

УДК 004.4236

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ОГЛЯД РИНКУ МОБІЛЬНИХ ПРИСТРОЇВ

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MOBILE MARKET BRIEFING

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Ключові слова: мобільний ринок, смартфон, планшет, статистика, розробка ПЗ.

Key words: mobile market, smartphone, tablet, statistics, software development.

The worldwide smartphone market is growing extremely fast. According to the International Data Corporation^[1], vendors shipped a total of 1,004.2 million smartphones worldwide, up 38.4% from the 725.3 million units in 2012. Global sales of tablet computers surged 50.6 percent last year (217.1 million, up from 144.2 million in 2012).

In 2013, 17.4% of web traffic has come through mobile, representing more than a 6% increase since 2012 when 11.1% of traffic came from mobile. Last year, both the Google Play Store and Apple App Store attracted over 50 billion downloads.

Also device preferences throughout the day shows that PCs is only preferred during working hours (10AM - 8PM) and the rest of the day hand-held devices are more popular. Tablet gets most of all usage from 6PM to 12AM with a peak between 8PM - 9PM.^[2]

In April 2014, Flurry released their app usage statistics on connected devices^[3]. According to it, 14% of time on mobile is spent on browsers, while 86% on other native apps. Gaming dominates mobile usage with 32% of time spent; Facebook, Twitter and Social Messaging apps have 28% of time spent on mobile. Entertainment (including 4% of YouTube) and Utility apps take 8% each. Productivity apps have their 4% shares. Rest 6% are taken by apps from other categories. In accordance with 2013 Mobile Growth Statistics^[4] nearly 91% of all people on earth have a mobile phone and 56% of these own a smartphone. Also 50% of mobile phone user, use mobile as their primary Internet source.

So mobile devices is getting popular and takes their niche with our life.

References:

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