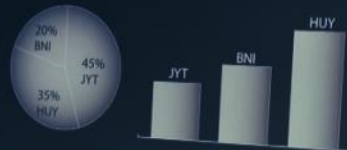


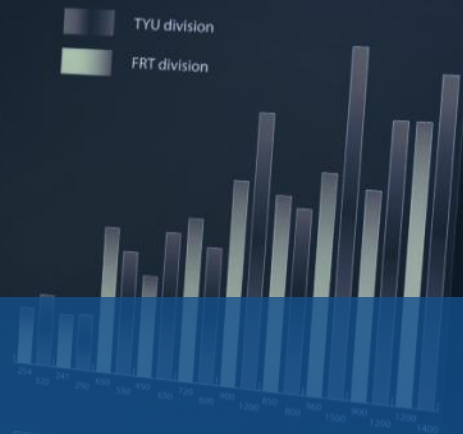
MOVR

Mobile Overview Report January – March 2017

Distribution marketing participation in the securities market.



Revenue growth divisions.



Distribution of the securities market key players



	TYU division		FRT division	
GHT	254	550	254	154
RDW	650	320	273	825
TRG	241	450	144	364
RTG	254	650	874	657
WEF	784	145	124	752
HRT	453	784	954	241

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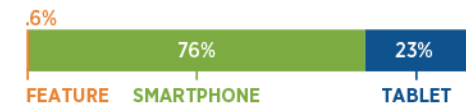
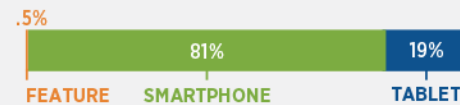
The first step in a great mobile experience

ASIA

NORTH AMERICA

EUROPE

Form Factor



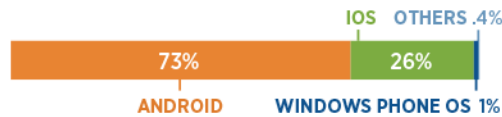
Top 5 Smartphones



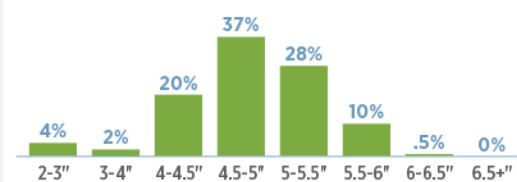
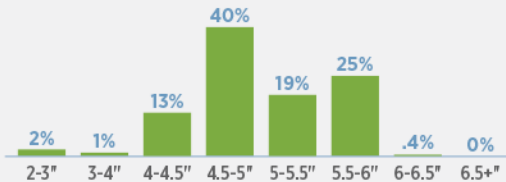
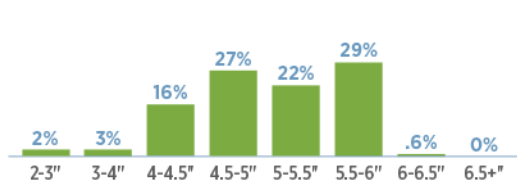
Top 5 Tablets



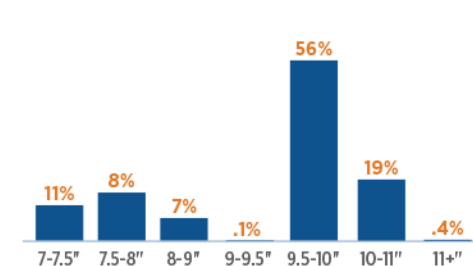
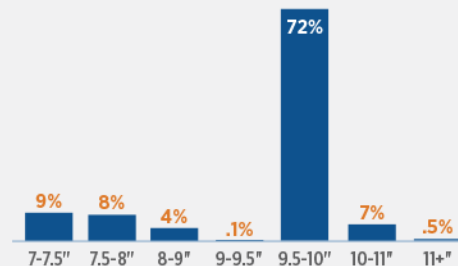
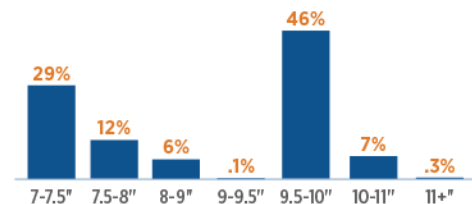
Smartphone OS



Smartphone Diagonal Size



Tablet Diagonal Size

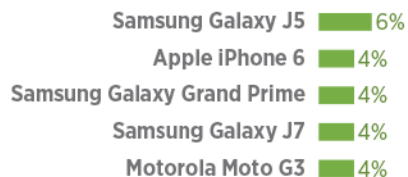


SOUTH AMERICA

Form Factor



Top 5 Smartphones



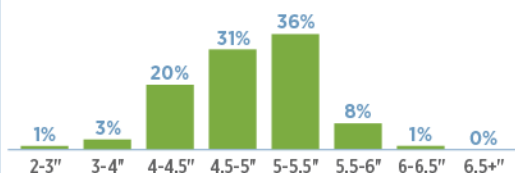
Top 5 Tablets



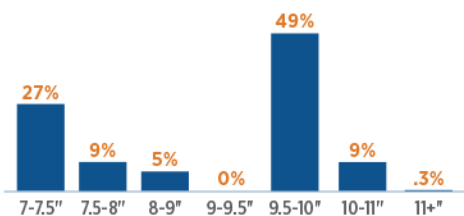
Smartphone OS



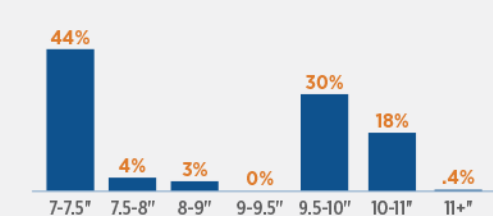
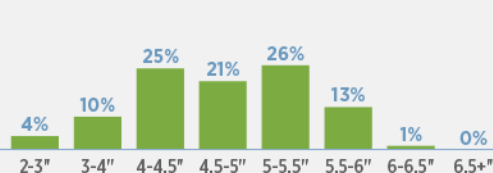
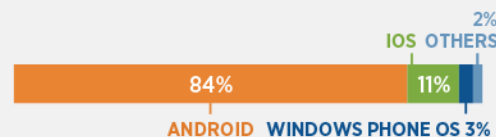
Smartphone Diagonal Size



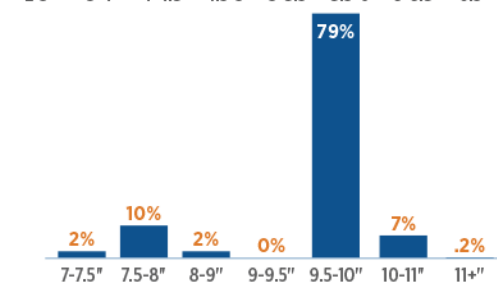
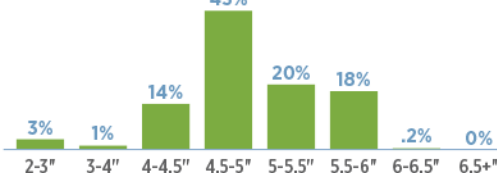
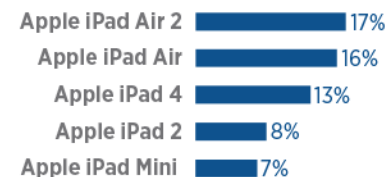
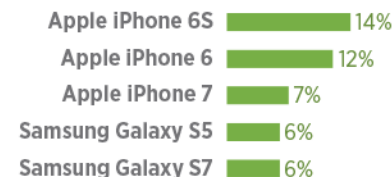
Tablet Diagonal Size



AFRICA



OCEANIA



scientiamobile

Q4 2016 to Q1 2017 Comparisons



Try our new MOVR
Visualization Tool





Top Smartphones

- New to the list this quarter are the Apple iPhone 7 Plus, Huawei P8 Lite, Motorola Moto G4, Vodafone Smart Kicka.
- Dropping off the list are the Apple iPhone 5 & 5C, Samsung Galaxy Note 4 & 3.
- North America and Oceania are concentrated markets for brands, with the top smartphones accounting for 61% and 72% respectively.

Top Smartphones	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 5S	1%	3%	4%	4%	5%	3%
Apple iPhone 6	2%	5%	6%	10%	12%	4%
Apple iPhone 6 Plus	0.8%	3%	1%	4%	4%	0.9%
Apple iPhone 6S	2%	4%	6%	11%	14%	3%
Apple iPhone 6S Plus	0.8%	3%	1%	6%	5%	0.8%
Apple iPhone 7	0.9%	2%	3%	5%	7%	1%
Apple iPhone 7 Plus	0.5%	2%	0.9%	5%	4%	0.6%
Huawei P8 Lite	2%	0.4%	2%	0.1%	0.2%	0.6%
Motorola Moto G	0.02%	0.1%	0.1%	0.3%	0.04%	3%
Motorola Moto G (2nd Gen)	0.01%	0.1%	0.1%	0.1%	0.1%	3%
Motorola Moto G4	0.01%	0.1%	0.1%	0.3%	0.1%	2%
Motorola MotoG3	0.02%	0.1%	0.2%	0.2%	0.1%	4%
Samsung Galaxy A3	1%	0.9%	2%	0.1%	0.2%	0.5%
Samsung Galaxy Grand Neo	2%	1%	1%	0.1%	0.03%	0.6%
Samsung Galaxy Grand Prime	0.6%	1%	2%	1%	0.1%	4%
Samsung Galaxy J1	2%	0.8%	0.3%	0.1%	0.4%	0.8%
Samsung Galaxy J1 Ace	2%	0.3%	0.01%	0.1%	0.2%	0.5%
Samsung Galaxy J2 (2015)	1%	2%	0.1%	0.3%	0.4%	2%
Samsung Galaxy J5	3%	2%	2%	0.3%	0.5%	6%
Samsung Galaxy J7	1%	3%	0.1%	1%	0.1%	4%
Samsung Galaxy S5	2%	1.3%	3%	3%	6%	1%
Samsung Galaxy S6	2%	0.8%	3%	3%	4%	0.8%
Samsung Galaxy S7	1%	0.6%	2%	3%	6%	0.6%
Samsung Galaxy S7 Edge	2%	1%	3%	3%	3%	0.8%
Vodafone Smart Kicka	2%	0%	0.01%	0%	0.03%	0%
Others	67%	62%	56%	39%	28%	53%



Top Smartphone Trends (2017 Q1 vs. 2016 Q4)

- Apple iPhone 7 and 7 Plus have had the most growth this quarter as many Apple iPhone 6 users have converted in North America and Oceania.
- The Samsung Galaxy S7 has seen a moderate increase in adoption with the largest trend in Oceania with 1.3% growth and second largest growth in North America with 0.7%.
- South America has been staying up-to-date with the most recent iPhone (7) gaining the most (1.0%), whereas they are slower to adopt the most recent Samsung (Galaxy J5 took 2nd place with 0.9%).

