



omyxer's

BOOMBOX

REPORT

2010: Year In Review

101 Reasons The Android Invasion Has Succeeded



Overview

As we plow ahead fast and furiously into 2011, the Myxer BoomBox team took a look back at the year gone by to see how things have progressed based on the activities of visitors to Myxer.com and our mobile website, m.myxer.com. At the beginning of 2010 we reported on the 2009 growth of Android activity versus iPhone activity and the notable rise of the Android OS among Myxer's smartphone users (by the end of 2009, Android had grown to a then impressive 12% of all smartphone visits to Myxer's mobile site). During 2010 we also published our own interactive map showing the State of the Smartphone Union, breaking down the not always united states to show the iPhone leading the smartphone race in 37 of the 50 U.S. states.

That Was Then and This is Now

In 2010 the Android invasion continued, with Google's OS stomping across the flourishing field of smartphone users, crushing BlackBerries and Apples along the way. During 2010 Myxer saw visits from the Android OS grow from 12% in December 2009 to a massive 40% by December 2010. As to the State of Affairs for 2010, Android spread to dominance in 26 States by December 2010, knocking the iPhone down to just 17 States from 37 the year before. Apple wasn't the only one to be pushed back by the Android invasion. In December 2010 Android surpassed BlackBerry as the leading smartphone in terms of visits to Myxer's mobile site, with visits from Android devices growing an impressive 243% over the course of 2010, while visits from BlackBerry handsets declined by 23%.

Strength In Numbers

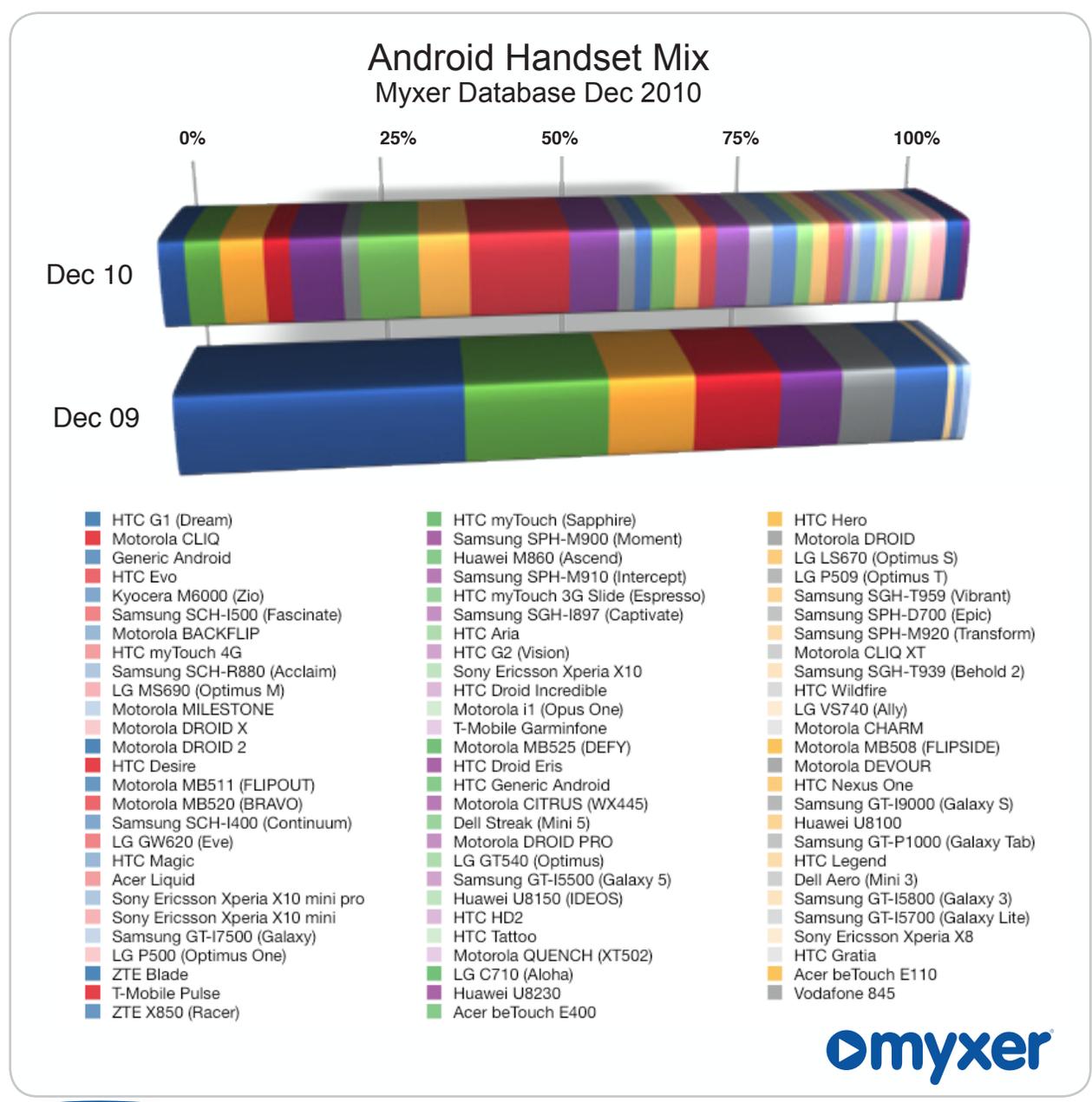
There are at least 101 reasons for the continued rapid growth of the Android Operating System and at the top of the list is perhaps the dramatic growth in the sheer number of available Android based devices. With manufacturers large and small leaping onto the Android bandwagon, many with multiple flavors of Android handsets, we saw an army-like influx of Android phones in the marketplace. At the end of 2009, we counted only 10 Android handsets visiting Myxer. By the end of 2010 the Android handset mix had grown to 101 different Android OS devices visiting Myxer, with 80 different Android devices downloading content from Myxer in December 2010 alone.

