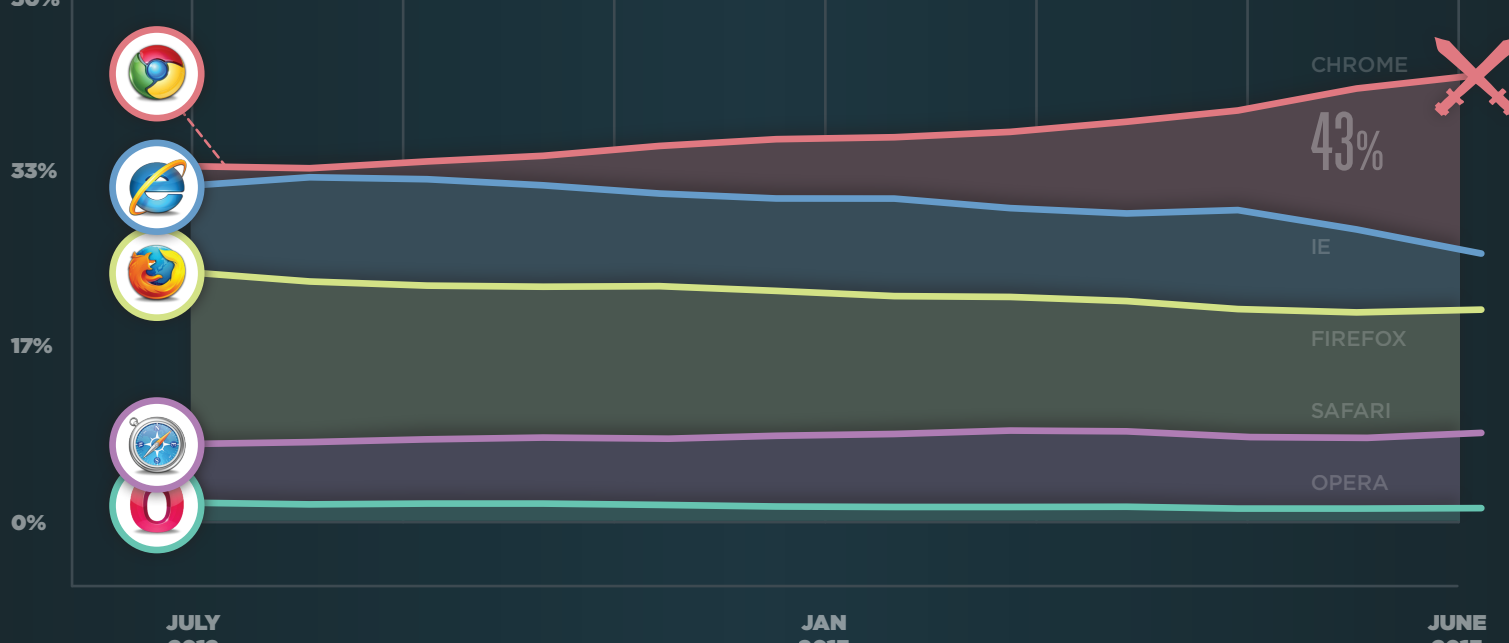


# THE INTERNET WAR REPORT

## 2013

### BROWSER MARKET SHARE<sup>†</sup>

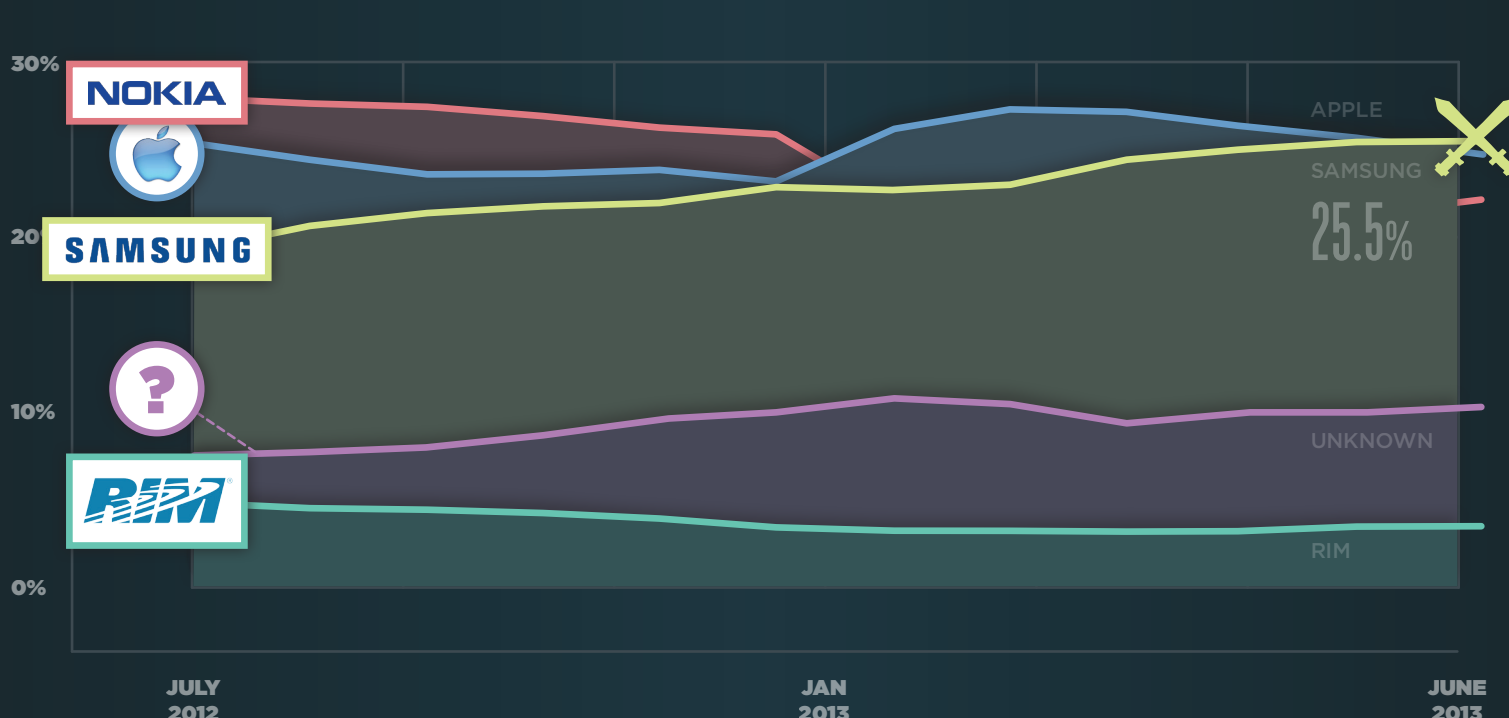
for non-mobile devices (desktops, laptops and tablets)



#### BATTLE STAT #1

Google Chrome has 43% of the worldwide browser market, making it the global browser champion (June 2013).<sup>1</sup>

