phone Accessories Share by Subcategory – 2010



Source: The NPD Group / Retail Tracking Service