

## **Samsung Generates More Profit from Android than Google Does**

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Samsung may be generating more revenue and profit from the Android platform than Google does, according to a new report from Strategy Analytics.

According to the report, Samsung took 95 percent of \$5 billion in first quarter profits generated from overall global Android shipments.

Strategy Analytics estimates that the global Android smartphone industry generated total operating profits of \$5.3 billion during the most recent quarter. The Android platform accounted for 43 percent share of the entire smartphone industry's operating profits, which reached \$12.5 billion worldwide in the first quarter of this year.

The report estimates that Samsung's Android smartphone shipments generated \$5.1 billion of operating profit worldwide in the first quarter.

All that profit is attributed to an efficient supply chain, "sleek products and crisp marketing."

Among the Android OEMs, LG followed in second place and took 3 percent global profit share. LG delivered a small profit during the quarter, but it currently lacks the volume scale needed to match Samsung's performance.

Strategy Analytics believes Samsung may put its position among Android OEMs to good use, and perhaps influence the future direction of the Android ecosystem. The report suggests Samsung could request first or exclusive updates of new software from Android before rival hardware vendors.

**Source URL (retrieved on 06/12/2013 - 4:31am):**

<http://www.wirelessweek.com/news/2013/05/samsung-generates-more-profit-android-google-does>