Smartphone Trends	Africa	Asia	Europe	North America	Oceania	South America
Apple iPhone 5S	-2.5%	-0.9%	-1.4%	-1.2%	-1.3%	0.1%
Apple iPhone 6	-4.3%	-0.9%	-2.1%	-2.7%	-3.2%	0.2%
Apple iPhone 6 Plus	-1.7%	-0.6%	-0.3%	-1.2%	-1.2%	-0.1%
Apple iPhone 6S	-2.8%	-0.3%	-0.8%	-0.7%	-0.8%	0.3%
Apple iPhone 6S Plus	-1.3%	-0.2%	-0.2%	-0.7%	-0.6%	0.0%
Apple iPhone 7	0.1%	1.2%	1.4%	2.7%	3.5%	1.0%
Apple iPhone 7 Plus	0.1%	1.3%	0.5%	2.7%	2.4%	0.4%
Huawei P8 Lite	0.8%	0.03%	0.3%	0.02%	0.02%	0.1%
Motorola Moto G	0.0%	-0.02%	-0.01%	0.02%	-0.01%	-0.4%
Motorola Moto G (2nd Gen)	0.0%	-0.01%	0%	0%	-0.01%	-0.2%
Motorola Moto G4	0.01%	0.02%	0.1%	0.1%	0.04%	0.7%
Motorola MotoG3	0%	-0.01%	-0.01%	0.01%	0.01%	-0.1%
Samsung Galaxy A3	0.3%	0.1%	0.3%	0%	0.1%	0.0%
Samsung Galaxy Grand Neo	0.1%	0.1%	0.1%	-0.02%	0.01%	-0.2%
Samsung Galaxy Grand Prime	0.01%	0%	-0.1%	-0.1%	-0.01%	-0.4%
Samsung Galaxy J1	0.1%	0.1%	0.01%	-0.02%	-0.1%	-0.2%
Samsung Galaxy J1 Ace	0.4%	0.1%	0.01%	0.01%	-0.02%	0.1%
Samsung Galaxy J2 (2015)	0.4%	0.2%	0.02%	0.01%	0.1%	-0.1%
Samsung Galaxy J5	0.5%	0.2%	-0.04%	-0.02%	-0.1%	0.9%
Samsung Galaxy J7	0.4%	0.1%	0.02%	0.2%	0%	0.4%
Samsung Galaxy S5	0.3%	-0.1%	-0.3%	-0.2%	-0.3%	-0.2%
Samsung Galaxy S6	0.4%	-0.2%	0.1%	0.2%	0.02%	-0.1%
Samsung Galaxy S7	0.6%	-0.1%	0.5%	0.7%	1.3%	0.2%
Samsung Galaxy S7 Edge	0.7%	0.1%	0.6%	0.6%	0.7%	0.2%
Vodafone Smart Kicka	0.4%	0%	0%	0%	0%	0%
Others	6.8%	-0.2%	1.1%	-0.3%	-0.7%	-2.6%

Top Tablets

- The most significant market share for tablets remains with Apple's iPad Airs, with the iPad Air 2 garnering more than 17% in Oceania and almost 17% in North America. The iPad Air followed with almost 16% in Oceania and 14.5% in North America.
- Samsung tablets have more market share from their Tab 3 and Tab 3 Lite in South America, Asia, and Africa.

Top Tablets	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	2.99%	3.67%	4.77%	6.56%	8.05%	5.67%
Apple iPad 3	3.19%	3.89%	3.22%	3.65%	6.02%	4.83%
Apple iPad 4	4.60%	5.70%	6.97%	9.53%	12.98%	8.65%
Apple iPad Air	4.97%	7.86%	11.15%	14.50%	15.79%	8.57%
Apple iPad Air 2	4.25%	9.22%	10.43%	16.89%	17.26%	8.20%
Apple iPad Mini	2.69%	7.47%	4.84%	5.51%	7.39%	6.49%
Apple iPad Mini 4	0.58%	2.96%	1.42%	2.02%	2.31%	1.40%
Apple iPad Mini Retina	1.89%	7.05%	4.97%	7.70%	6.93%	6.08%
Apple iPad Pro	0.92%	2.63%	2.08%	5.21%	3.68%	1.91%
Samsung Galaxy Tab 3 Lite	0.98%	3.96%	1.84%	1.13%	0.67%	8.09%
Samsung Galaxy Tab 3V 3G	7.75%	4.37%	0.15%	0.02%	0.06%	2.15%
Samsung Galaxy Tab 4 10.1	3.54%	0.56%	3.26%	1.20%	1.25%	1.39%
Samsung Galaxy Tab 4 7.0	3.98%	2.82%	0.99%	1.02%	0.07%	2.86%
Samsung Galaxy Tab A	0.13%	1.47%	0.05%	1.42%	3.04%	0.47%
Samsung Galaxy Tab A 9.7	3.38%	0.83%	3.56%	1.00%	1.82%	1.19%
Samsung Galaxy Tab E	2.72%	0.79%	2.23%	1.02%	0.09%	3.08%
Vodafone Smart Tab 3G	11.06%	0.11%	0.04%	0.00%	0.00%	0.00%
Vodafone Tab Mini 7	3.47%	0.02%	0.05%	0.00%	0.00%	0.00%
others	36.90%	34.62%	37.97%	21.62%	12.59%	28.97%



Tablet Trends

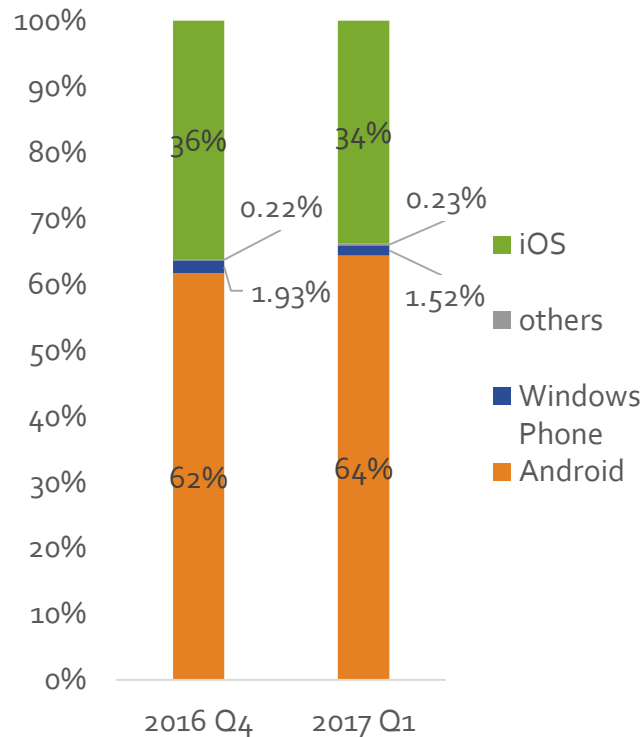
- Apple tablets continue to see significant drops in older versions of the iPad but strong adoption of the iPad Air 2.
- The Apple iPad Pro also sees steady growth in almost every continent.
- South America is increasing their tablet consumption since last quarter and is buying both Apple and Samsung.