### MOBILE VENDOR MARKET SHARE<sup>†</sup>

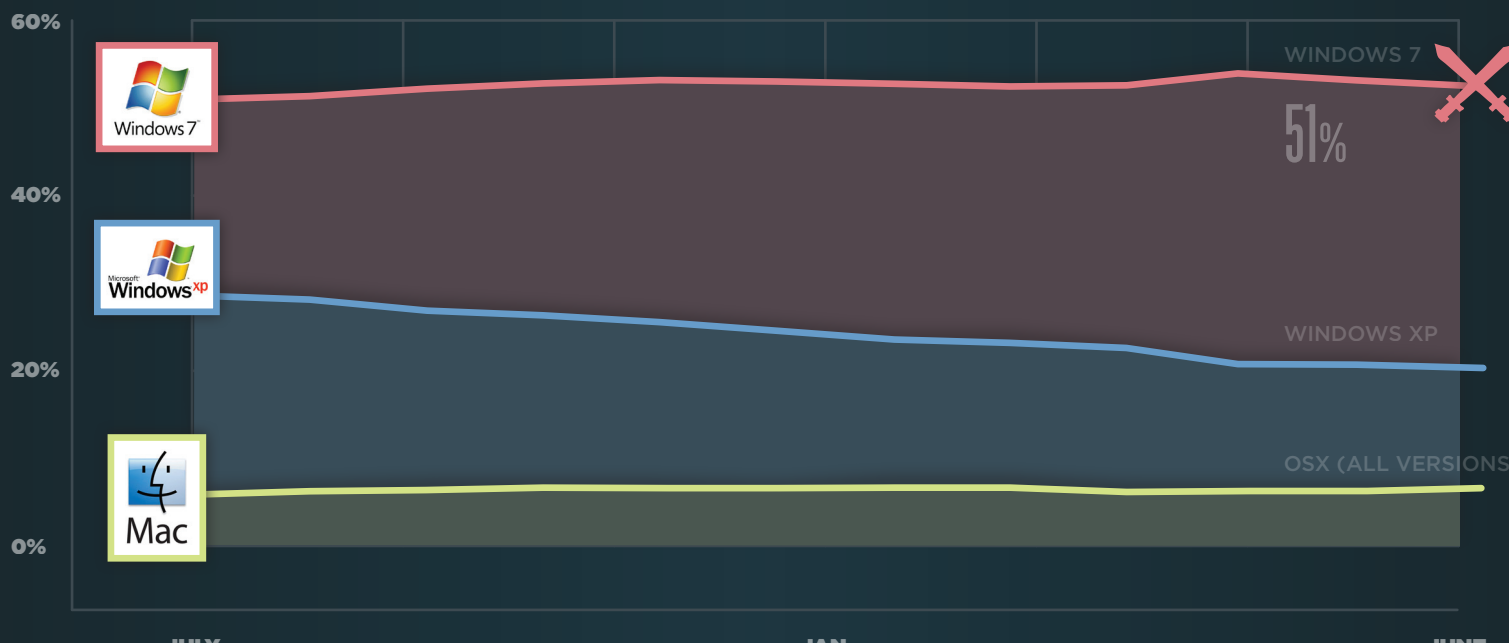


#### BATTLE STAT #2

Samsung is the worldwide mobile vendor market leader with a 25.5% market share (June 2013). In the U.S. and U.K., however, Apple is the market leader.<sup>1</sup>

### OPERATING SYSTEM MARKET SHARE<sup>†</sup>

for non-mobile devices (desktops, laptops and tablets)

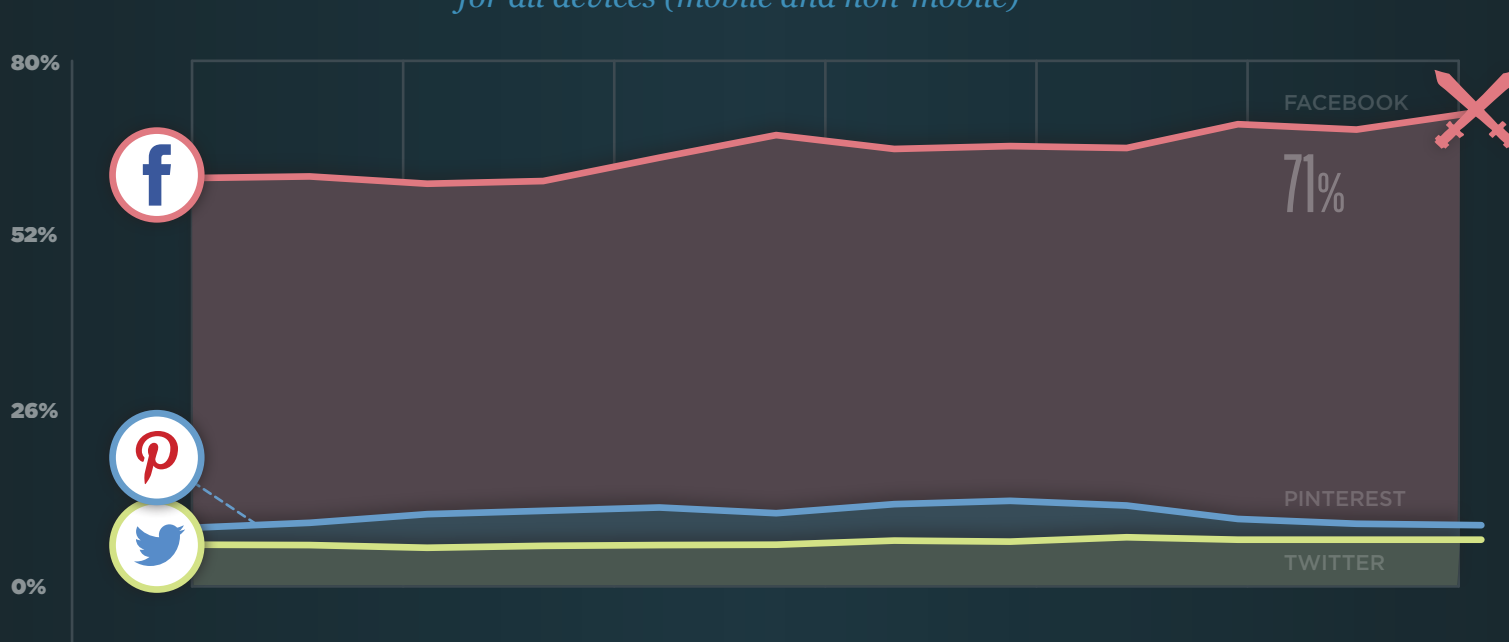


#### BATTLE STAT #3

Windows 7 has the largest operating system share with 51% of the worldwide market (June 2013). Apple's OSX (all versions) has 7.5% of the market.<sup>1</sup>

