

# WAR REPORT

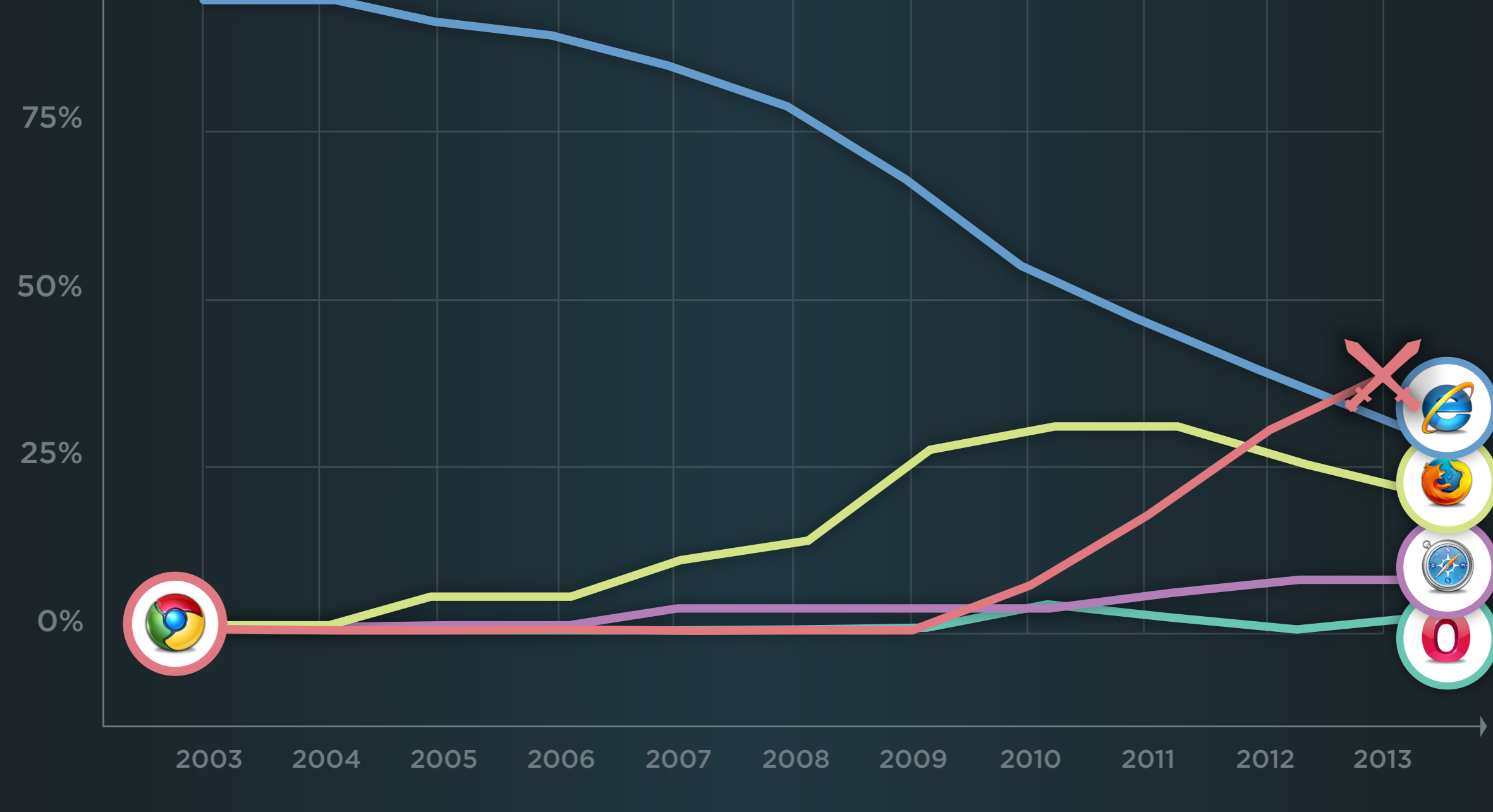
2003-2013



## BROWSER, OS & SOCIAL MEDIA LEADERS OF THE PAST DECADE

### BROWSER MARKET