Tablet Trends	Africa	Asia	Europe	North America	Oceania	South America
Apple iPad 2	-1.02%	-0.64%	-1.69%	-2.57%	-1.96%	-0.20%
Apple iPad 3	-0.75%	-0.39%	-0.80%	-0.92%	-0.67%	0.30%
Apple iPad 4	-0.59%	-0.23%	-1.29%	-0.73%	-0.61%	1.24%
Apple iPad Air	-0.70%	-0.43%	-1.78%	-0.62%	-0.59%	0.83%
Apple iPad Air 2	-0.23%	0.73%	0.22%	2.80%	2.36%	2.25%
Apple iPad Mini	-0.84%	-1.82%	-1.59%	-2.06%	-1.64%	0.12%
Apple iPad Mini 4	0.00%	0.26%	0.10%	0.41%	0.43%	0.36%
Apple iPad Mini Retina	-0.30%	-0.52%	-0.27%	0.52%	0.32%	1.17%
Apple iPad Pro	0.17%	0.63%	0.31%	1.49%	0.96%	0.70%
Samsung Galaxy Tab 3 Lite	-0.20%	2.70%	1.09%	0.78%	0.46%	2.32%
Samsung Galaxy Tab 3V 3G	4.04%	0.74%	0.06%	0.00%	0.05%	-1.15%
Samsung Galaxy Tab 4 10.1	-0.50%	-0.14%	0.34%	0.04%	-0.16%	-0.14%
Samsung Galaxy Tab 4 7.0	-0.29%	-0.01%	-0.06%	0.09%	0.03%	-0.65%
Samsung Galaxy Tab A	-0.31%	0.34%	0.02%	0.35%	0.69%	-0.09%
Samsung Galaxy Tab A 9.7	0.71%	-0.18%	0.67%	0.13%	0.10%	0.08%
Samsung Galaxy Tab E	-0.82%	-0.19%	0.82%	0.32%	0.03%	0.47%
Vodafone Smart Tab 3G	2.37%	0.07%	0.01%	0.00%	-0.01%	0.00%
Vodafone Tab Mini 7	2.42%	0.02%	0.03%	0.00%	0.00%	0.00%
others	-3.17%	-0.93%	3.81%	-0.02%	0.22%	-7.63%

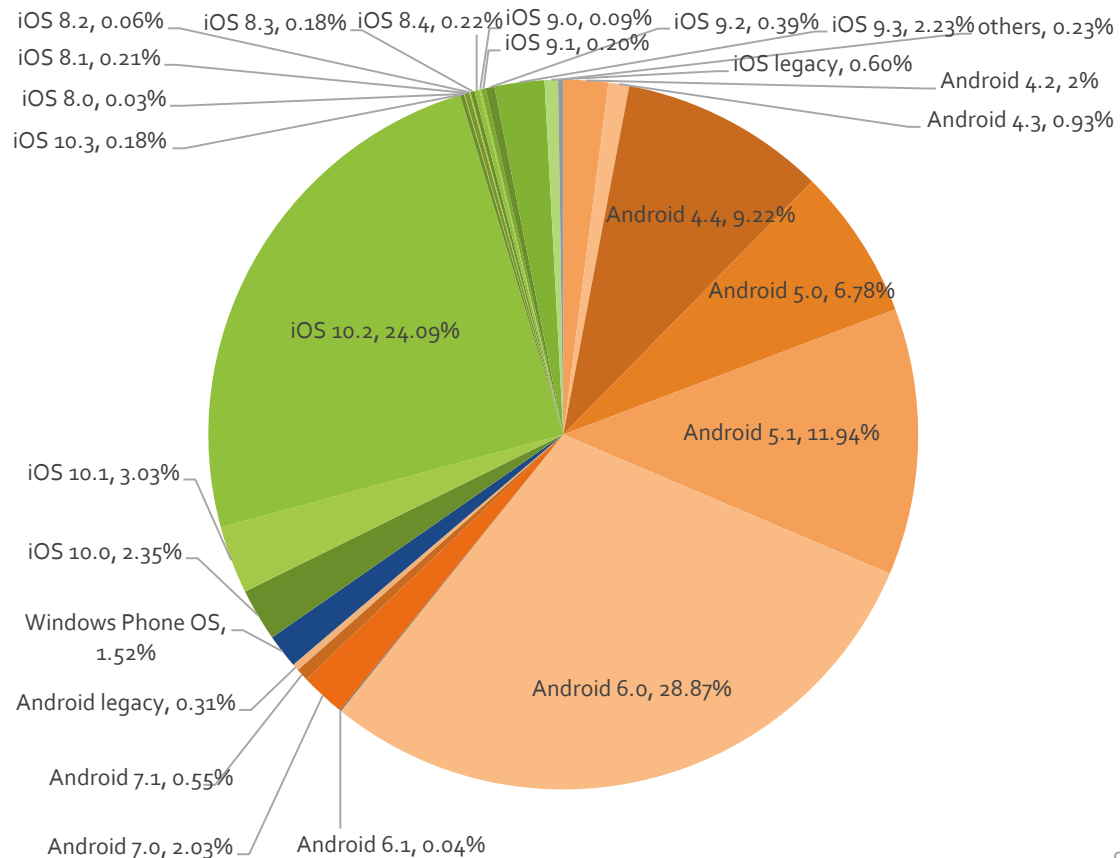
Global Smartphone OS Versions

- Among Android, releases 5.1 and 6.0 continue to surpass Android 4.4. By the end of Q1, Android 6.0 remains the most popular.
- Apple is the second largest OS but with 24% of iOS 10.2. iOS 10.1 is the second most popular version during Q1 with 3%, while iOS 10.0 is the third most popular iOS with 2.35% in Q4.

