

# Report: Apple Edges LG in OEM Market Share

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Fully 18.5 percent of U.S. mobile subscribers used Apple devices, according to ComScore's new three-month [study](#) [1], which covers the period from August through November 2012. Apple barely edged out LG, which took 17.5 percent in the same study. Motorola and HTC both saw small share declines, dipping to 10.4 and 5.9 percent, respectively.

ComScore's previous three-month [study](#) [2], ending in July 2012, found Apple at 16.3 percent compared to LG at 18.4 percent.

While the iPhone 5 was released in late September, the middle of the study's sample period, Samsung still dominated the market. Samsung grabbed 26.9 percent, up 1.2 percent over the course of the study.

On the mobile platform side, Google continues to dominate with Android snagging a 53.7 percent share--up 1.1 percent--as compared with Apple's iOS at 35 percent, RIM's BlackBerry at 7.3 percent, and Microsoft's Windows Mobile at 3 percent. Symbian took a slim half percent of the market.

### Source URL (retrieved on 06/12/2013 - 5:47pm):

<http://www.wirelessweek.com/news/2013/01/report-apple-edges-lg-oem-market-share>

### Links:

[1] [http://www.comscore.com/Insights/Press\\_Releases/2013/1/comScore\\_Reports\\_November\\_2012\\_U.S.\\_Mobile\\_Subscriber\\_Market\\_Share](http://www.comscore.com/Insights/Press_Releases/2013/1/comScore_Reports_November_2012_U.S._Mobile_Subscriber_Market_Share)

[2] [http://www.comscore.com/Insights/Press\\_Releases/2012/9/comScore\\_Reports\\_July\\_2012\\_US\\_Mobile\\_Subscriber\\_Market\\_Share](http://www.comscore.com/Insights/Press_Releases/2012/9/comScore_Reports_July_2012_US_Mobile_Subscriber_Market_Share)