SHARE †

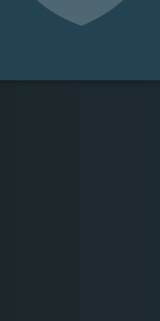
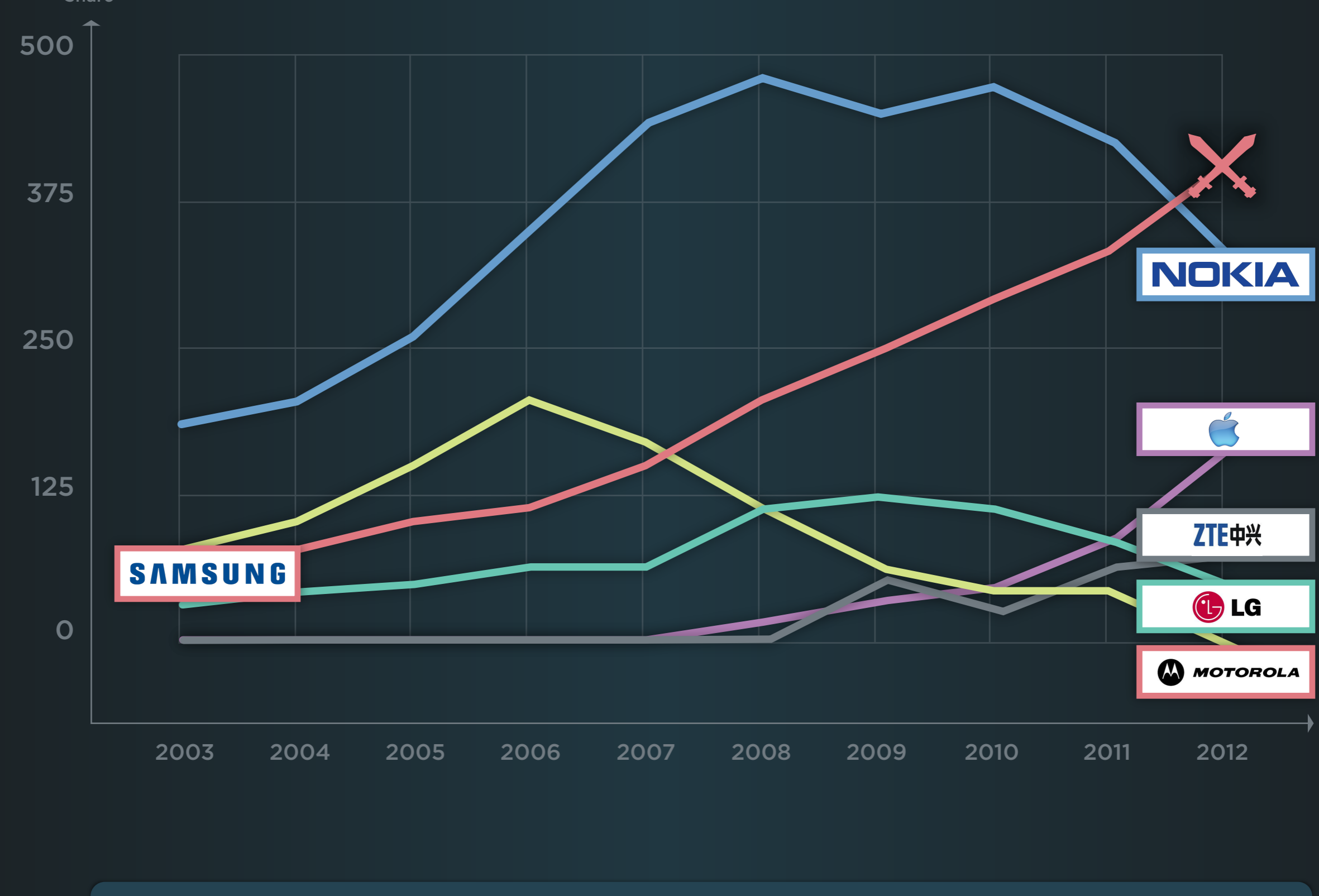
for non-mobile devices (desktops, laptops and tablets)