Smartphone OS Family - Global



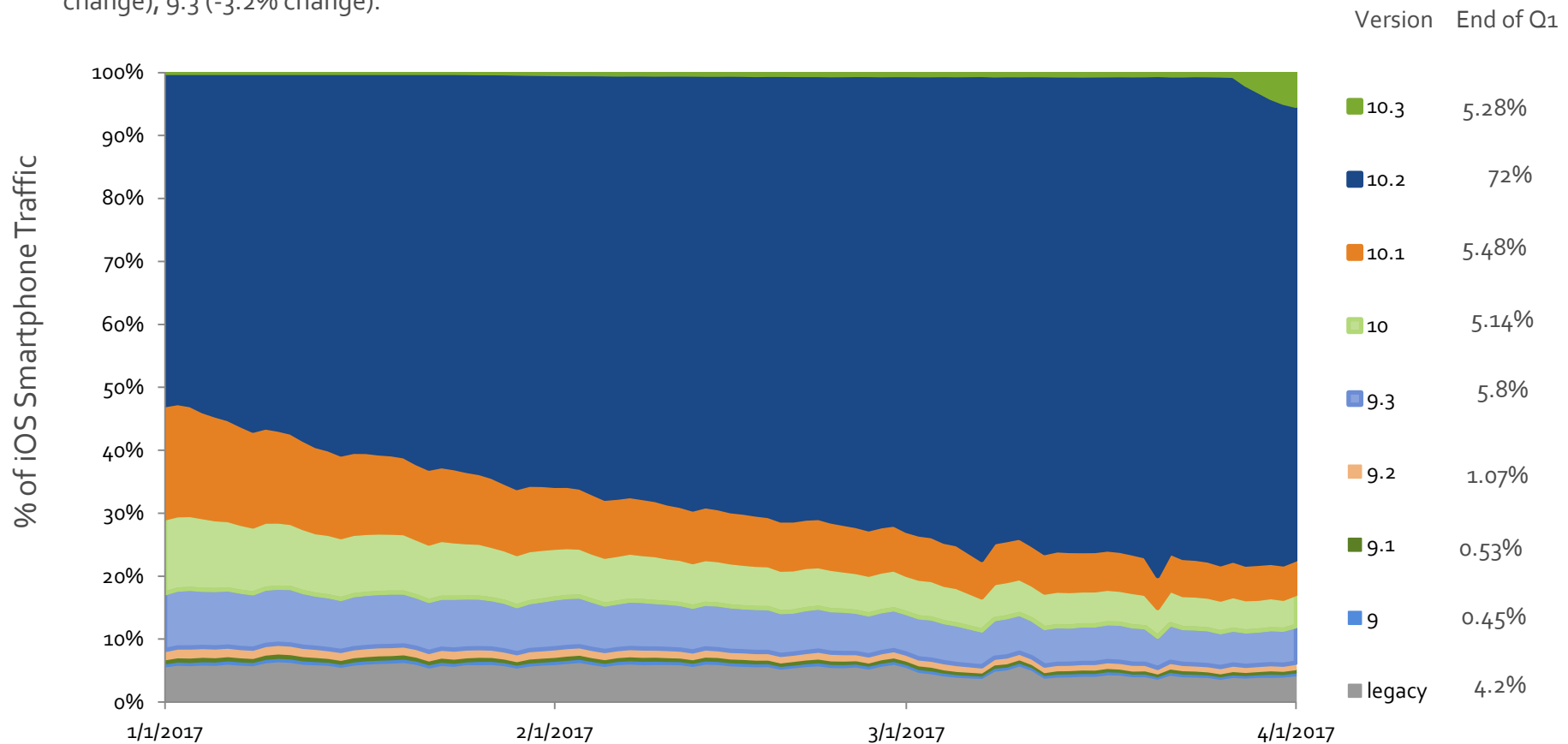
Smartphone OS Share – Global 2017 Q1





iOS Smartphone Operating System Trends

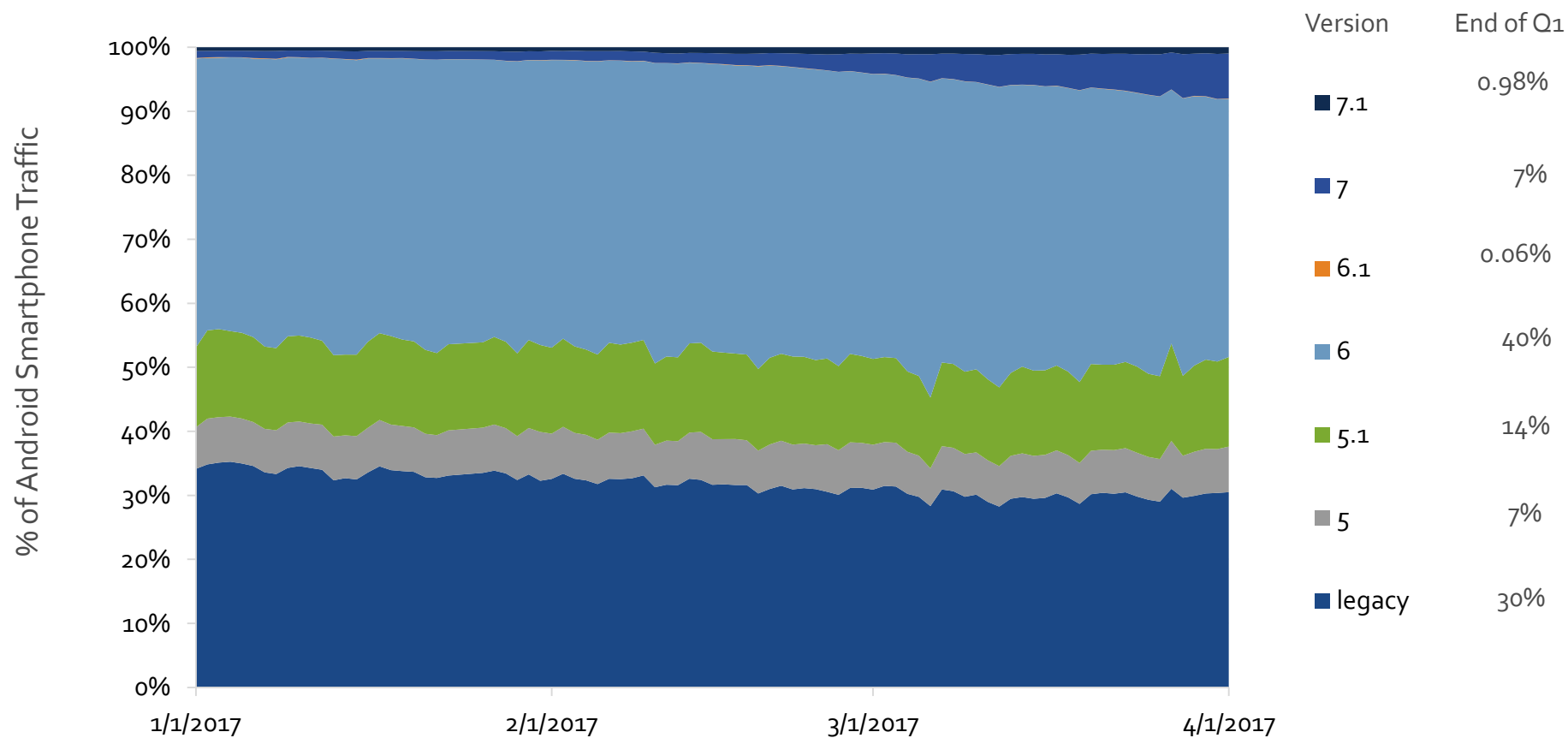
- iOS 10.2 quickly became the most popular release, ending March with 72%.
- Most of release 10.2 and 10.3 share came from the preceding releases of 10.1 (-12% change), 10.0 (-6.8% change), 9.3 (-3.2% change).
- All of the Legacy and 8.x version totaled 4.2% by the end of March, that's less 2016 Q4's legacy amount (6.1%) showing adoption trend velocity is improving.





Android Smartphone Operating System Trends

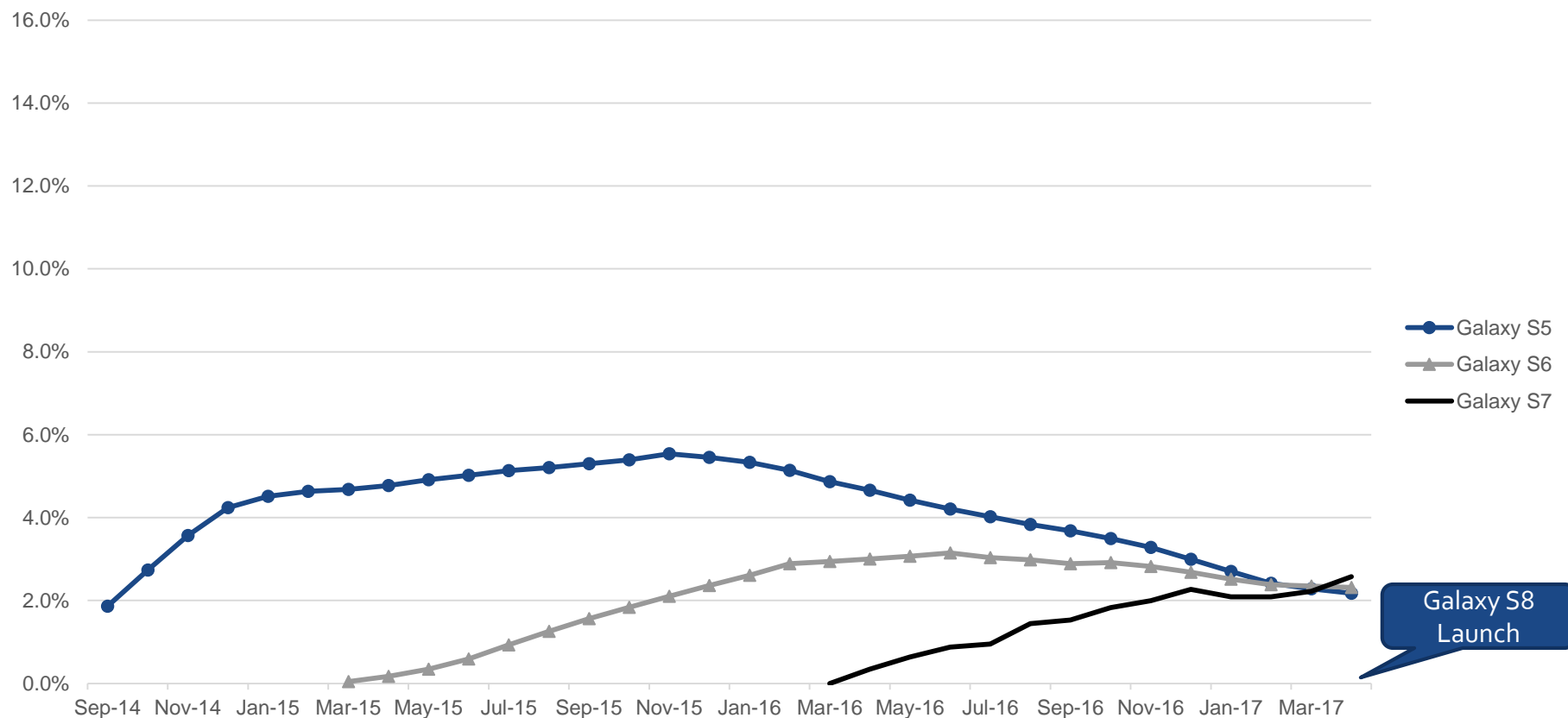
- Android 7.0 picked up almost 6% share over Q4, ending at 7%.
- Android 6 dropped -4.8% share over Q4, ending with 40%.
- Android 5.1 actually saw an increase, gaining 1.5% and ending Q1 at 14%.
- Android versions prior to 5, account for 30% at this stage.





Recent Flagship Samsung Launches – Implications for Galaxy S8

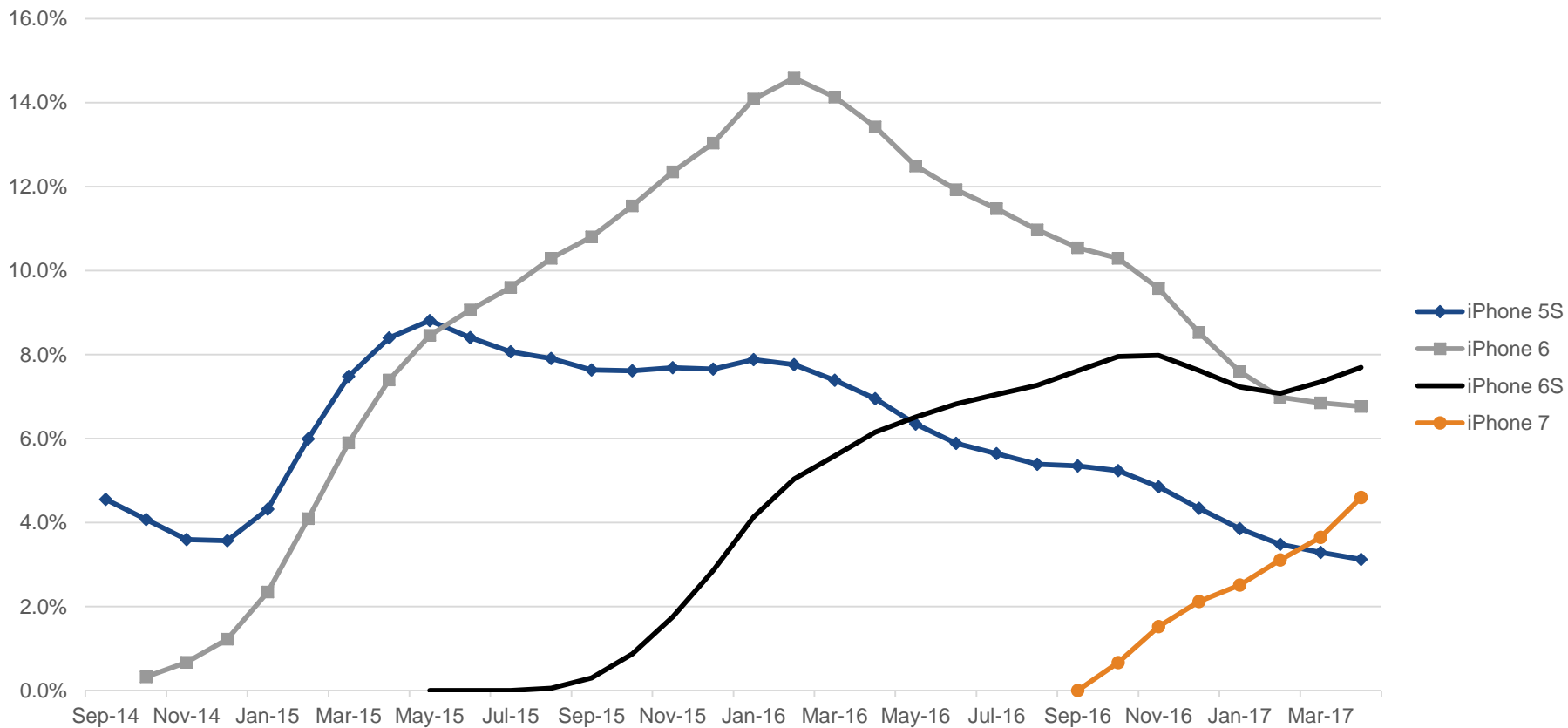
- Samsung S5 was the most popular Samsung device until March 2017.
- S5 popularity peaked Nov 2015 at 5.5%, 579 days after launch.
- Samsung 6 peaked in June 2016 at 3.1%, 428 days after launch, and well below its predecessor S5.
- Samsung S7 is still growing in popularity and eclipsing both S5 and S6 in April 2017 after only 400 days.
- Samsung S8 launched in April 2017. Given the age and size of S5 and S6 user-base, there is significant potential for Samsung S8 if they can retain their legacy base.





