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IPHONE 5 TO MAKE UP A QUARTER OF ALL PHONE SALES IN LEAD UP TO CHRISTMAS

Smartphone enthusiasts are eagerly anticipating the release of Apple's next iPhone, rumoured to arrive this autumn. And they are unlikely to be disappointed. uSwitch.com, the independent price comparison and switching service, predicts that the iPhone 5 will account for almost a quarter (23%) of new phones sold in the two months following the launch^[1].

This prediction is based on historical iPhone interest and subsequent sales of earlier versions of Apple's handsets on uSwitch.com, mobile comparison site Omio.com and its partner sites. The prediction is particularly substantial considering the present market share of Apple's current smartphone rival – Google's Android platform. Android currently powers 80% of the UK's top 10 handsets on [uSwitch's Mobile Tracker](#), which ranks the most popular phones based on live searches, clicks and sales.

The buzz around Apple's successor to the iPhone 4, which sold over 20 million handsets in the first quarter of 2011 alone^[2], has already started to build. Rumoured improvements include an A5 dual core processor, currently seen in the iPad 2, an enhanced eight-megapixel camera, a larger screen, and superior storage capabilities.

Ernest Doku, technology expert at [uSwitch.com](#), comments: "We wouldn't be surprised to see more iPhones than Christmas trees sold this year. The appeal of Apple's iPhone has grown almost exponentially with the release of each model, with sales quickly following suit.

"The excitement surrounding this device is unparalleled – hardly surprising given that it's been over a year since the iPhone 4 was launched. The fact that the new phone is likely to be available on all major mobile networks immediately from launch is also adding to the temptation.

“We can’t wait to see what Apple has up its sleeve, and the popularity surrounding every new morsel of iPhone news on the site indicates that our users feel much the same way. This could well be the biggest selling phone of all time.”

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

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For further information please contact:

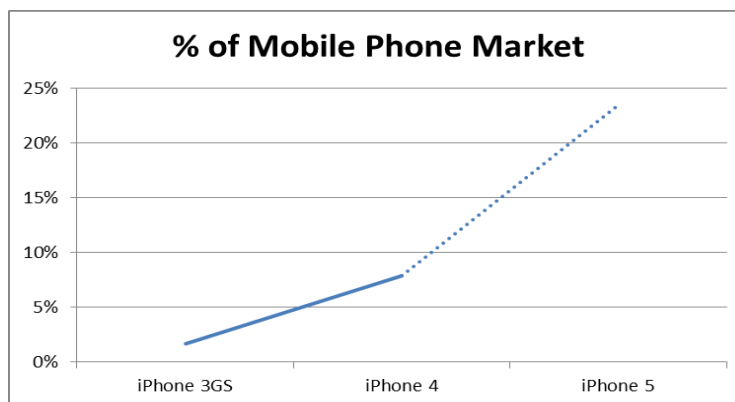
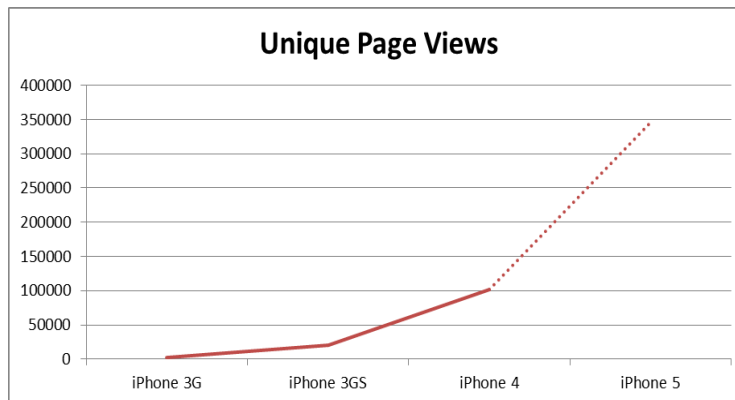
Katherine Cooper, uSwitch.com on 020 7802 2961 or katherinecooper@uswitch.com

Jonny Stevens, Rhizome PR on 07977 119 579 or Jonny@rhizomepr.com

Notes to Editors:

uSwitch.com predictions are based on the past growth of unique page views on omio.com the month before each version of the iPhone’s release and subsequent phone sales on uSwitch.com, Omio and network of partner sites over the first 2 months following the launch of each particular iPhone.

1. Percentage is the total iPhone model sales, divided by total phone sales in the first 2 months. Predicted sales of iPhone 5 = 1557, Total predicted sales of all phones = 6643. Therefore, iPhone 5 sold as a % of all phones sold in that two month period = $(1557 \div 6643 \times 100) = 23\%$
2. <http://www.apple.com/pr/library/2011/04/20Apple-Reports-Second-Quarter-Results.html>



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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.

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