**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.

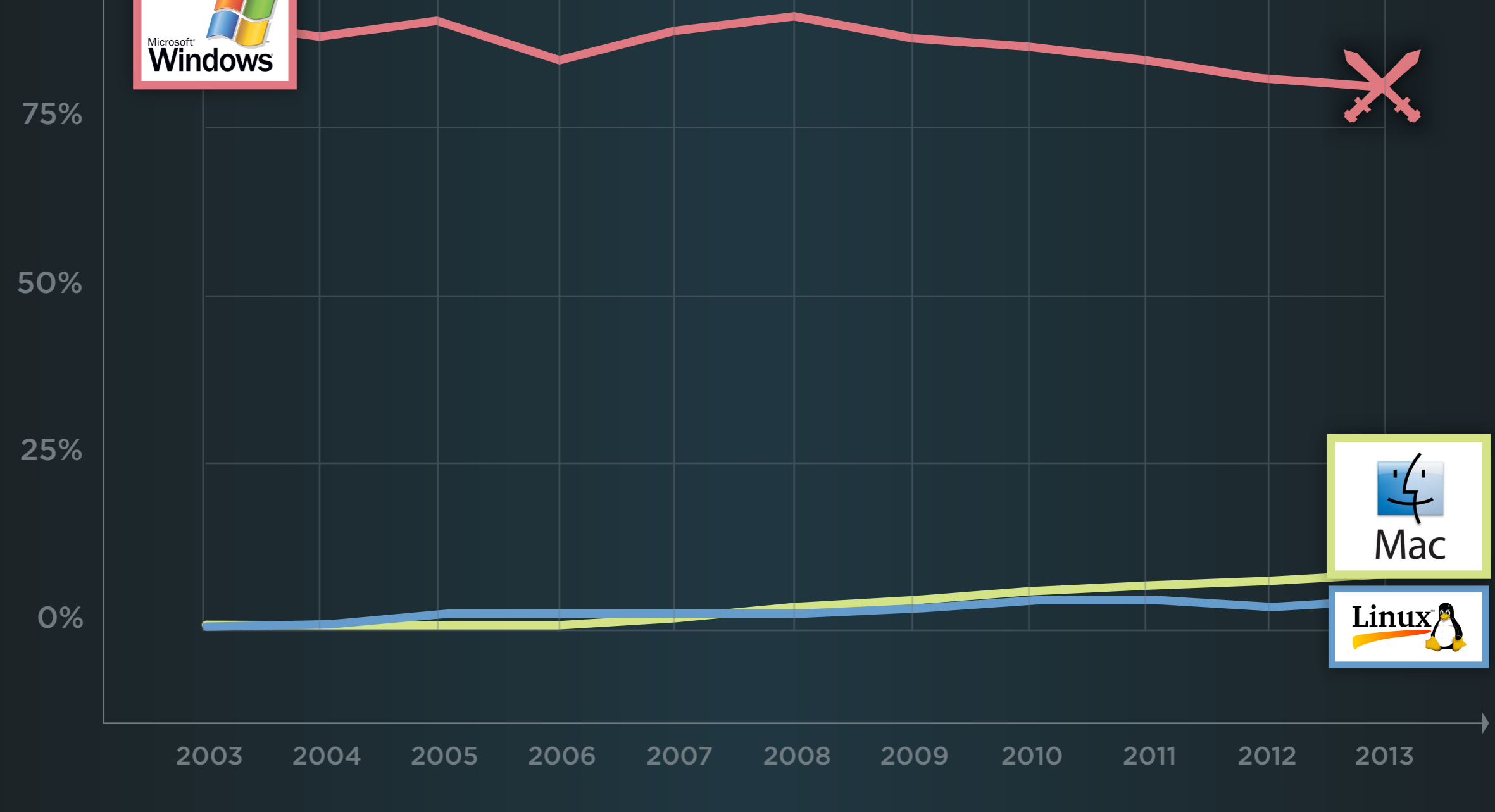
### MOBILE VENDOR MARKET SHARE †



**BATTLE STAT #2**

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

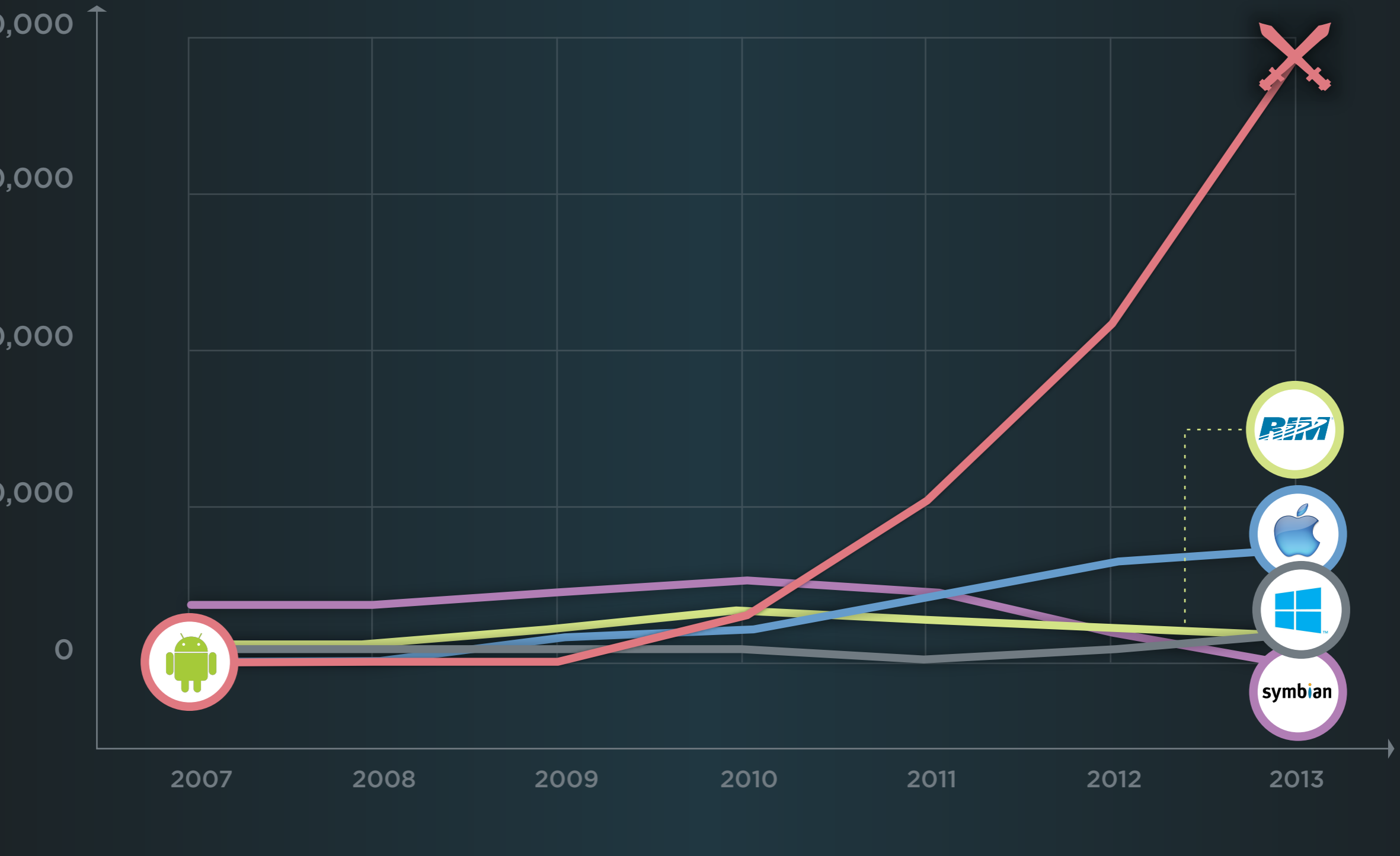
### PERSONAL COMPUTER OS MARKET SHARE †



**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.