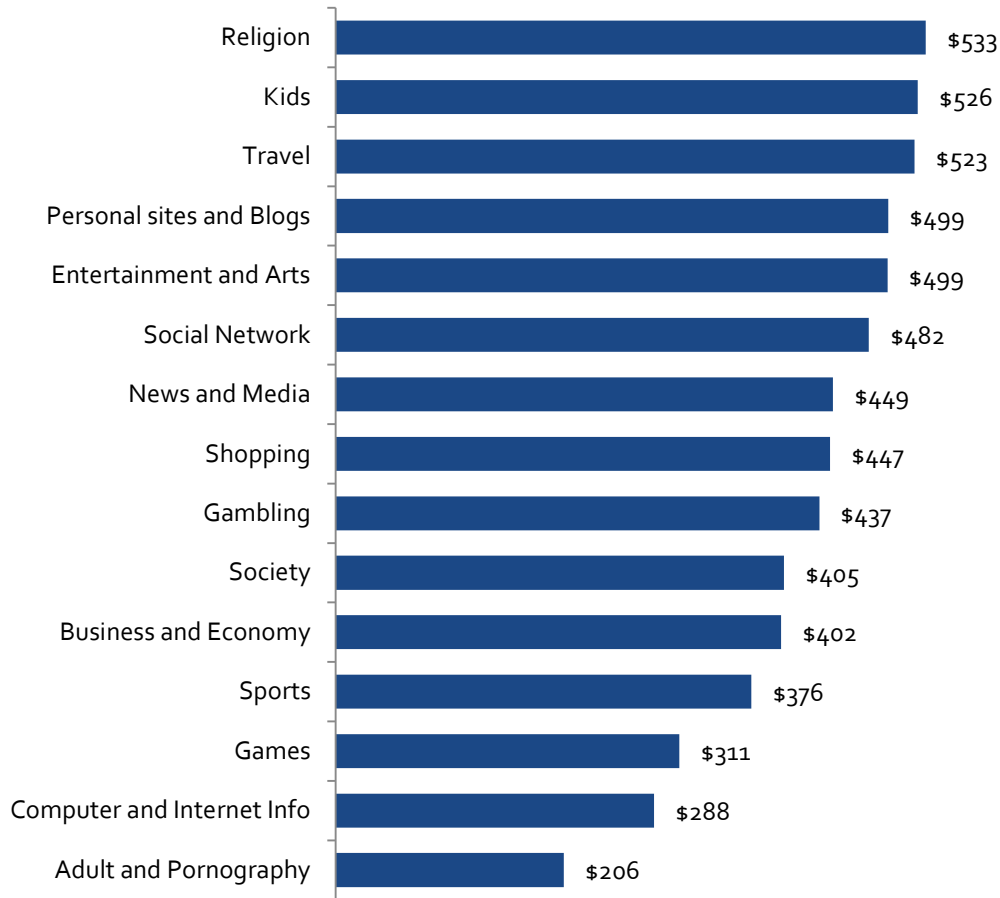
iPhone 6S Most Popular Despite iPhone 7 Launch

- iPhone 6 peaked in popularity Feb 2016 at 14.6%, 488 days after launch.
- The iPhone 6S became the most popular phone in Feb 2017.
- iPhone 6S is potentially still growing in popularity, showing an upturn even after the iPhone 7 launch.
- iPhone 7 is on an upward trajectory, ending March at 3.6%, holding 3rd place among iPhones.
- Upgrade potential is quite large given the size of existing iPhone 6 users.





Average Price (MSRP) of Android Smartphones by Website Category



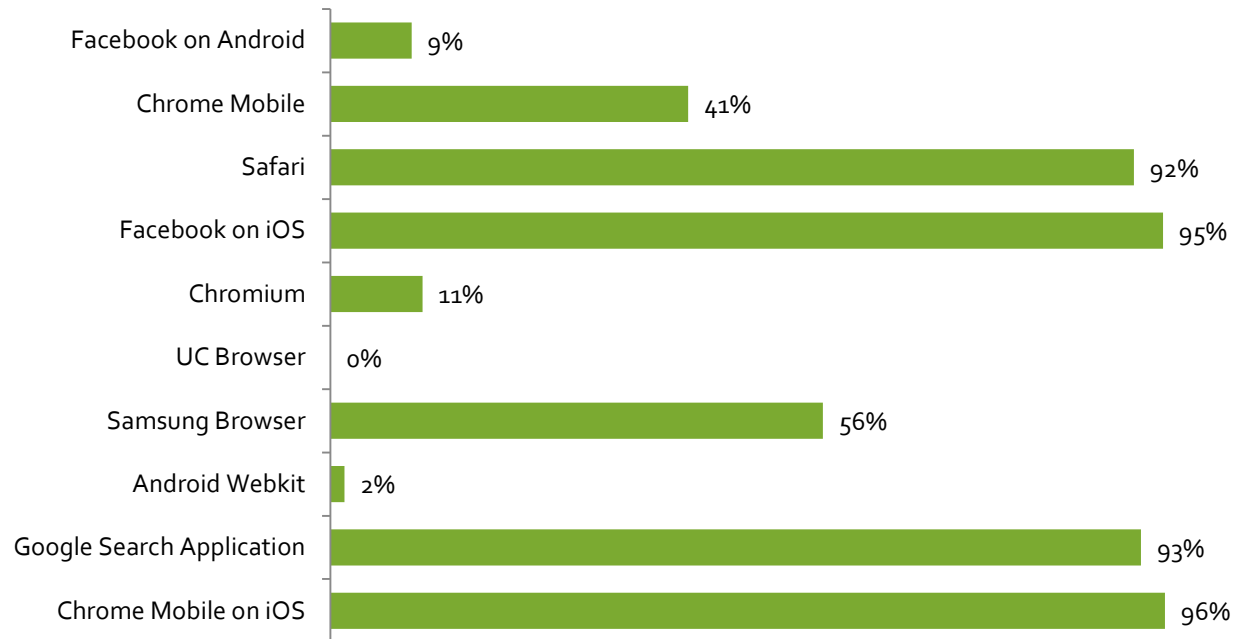
- WURFL can identify the MSRP (Manufacturer's Suggested Retail Price) of a user's phone when visiting a website.
- We categorized over 63 major domains, representing over 2 billion hits.
- The average price of a viewer's smartphone varies over \$200 based on the type of website.
- Adult and Pornography has the lowest MSRP at \$206.
- Religion sites posted the highest at \$533.
- Shopping sites represented the median at \$447



Support of HTTP2 by Browser

- Browsers vary in their support of HTTP2. While many new versions support HTTP2, older versions that do not support it are still in use.
- Facebook on Android generates webview browsing from within the Facebook app, but it frequently relies on the default browser. In many cases, the default browser did not support HTTP2, particularly on releases before Android 5.
- The versions in use of Safari (92%) and Facebook for iOS (95%) have significant support of HTTP2. This is consistent with a faster update cycle for iOS vs. Android.
- In general, the Android based browsers have lower support of HTTP 2.