### SOCIAL MEDIA MARKET SHARE<sup>‡</sup>

for all devices (mobile and non-mobile)

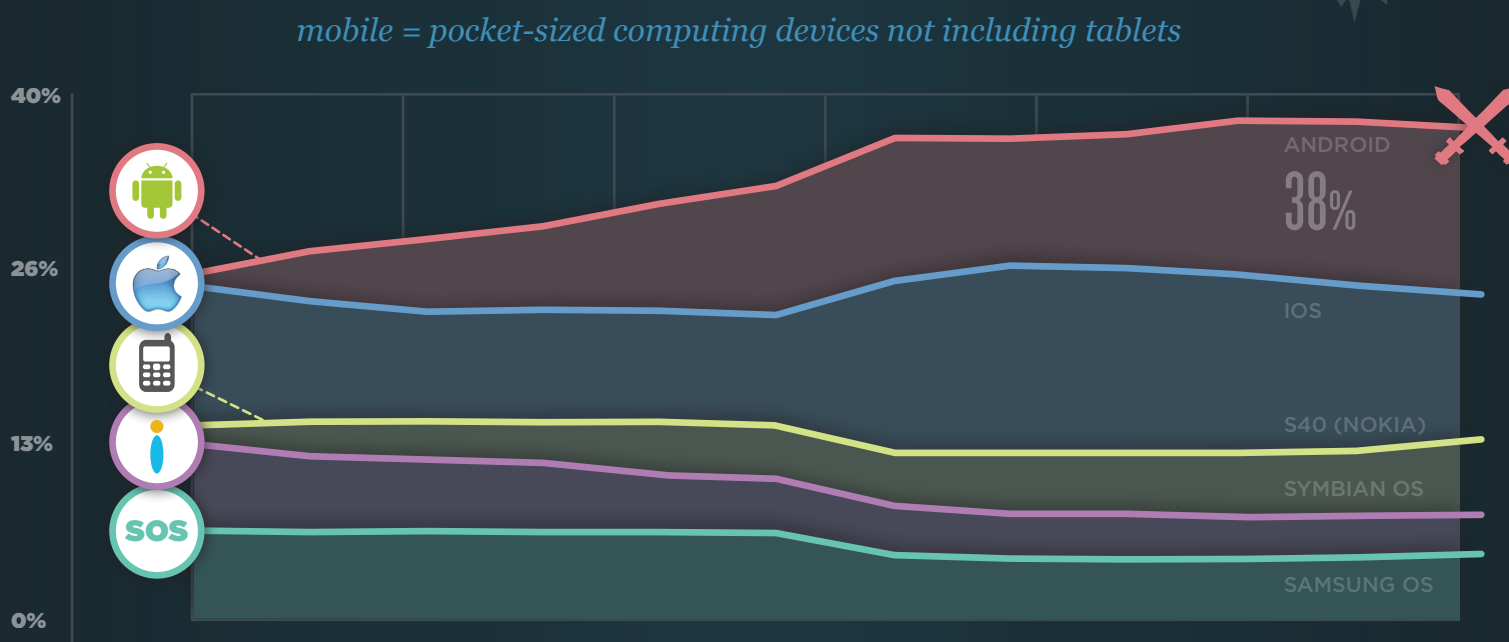


#### BATTLE STAT #4

Facebook dominates social media referrals with 71% of the worldwide market (June 2013). By comparison, Pinterest has 8.8% of the market.<sup>1</sup>

### MOBILE O.S. MARKET SHARE<sup>†</sup>

mobile = pocket-sized computing devices not including tablets



#### BATTLE STAT #5

38% of all mobile phones run on Android, cementing it as the mobile operating system leader worldwide (June 2013). Apple's iOS, however, is number one in the U.S. and the U.K.<sup>1</sup>

<sup>†</sup> Market share based on internet traffic tracked by Statcounter.

<sup>‡</sup> Market share based on referral traffic tracked by Statcounter.

<sup>1</sup> <http://gs.statcounter.com/download/StatCounter-Internet-Wars-Report.pdf>