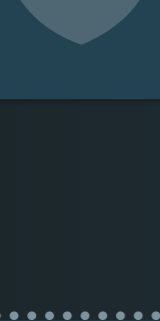
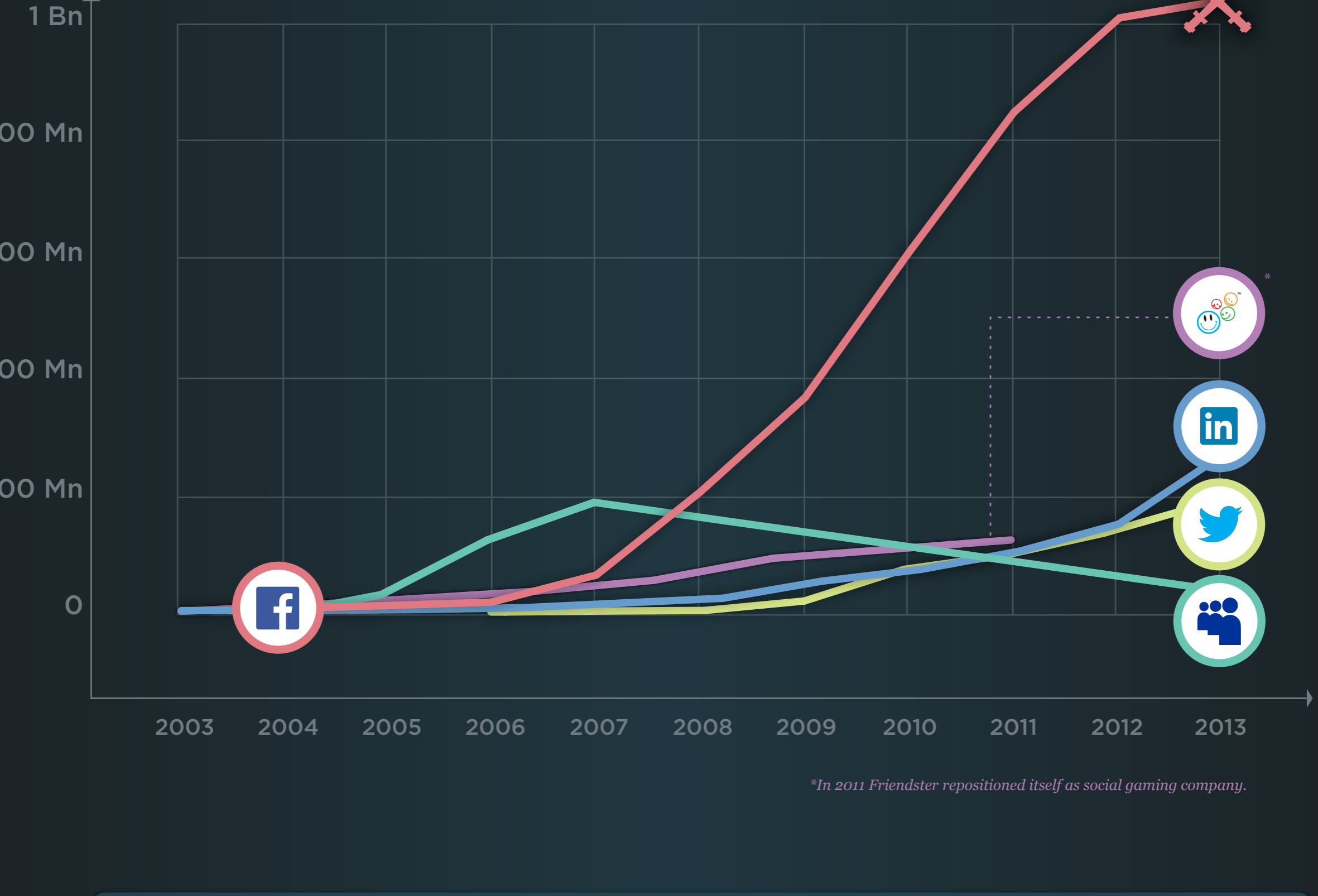
### MOBILE OPERATING SYSTEM MARKET SHARE †



**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%.

### SOCIAL MEDIA MARKET SHARE †



**BATTLE STAT #5**

Currently Facebook has 1.19 billion active users. The second biggest social network, Twitter, has 200 million+ monthly active users.

† Market share based on internet traffic tracked by Statcounter

† Market share based on referral traffic tracked by Statcounter

SOURCES:

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