% of Browsers Versions Hits that Support HTTP2

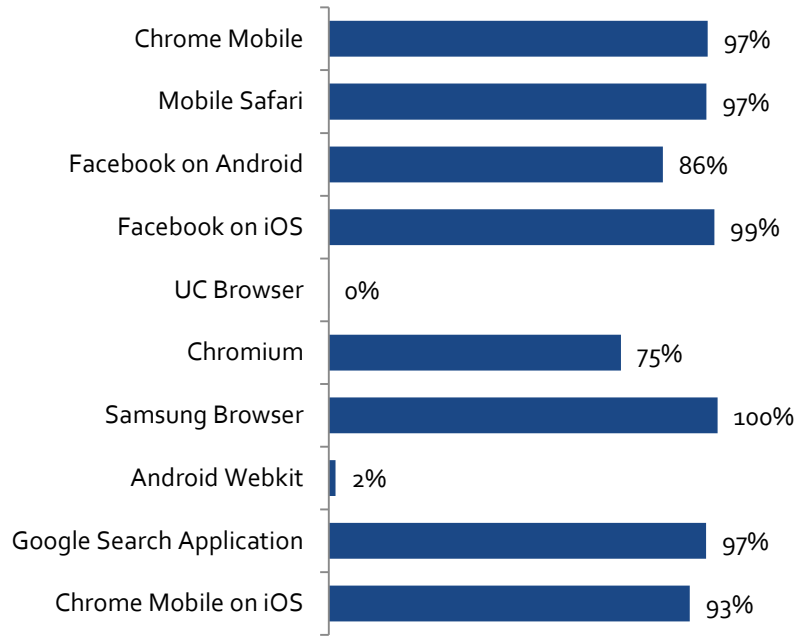




Support of HTML img srcset and Picture Elements

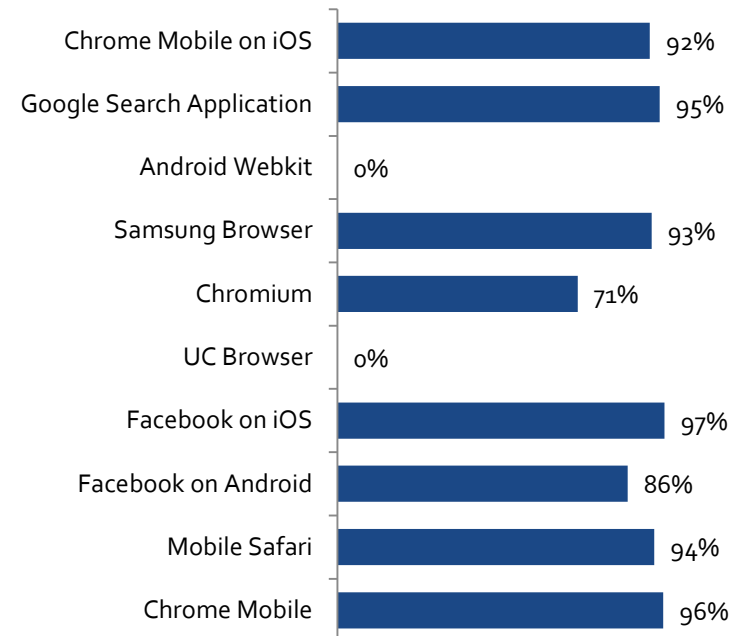
- Most browser versions in use today support `img_srcset` and picture elements.
- The barrier to use of these new HTML elements is how cumbersome the logic becomes to identify breakpoints and resize different image sizes.
- When dealing with large websites with many images, e.g. e-commerce, an image CDN with built in device detection and resizing services provides a much smoother and more efficient solution.

img_srcset Support by Browser



% of hits by browsers that support `img_srcset` element

picture Support by Browser



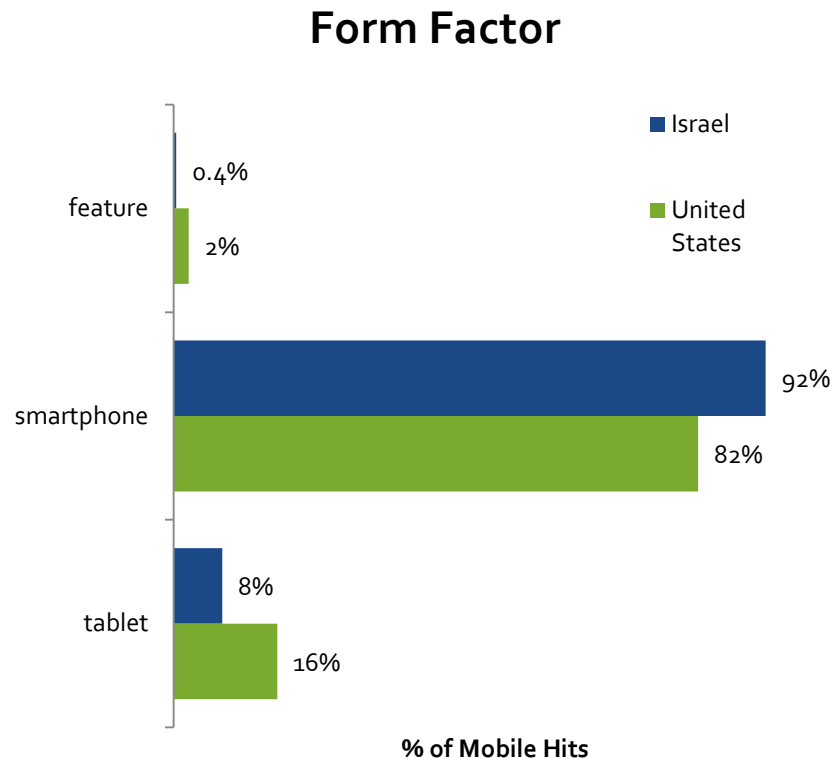
% of hits by browsers that support `picture` element

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Spotlight: Israel

Form Factor

- Israel has very low feature phone usage (0.4%), compared to the United States, and high smartphone adoption (92%).
- Compared to the United States, Israeli users are more likely to use smartphones vs. tablets. Smartphones are the most important device display for advertisers and e-commerce sites to get right when focusing on this country for marketing and sales conversions.
- Israeli tablet usage (8%) is about half of the United States (16%).



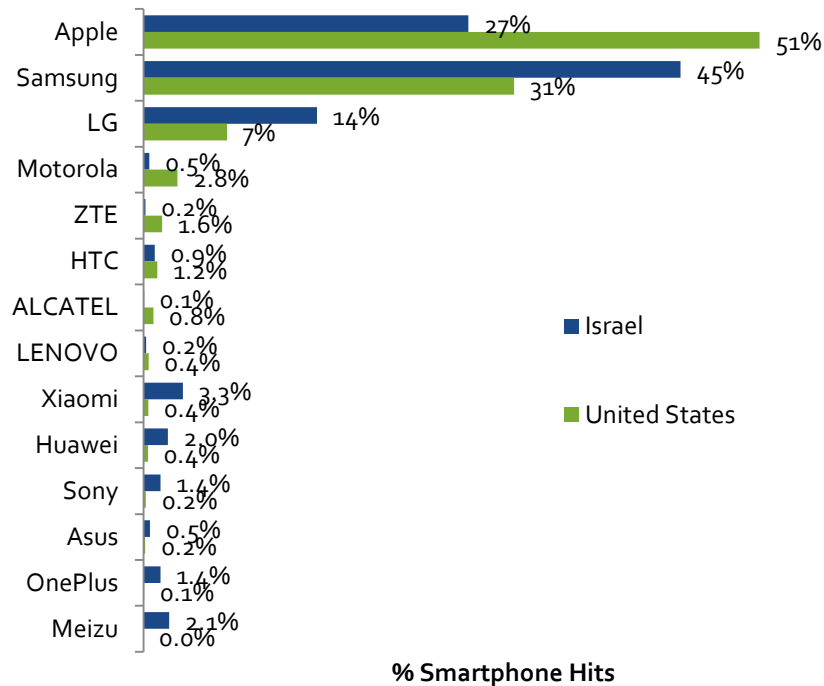


Top Manufacturer

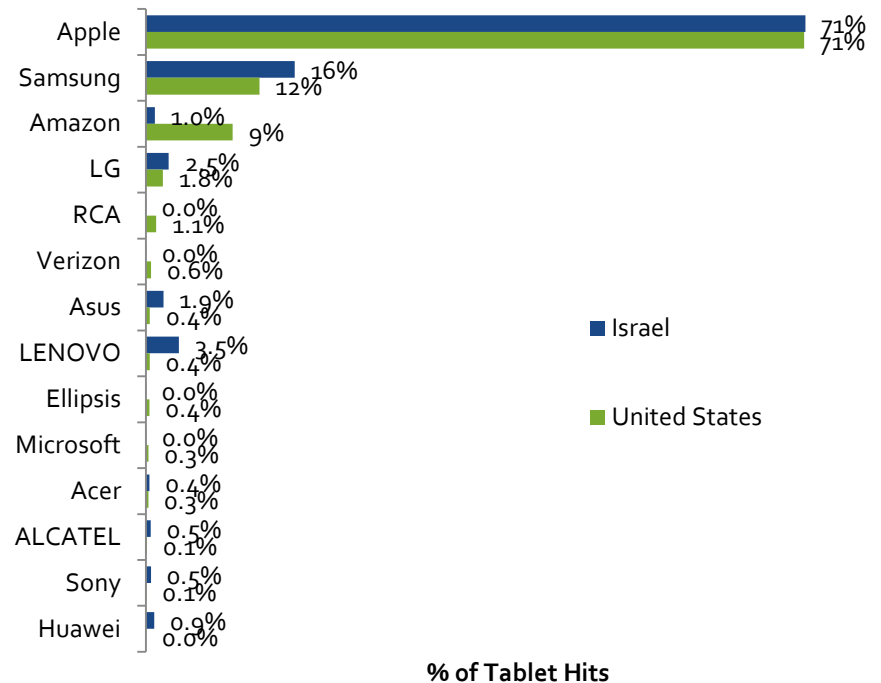
- Samsung is the most popular manufacturer in Israel (45%).
- Apple's iPhone (27%) is second, and LG is third with 14%.
- Compared to the United States, Chinese manufacturers have a more significant presence. These include Xiaomi (3.3%), Huawei (2%), and Meizu (2.1%).

- Like the United States, Apple dominates the Israeli tablet market (both at 71%).
- Samsung is the only other significant manufacturer with 16%.

