BROWSER MARKET SHARE

**MARKET SHARE BASED ON REFERRAL TRAFFIC TRACKED BY STATCOUNTER**

**SOURCES:**
- [http://www.w3schools.com/browsers/browsers_os.asp](http://www.w3schools.com/browsers/browsers_os.asp)
- [http://en.wikipedia.org/wiki/Mobile_Operating_system#Market_share](http://en.wikipedia.org/wiki/Mobile_Operating_system#Market_share)
- [http://bgr.com/2013/10/04/apple-samsung-us-market-share/](http://bgr.com/2013/10/04/apple-samsung-us-market-share/)
- [http://www.sec.gov/Archives/edgar/data/1418091/000119312513390321/d564001ds1.htm](http://www.sec.gov/Archives/edgar/data/1418091/000119312513390321/d564001ds1.htm)
- [https://newsroom.fb.com/Key-Facts](https://newsroom.fb.com/Key-Facts)
- [http://techcrunch.com/2013/05/15/googles-chrome-browser-now-has-750-million-active-users/](http://techcrunch.com/2013/05/15/googles-chrome-browser-now-has-750-million-active-users/)

---

**MOBILE VENDOR MARKET SHARE**

**MARKET SHARE BASED ON INTERNET TRAFFIC TRACKED BY STATCOUNTER**

**BATTLE STAT #1**
Speedy and slender Google Chrome has recently taken over as the most popular internet browser. Chrome currently has over 750 million active users.

**BATTLE STAT #2**
Apple is the most popular vendor in the United States, owning roughly 40% of the market share while the nearest competitor Samsung has 24.3%.

**BATTLE STAT #3**
For the Windows family, Windows 7 remains the most used OS, with 51.77% of the market. Windows XP is still strong with 20.06%, Windows 8 with 7.69%, and Windows Vista comes in fourth with 5.3% of the market.

**BATTLE STAT #4**
Despite launching a year after iOS, Android remains the dominant player worldwide. However, in the U.S., iOS controls 51.54% of the mobile OS market share and Android 38.66%.

**BATTLE STAT #5**
Currently Facebook has 1.19 billion active users. The second biggest social network, Twitter, has 200 million+ monthly active users.

---

**PERSONAL COMPUTER OS MARKET SHARE**

**MARKET SHARE BASED ON INTERNET TRAFFIC TRACKED BY STATCOUNTER**

---

**MOBILE OPERATING SYSTEM MARKET SHARE**

**MARKET SHARE BASED ON REFERRAL TRAFFIC TRACKED BY STATCOUNTER**

---

**SOCIAL MEDIA MARKET SHARE**

**MARKET SHARE BASED ON REFERRAL TRAFFIC TRACKED BY STATCOUNTER**

---

**THANKS TO:**

- Kissmetrics
- Databox

---

**KISSMETRICS:**

People, not pageviews.

---

*In 2011 Friendster repositioned itself as social gaming company.*