

# Smartphones take lead over feature phones

TOKYO, JAPAN: comScore, Inc has released data from the [comScore MobiLens](#) service, reporting key trends in the Japan mobile phone industry during the three-month average period ending February 2012.



The study surveyed more than 4000 Japanese mobile subscribers and found Sharp to be the top mobile handset manufacturer overall with 23.5% market share. Google's Android platform accounted for the majority of smartphone market at 61.4%, followed by Apple with 34.2% of the market.

"Smartphones surpassed feature phones as the most acquired device type in February 2012, signalling an important shift in Japan's mobile market," said Daizo Nishitani, vice president of comScore Japan KK. "The rise in smartphone adoption opens the door to tremendous opportunity for publishers and advertisers to expand their reach and increase engagement with key consumer segments through this channel. Japanese mobile phone users were already highly engaged with their devices, but with the added functionality and higher levels of mobile media consumption we should expect to see significant changes in behaviour among the Japanese mobile population in 2012."

## Sharp accounts for 1 in 4 mobile devices in Japan

For the three-month average period ending in February, 101.7 million people age 13 and older used mobile devices in Japan (feature phone and smartphone devices). Device manufacturer Sharp ranked as the top OEM with 23.5% of Japanese mobile subscribers, followed by Panasonic with 13.8% share. Fujitsu captured the #3 ranking in February with 11.8% of mobile subscribers, followed by NEC at 9.7% and Sony at 7.5% to round out the top five.

Apple, which ranked as the eighth largest OEM in Japan with 6.5% market share, experienced the strongest gain among device manufacturers increasing 1.6 percentage points since November 2011.

Top Mobile OEMs 3 Month Avg. Ending Feb. 2012 vs. 3 Month Avg. Ending Nov. 2011 Total Japan Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Mobile Subscribers		
	Nov-11	Feb-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Sharp	24.6%	23.5%	-1.1
Panasonic	13.7%	13.8%	0.1
Fujitsu	11.6%	11.8%	0.2

NEC	9.8%	9.7%	-0.1
Sony	7.8%	7.5%	-0.3

## Android accounts for majority of Japan's smartphone market, Apple sees strongest growth

More than 19.3 million people in Japan owned smartphones during the three months ending in February, up 28% versus November. Android's share of the smartphone market reached 61.4%, while Apple ranked second with 34.2% of the smartphone market (up 1.3 percentage points versus November 2011), followed by Microsoft, which accounted for 3.9% in February 2012.

Top Smartphone* Platforms 3 Month Avg. Ending Feb. 2012 vs. 3 Month Avg. Ending Nov. 2011 Total Japan Smartphone Subscribers Ages 13+ (Source: comScore MobiLens)			
	Share (%) of Smartphone Subscribers		
	Nov-11	Feb-12	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Android	61.0%	61.4%	0.3
Apple	33.0%	34.2%	1.3
Microsoft	5.7%	3.9%	-1.8
Other	0.3%	0.5%	0.2

\*Smartphones are defined as those phones that use the Android, Apple, Microsoft, RIM and Symbian platforms.

## Mobile content usage

Analysis of selected activities consumers performed on their mobile phones found that 57.6 million users accessed email on their phone, representing more than half of all mobile phone users. Japanese mobile owners were more likely to use an application (55.4%) than a mobile browser (52.4%), while 45.4% sent a text message to another phone during the month. Nearly 1 in 5 mobile users accessed social networking or blog sites on their phone, while slightly less (18.8%) watched TV or video.

Selected Mobile Content Usage 3 Month Avg. Ending Feb. 2012 Total Japan Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+ (Source: comScore MobiLens)		
	Total Audience (000)	% of Total Mobile Audience
Total Mobile Audience	101,700	100.0%
Used email	57,616	56.7%
Used application	56,327	55.4%
Used browser	53,302	52.4%
Sent text message	46,184	45.4%
Accessed weather	34,652	34.1%
Accessed search	30,464	30.0%
Accessed news	23,732	23.3%
Accessed social networking site or blog	19,793	19.5%
Accessed maps	19,316	19.0%
Watched TV and/or video on mobile phone	19,157	18.8%