Top Smartphone Manufacturers



Top Tablet Manufacturers

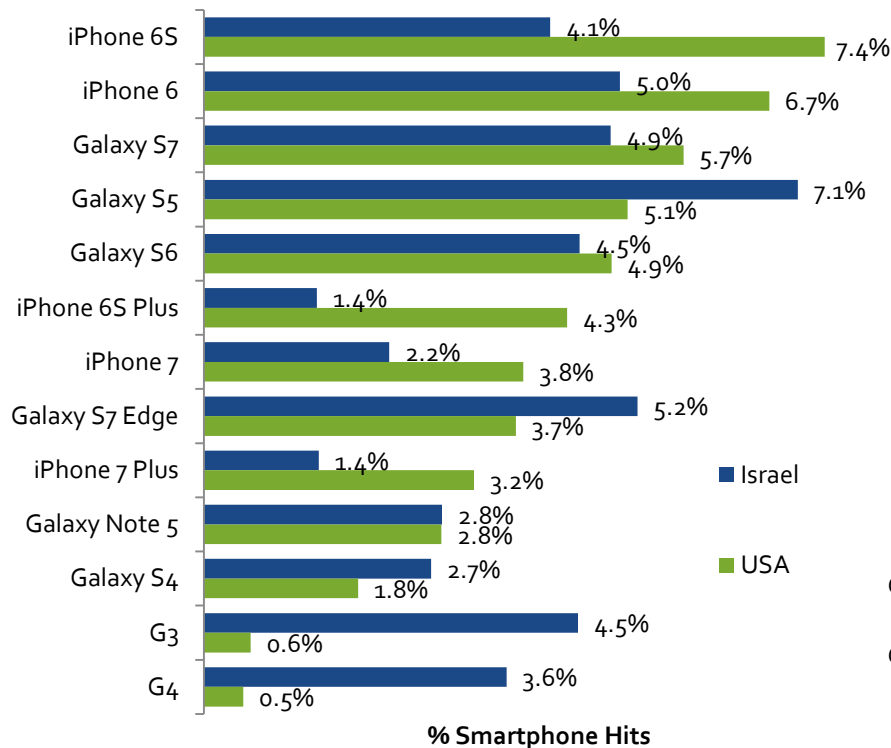




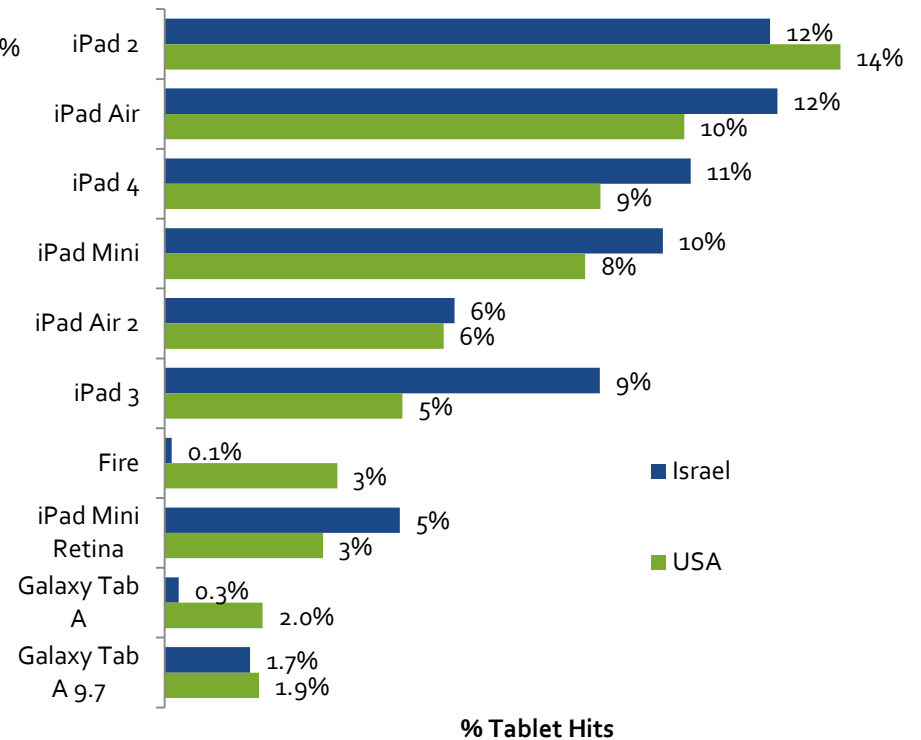
Top Devices

- The Samsung Galaxy S5 (7.1%) remains the most popular device in Israel, despite its age. The S7 Edge (5.2%) is the second most popular.
- iPhone 6 is the most popular iOS device at 5%.
- In Israel, the LG G3 (4.5%) and G4 (3.6%) have significantly larger share than in the United States.
- Like the United States, the iPad models dominate the market.
- Outside of the iPad, Samsung's Galaxy Tab A (0.3%) and Galaxy A 9.7 (1.7%), and Fire (0.1%) are the only non-iPad in the top 10 tablets.

Top Smartphones



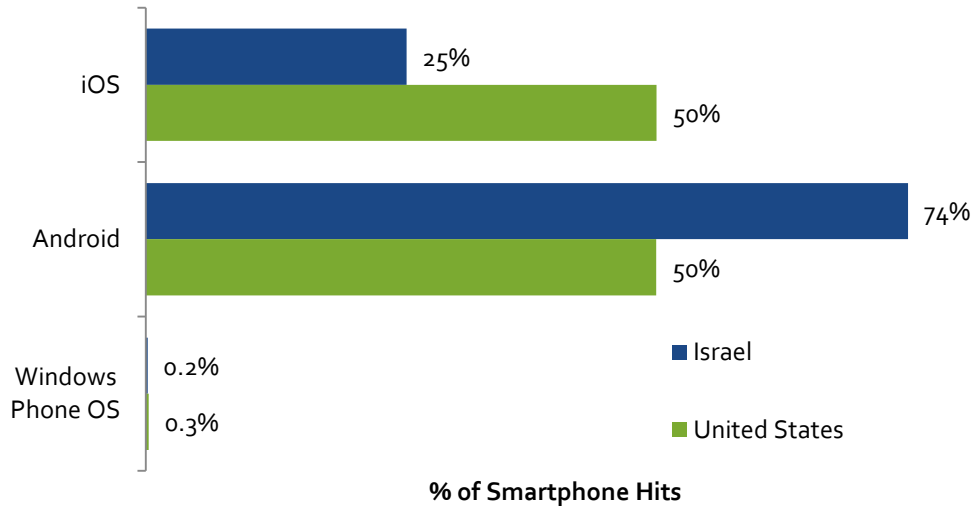
Top Tablets



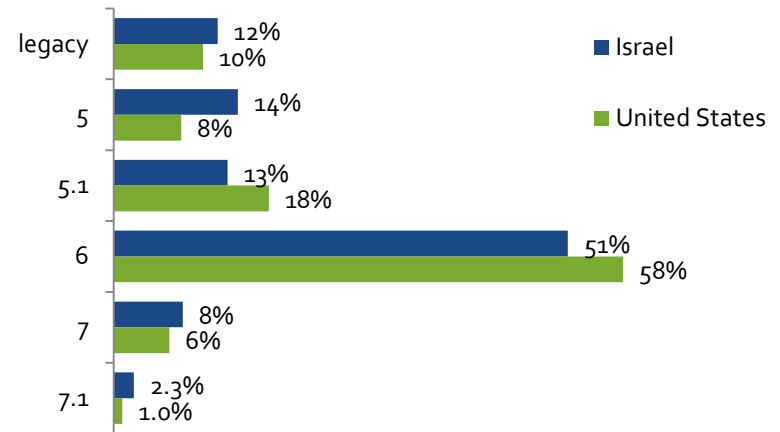
OS Smartphones

- Android has 74% share in Israel, which is considerably higher than the United States (50%).
- Conversely, iOS holds 25% in Israel, which is significantly lower than the United States (50%).
- Android version 6.0 is also the most popular version both Israel (51%) and the United States (58%).
- Israel has slightly higher adoption of Android 7 (8%) and 7.1 (2.3%) than the United States.
- iOS 10.2 is the most popular version for both the United States (75%) and Israel (61%).
- Israel has a significant number of devices running older legacy iOS (before 9.0).

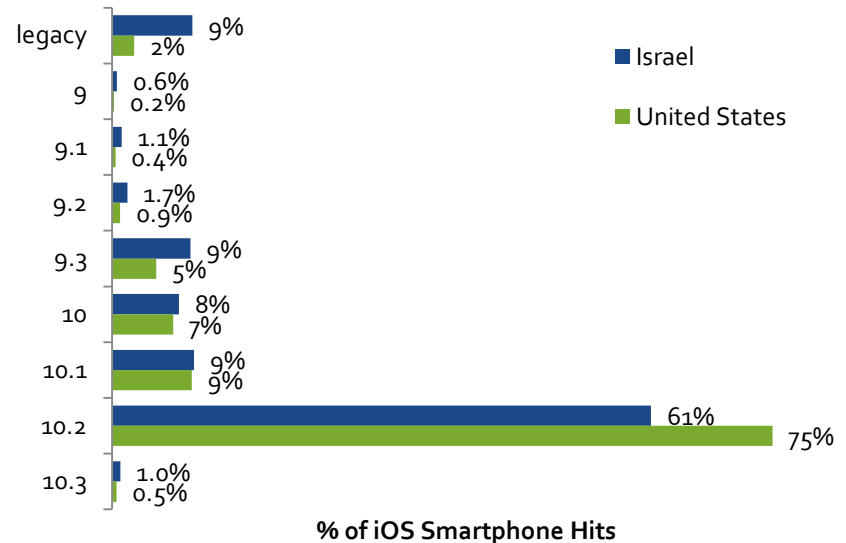
Smartphone OS



Android OS



% of Android Smartphone Hits iOS



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About this Report & Resources



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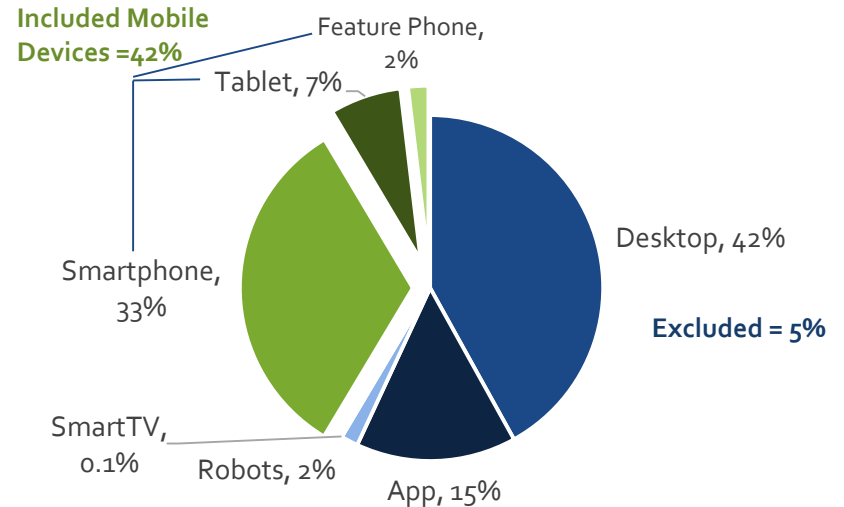
Report Specifications

- **Purpose of Report**

- ScientiaMobile publishes MOVR to provide the mobile Web community with timely information on mobile Web device usage.
- Our goal is to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.

