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IPHONE 4S FAILS TO MAKE IT TO THE TOP

- **iPhone 4S hits sixth place in mobile chart since its release in UK stores on 14th October**
- **Sixth month in pole position for the Samsung Galaxy S II**
- **Samsung, Apple and HTC dominate top ten as Sony Ericsson falls from favour**

Despite the extensive hype around the launch iPhone 4S, the new Apple handset has failed to make it to the top of the UK mobile charts, according to the latest data from independent price comparison and switching service, uSwitch.com.

The [uSwitch.com Mobile Tracker](http://uSwitch.com)^[1], which ranks the most popular handsets based on live searches and sales, saw the iPhone 4S enter the UK's top ten mobile phones in sixth place following its launch on 14th October. Given the level of interest surrounding the handset, uSwitch's tech experts expected the strength of the phone to propel it to a much higher rank.

However, this year's most popular phone, the Samsung Galaxy S II, could have a fight on its hands to maintain its position at the top of the charts for a seventh consecutive month in November. Next month will see it facing competition not only from a full month of iPhone 4S online availability, but also from Nokia's recently launched Lumia 800 and a new phone from its own stable, the Android-powered Samsung Galaxy Nexus.

Sony Ericsson – which made a brief appearance in September's tracker with the Xperia arc – fell out of the charts once again, leaving the top ten phones in October comprising of just three manufacturers - Samsung, Apple and HTC. In the battle between smartphone operating systems, Google's Android platform remains a dominant force, powering eight of the top ten handsets.

Number one handset for October 2011 – Samsung’s flagship Galaxy S II maintains its position as the nation’s number one phone for another month, with the affordable Samsung Galaxy Ace and the Apple iPhone 4 exchanging second and third spots.

Biggest climber – The Samsung Galaxy S climbed three places to number five, and the iPhone 4S entered the chart after just a fortnight on release.

Biggest faller – Sony Ericsson fell out of the chart all-together, whilst two HTC phones – Sensation and Wildfire – each fell three places.

Top Ten handsets – correct on 30th October 2011

#	Handset	Powered by	Movement
1	Samsung Galaxy S II	Android	No change
2	Samsung Galaxy Ace	Android	↑ Up 1 place
3	iPhone 4 (16GB)	Apple	↓ Down 1 place
4	HTC Wildfire S	Android	↑ Up 1 place
5	Samsung Galaxy S	Android	↑ Up 3 places
6	iPhone 4S	Apple	New entry
7	HTC Sensation	Android	↓ Down 3 places
8	HTC Desire S	Android	↓ Down 1 place
9	HTC Wildfire	Android	↓ Down 3 places
10	HTC Desire	Android	No change

Source: uSwitch.com

Ernest Doku, technology expert at uSwitch.com, says:

“With the winter set to bring a wave of brand new smartphones at a variety of price points, we expect to see new handsets shake up the mobile chart, possibly even unseating the resilient Galaxy S II in the run up to Christmas.

“The Nokia Lumia 800 – the manufacturer’s first Windows Phone effort - has already seen a huge marketing blitz ahead of its November launch, whilst the Samsung could face competition within its own camp from the powerful Galaxy Nexus, also due out this month.

“Although we would have expected the figures to have pushed the iPhone 4S into the top five, it’s a solid - if slightly underwhelming – start. We expect this new model of iPhone to hold its

own due to a combination of some impressive new features including an improved camera and a voice-driven assistant in Siri, as well as deals like Three's One Plan which is offering a healthy combination of minutes, texts and unlimited data at a competitive price point.”

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

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Notes to Editors

1. 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.

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