



For immediate release: Friday 2nd December, 2011

APPLE FAILS TO TOPPLE GALAXY SII AS RETAILERS STRUGGLE WITH iPHONE 4S DEMAND

- **iPhone 4S second in mobile phone charts as retailers struggle with a huge customer demand and limited stock levels**
- **Muted performance for Nokia Lumia 800 as it enters the mobile chart in sixth place**
- **Samsung Galaxy S II maintains its place at the top for eighth consecutive month**
- **Four new phones appear in November chart as manufacturers target winter sales with handset refreshes.**

The iPhone 4S has entered second place on the mobile phone charts in its first full month on the market, according to the latest data from independent price comparison and switching service, uSwitch.com.

The uSwitch.com [Mobile Tracker](#)^[1], which ranks the UK's most popular handsets based on live searches and sales, saw the iPhone 4S battle for first place with the Samsung Galaxy S II. However, stock shortages of the iPhone 4S have been a frequent problem for retailers, inundated by huge levels of demand when the handset became available across the major networks, leaving the iPhone landing at no. 2.

The Nokia Lumia 800, despite an extensive marketing campaign and availability on the major mobile networks, entered the charts in sixth place. The phone, which is free on contracts from just over £25, launched a month after the iPhone 4S and placed the Lumia's Windows Phone operating system at the forefront of promotional efforts. Initial sales have been strong, but high price points and a muted reception from consumers have seen popularity fall short of expectations.

The Samsung Galaxy S II, this year's best selling phone, has now maintained the top spot on the mobile charts for an eighth consecutive month.

Samsung also dominates the November chart as a manufacturer, occupying third position with the Galaxy Ace, whilst the launch of the near tablet-sized Galaxy Note and high-end Galaxy Nexus smartphone saw them enter at seventh and eighth place respectively. HTC's investment in the 'Beats by Dre' brand has also paid strong initial dividends with the music-focused Sensation XE debuting in ninth place.

Number one handset for November 2011 – Samsung's flagship Galaxy S II maintains its position as the nation's number one phone for another month as retailers struggle with huge demand for iPhone 4S.

Biggest climber – The iPhone 4S climbed four places to second position after its first full month of sales.

Biggest faller – The Samsung Galaxy Ace, iPhone 4S and HTC Wildfire S all fell one place as they were pushed down by the strong rise of the iPhone 4S.

Top Ten Handsets – correct on 30th November 2011

#	Handset	Powered by	Movement
1	Samsung Galaxy S II	Android	No change
2	iPhone 4S (16GB)	Apple iOS	↑ Up 4 places
3	Samsung Galaxy Ace	Android	↓ Down 1 place
4	iPhone 4 (16GB)	Apple iOS	↓ Down 1 place
5	HTC Wildfire S	Android	↓ Down 1 place
6	Nokia Lumia 800	Windows Phone 7	New entry
7	Samsung Galaxy Note	Android	New entry
8	Samsung Galaxy Nexus	Android	New entry
9	HTC Sensation XE	Android	New entry
10	Sony Ericsson Arc S Black	Android	↑ Up 2 places

Source: uSwitch.com

Ernest Doku, technology expert at uSwitch.com, says: “The iPhone 4S has generated a huge level of interest from consumers, with retailers really finding it tough to cope with the high demand, even a month post-launch. This situation has certainly been compounded by the iPhone 4S's surprising level of affordability. Now free from just £35 per month, the iPhone 4S is priced incredibly well opposite the major smartphone competition, and sales certainly reflect that.

“The new price point has seen the 4S surge in terms of interest and sales against both incumbent devices like the Galaxy S II, as well as new entrants like the Galaxy Nexus and Nokia Lumia 800. Timely price reductions on the iPhone 4 –also placing strongly in the charts - in the wake of the 4S launch has seen it perfectly pitched to be the second prong in Apple's defence against the wave of new models.

“However, this should not take anything away from Samsung's achievement with the ever popular Galaxy S II. It is undoubtedly the phone of the year, critically acclaimed and capturing the interest of smartphone addicts across the country for the last eight months.

“This month we've seen the impact of the manufacturers releasing a wave of brand new smartphones ready for the Christmas market. With four of the places in this month's chart filled by new entries, it's likely that we will see popular mid-range handsets like the Wildfire S and Galaxy Ace looking to be the big Xmas stocking fillers, both on contract and pay-as-you-go.”

For more information visit www.uswitch.com or call 0800 093 0607

-Ends-

For further information please contact:

Katherine Cooper uSwitch.com on 020 7802 2961 or katherinecooper@uswitch.com
Jonny Stevens, Rhizome PR on 07977 119 579 or jonny@rhizomepr.com

Notes to Editors

The Mobile Tracker data is derived from Omio's (www.omio.com) network of comparison sites, which includes uSwitch.com and a number of leading consumer technology websites which total in excess of 10 million monthly page views. The data is a result of an aggregation of all of the clicks and all of the sales from these partner sites.

About us

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

uSwitch.com is dedicated to helping consumers save money whether they have internet access or not. It offers a dedicated call centre, manned by uSwitch customer service representatives, as well as a freepost 'Send us your bill' service, whereby customers can post their latest energy bills with their telephone number to FREEPOST USWITCH, to get a free call back from a dedicated customer services representative. The service is also available via fax, email and post. Consumers should fax 0203 214 8417, email CustomerServices@uswitch.com or write to Customer Services, uSwitch.com, Centro 3, 19 Mandela Street, London, NW1 0DU with their postcode and usage details.

uSwitch.com is owned by Forward Internet Group Limited, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.