- **Sources of Data and Filtering**

- The information in this report is based on a representative sample of a larger data set. The sample size is over 39.7 billion requests from April 2014 to end of December 2016.
- MOVR focuses on mobile devices, consisting of smartphones, tablets, and feature phones.
- While the data set includes desktops, laptops, smart TVs, game consoles, apps, and robots, we have excluded them, unless otherwise noted.
- We have used an Equivalent Weighted Sites (EWS) methodology that indexes the traffic at each site and assigns an equal weight to each site.
- Samples sizes for Africa and Oceania are small enough that we have a low level of confidence that these figures are representative. However, the source data from these continents continues to grow. Over time, we will improve the quality of these figures. In the meantime, we feel that more information is better than less for people looking for insights in these continents.
- To download the data files supporting MOVR, or subscribe to future publications of MOVR, please visit us at www.scientiamobile.com/movr



Definitions

- **What is a "hit"?** Each time a user visits a Web page and a user agent (UA) is generated and tested by WURFL (through a number of mechanisms), a "hit" is recorded in the ScientiaMobile dataset. All data reported in MOVR reflects hits, not the count of physical devices generating the hit.
- **What is a smartphone?** A smartphone must meet several criteria: it must be a wireless device, have a touch screen with horizontal resolution greater than or equal to 320px, and not be considered a tablet.
- **What is a tablet?** Criteria for a tablet include: a wireless device, larger than 6 inch screen, and running a mobile or tablet OS. One exception is that a full version of Windows running on a tablet is considered to be a laptop.

Definitions (continued)

- **What is a feature phone?** It is a wireless device that falls into one of the three categories: classic feature phones, modern feature phones, and old smartphones.
 - **Classic feature phone:** Typically a bar, slide, or clamshell form factor with limited possibilities to install apps and a proprietary OS. Other criteria include a physical keyboard and a low price range. Examples are Nokia Series 30 and 40 or Motorola Razr devices.
 - **Modern feature phone:** These phones also have a low price range. They are “smartphone-like”, but targeted at the classic feature phone market. They may have a smartphone OS. They borrow features from classic feature phones, such as size or screen size. Examples are Nokia Asha series or Samsung Galaxy Pocket.
 - **Old smartphones:** These smartphones are older. Classic Blackberry devices and Symbian-based devices fall into this category. More recent devices with a touch screen, but with older hardware or older versions of Android, iOS or Windows Phone also fall into this category.
- **What is MNO Traffic?** Traffic originating from Mobile Network Operators (MNO). It is defined, in our research method, as the connection type provided by the browser navigator.connection API.

About WURFL

- ScientiaMobile uses its WURFL products to collect and analyze the device intelligence contained in the MOVR report. WURFL is a Device Description Repository (DDR) that integrates an API and XML to provide an always-updated source for detecting devices and their capabilities. For more than 10 years, WURFL has been the industry standard for device detection. Today, ScientiaMobile offers a number of WURFL products to match a range of needs, from small developers to large enterprises.
- WURFL OnSite and WURFL InFuze provide businesses with high performance server-side device detection solutions.
- WURFL.js and WURFL.js Business Edition provide front-end developers with access to device detection through JavaScript snippets.
- WURFL InSight provides business intelligence analysts with a table-based device detection tool that will integrate easily with data analysis tools.
- ImageEngine combines mobile device detection with image resizing, image file optimization, and Content Delivery Network (CDN)-type delivery. It provides significantly faster downloads, especially on mobile devices.

WURFL Device Detection and Intelligence



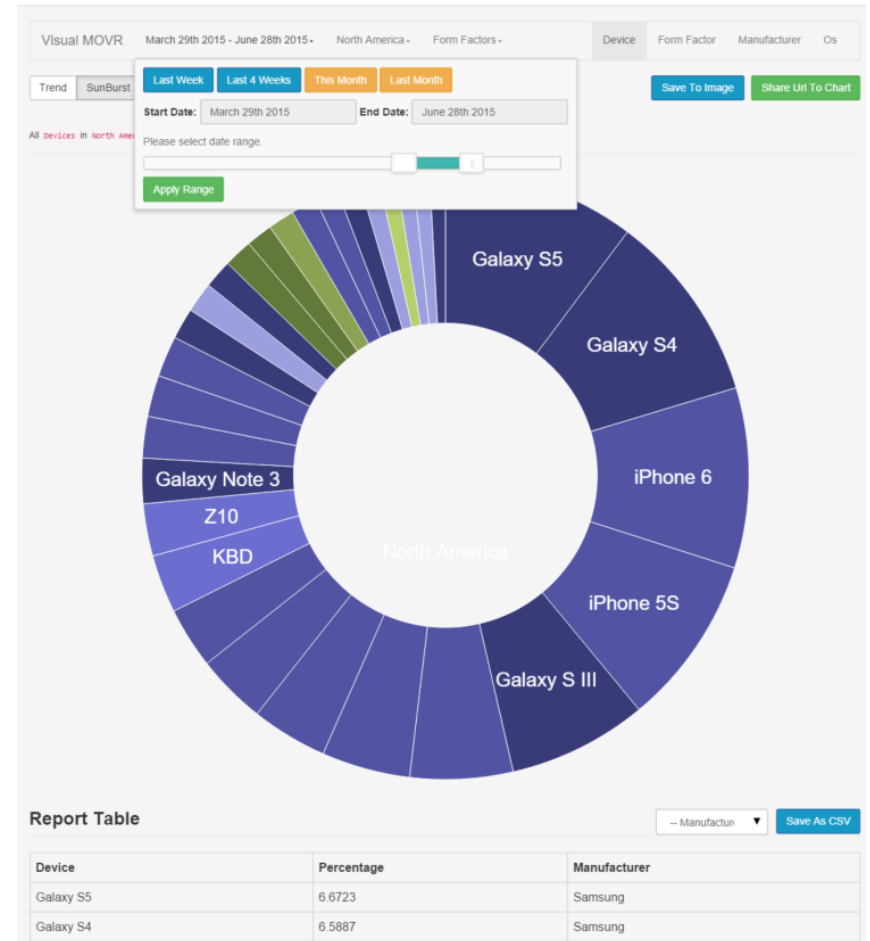
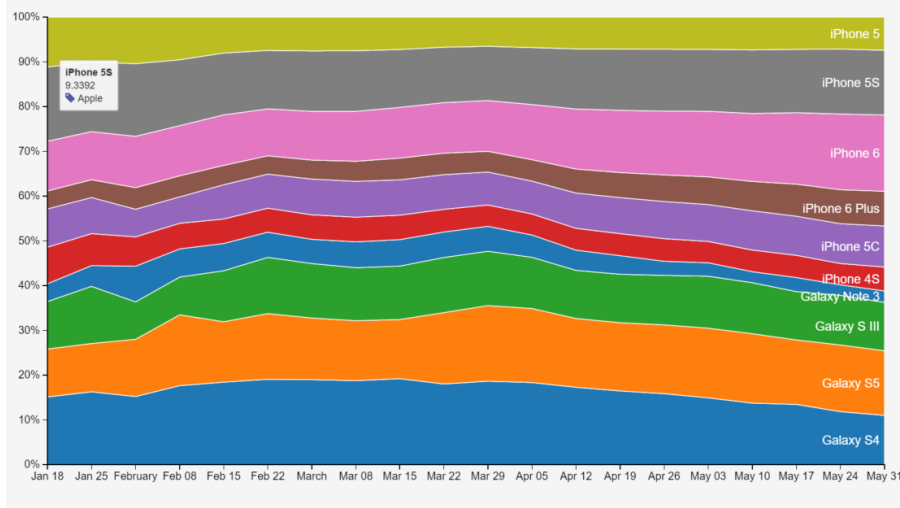
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About ScientiaMobile

- ScientiaMobile provides the industry's most accurate and flexible device detection solution, helping customers deliver great web experiences and manage the increasingly fragmented mobile device ecosystem. ScientiaMobile sells WURFL, a constantly-updated repository that catalogues thousands of devices and their capabilities and provides access to them via range of API languages. The WURFL framework enables many organizations, including Fortune 500 companies, to effectively design and analyze web experiences for an ever-growing range of smartphones, tablets, smart TVs, and game consoles.
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