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## **SAMSUNG GALAXY S II WINS CHRISTMAS SALES RACE AS ANDROID PHONES OUTSHINE THE COMPETITION IN DECEMBER**

*Bargain hunters keep iPhone from top of the Christmas charts*

- **Bestselling mobile phone for 2011, the Samsung Galaxy S II, maintains its crown at the top of the charts for December, the phone's eighth consecutive month in first place**
- **Samsung Galaxy smartphones (S II, Ace, Nexus, Note, S i9000) dominate the top 10 in December**
- **New-release mobiles, the Nokia Lumia 800 and HTC Sensation XE, eclipsed by competitive pre-Christmas pricing on older handsets**
- **In spite of all the hype, the Apple iPhone 4S failed to oust the Samsung Galaxy S II from the top spot**
- **Android-powered mobiles emerge as bestselling Christmas phones**

The 2011 Christmas sales crown goes to the ultra-sleek Samsung Galaxy S II, winner of numerous 'phone of the year' awards and also the bestselling phone for 2011 overall, according to the latest data from independent price comparison and switching service, [uSwitch.com](http://uSwitch.com).

The [uSwitch.com Mobile Tracker](http://uSwitch.com/MobileTracker)<sup>[1]</sup>, which ranks the UK's most popular handsets based on live searches and sales, saw the Samsung Galaxy S II emerge as the winner for December, a month which turned into a two-horse race between the S II and the iPhone 4S, with their nearest rivals, the Galaxy Ace and the HTC Wildfire S, trailing far behind.

The iPhone 4S retained second spot, having climbed four places in November, as Britons took to the high street to buy high-tech Christmas presents for loved ones.

Manufacturing giants Samsung, Nokia and HTC all launched new handsets in November – timed for the lead up to Christmas – although the new Nokia Lumia 800 and the HTC Sensation XE were nowhere to be seen in the December chart. It seems these were eclipsed by highly

competitive deals on existing handsets, including the Galaxy S i9000, which moved up the chart three places from November, and the HTC Sensation, which has been on the market since June 2011, and climbed an impressive nine places to number seven.

But it's not all about flash hardware or elegant aesthetics. Android is still the operating system of choice, powering eight handsets in the top 10.

**Number one handset** – Samsung's flagship Galaxy S II maintains its position as the nation's number one phone for eighth consecutive month.

**Biggest climber** – The HTC Sensation, climbs nine places and ousts its new and improved sister phone, the HTC Sensation XE, from the top 10 due to competitive seasonal pricing.

**Biggest losers** – New entrants to the chart in November, the Nokia Lumia 800 and the HTC Sensation XE, fail to make the Top 10 as retailers offer pre-Christmas bargains on older handsets.

#### Top Ten Handsets for December – correct on 29<sup>th</sup> December 2011

#	Handset	Powered by	Movement
1	Samsung Galaxy S II	Android	No change
2	Apple iPhone 4S (16GB)	Apple iOS	No change
3	Samsung Galaxy Ace	Android	No change
4	HTC Wildfire S	Android	↑ Up 1 place
5	Apple iPhone 4 (16GB)	Apple iOS	↓ Down 1 place
6	Samsung Galaxy Nexus	Android	↑ Up 2 places
7	HTC Sensation	Android	↑ Up 9 places
8	Samsung Galaxy Note	Android	↓ Down 1 place
9	Samsung Galaxy S i9000	Android	↑ Up 3 places
10	Sony Ericsson Arc S Black	Android	↑ Up 2 places

Source: uSwitch.com

**Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com), says:** “Reviewing 2011, it was an outstanding year for Android phones, which dominated the most popular handset chart. Samsung in particular beat off a strong challenge from the iPhone 4S to secure the Christmas No. 1 spot, with the Galaxy S II in the smartphone sales chart. Disappointingly, RIM’s new BlackBerry offerings failed to be enough of a differentiator from the old range to make a mark, while Apple devices, old and new, confirmed their enduring appeal by holding ground in the charts.

“With Christmas 2011 epitomised by the bargain-hunter, price has been as important as hardware, and phones offered free on low-cost tariffs are the ones that have been flying off the shelves throughout December. Although the mobile market is saturated with high-performance handsets, the Galaxy S II has been untouchable when it comes to offering a great mobile experience at exceptionally good prices. We expect to see Samsung capitalise on this runaway success with an exciting update at Mobile World Congress in February.

“Looking ahead to 2012, we’re likely to see a competitively priced sequel to the Nokia Lumia Windows Phone and further efforts from manufacturers for quality over quantity, rather than a plethora of identikit Android phones. Similarly to the successes of 2011, punters will have to be wowed with flagship phones in order to open their wallets. Also, expect the Galaxy Nexus, the latest Samsung and Google collaboration, to hang around in the top 10 for a little while longer. Running the fourth generation Android operating system dubbed ‘Ice Cream Sandwich’, it has beefy specs, a revamped web browser, huge touchscreen and a friendly user interface, appealing to early adopters as well as casual phone lovers.”

**For more information visit [www.uswitch.com](http://www.uswitch.com) or call 0800 093 0607**

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#### **Notes to Editors**

1. The uSwitch.com Mobile Tracker data is derived from Omio’s ([www.omio.com](http://www.omio.com)) network of comparison sites, which includes [uSwitch.com](http://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.

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