



May 9, 2017

comScore Reports March 2017 U.S. Smartphone Subscriber Market Share

RESTON, Va., May 9, 2017 /PRNewswire/ -- comScore, Inc. recently released data from [comScore MobiLens®](#), reporting market share trends in the U.S. smartphone industry for March 2017.



Top Smartphone OEMs 3 Month Avg. Ending March 2017 Total U.S. Smartphone Subscribers Age 13+ Source: comScore MobiLens	
Top Smartphone OEMs	Share (%) of Smartphone Subscribers
<i>Total Smartphone Subscribers</i>	100.0%
Apple	44.5%
Samsung	28.3%
LG	9.8%
Motorola	4.2%
HTC	2.2%

Top Smartphone Platforms 3 Month Avg. Ending March 2017 Total U.S. Smartphone Subscribers Age 13+ Source: comScore MobiLens	
Top Smartphone Platforms	Share (%) of Smartphone Subscribers
<i>Total Smartphone Subscribers</i>	100.0%
Android	53.4%
Apple	44.5%
Microsoft	1.6%
BlackBerry	0.5%

For more market rankings from comScore, visit our Rankings page [here](#).

About comScore

comScore is a leading cross-platform measurement company that measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit [comscore.com](#).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-reports-march-2017->

[us-smartphone-subscriber-market-share-300454365.html](https://www.comscore.com/US/about/press-releases/2014/04/01/us-smartphone-subscriber-market-share-300454365.html)

SOURCE comScore, Inc.

News Provided by Acquire Media