Read on for the full story of the 2010 Android invasion...



Android Handset Mix - Yearly Comparison

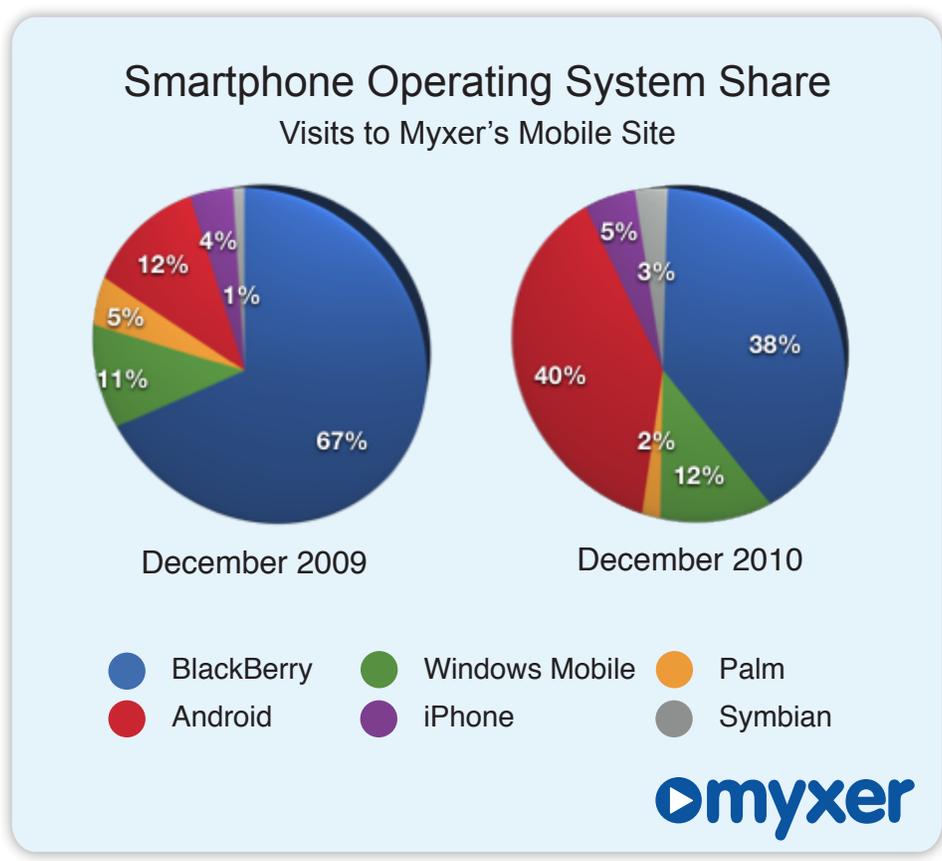
- In December 2009 there were download requests from 10 different types of Android devices.
- By December 2010 the number of recognized Android devices stored in the Myxer database had grown to 101 different Android handsets, with 80 of these recognized devices downloading a piece of content from Myxer in December 2010. By way of comparison, in 2010 there were 3 different IOS (Apple) devices and 44 BlackBerry devices that visited Myxer. We believe the widespread availability of a virtual rainbow of Android devices has been a significant contributor to the platform’s rapid and continued growth.





Smartphone Operating System Share

- The Android operating system saw the largest growth of any smartphone operating system in 2010, jumping from a 12% share in December 2009 to a 40% share in December 2010.
- BlackBerry took the biggest hit in 2010, losing 29% of the smartphone operating system share, down to 38% from 67% in 2009.
- iPhone's percent of the smartphone operating system share remained relatively constant, growing from 4% in December 2009 to 5% in December 2010.

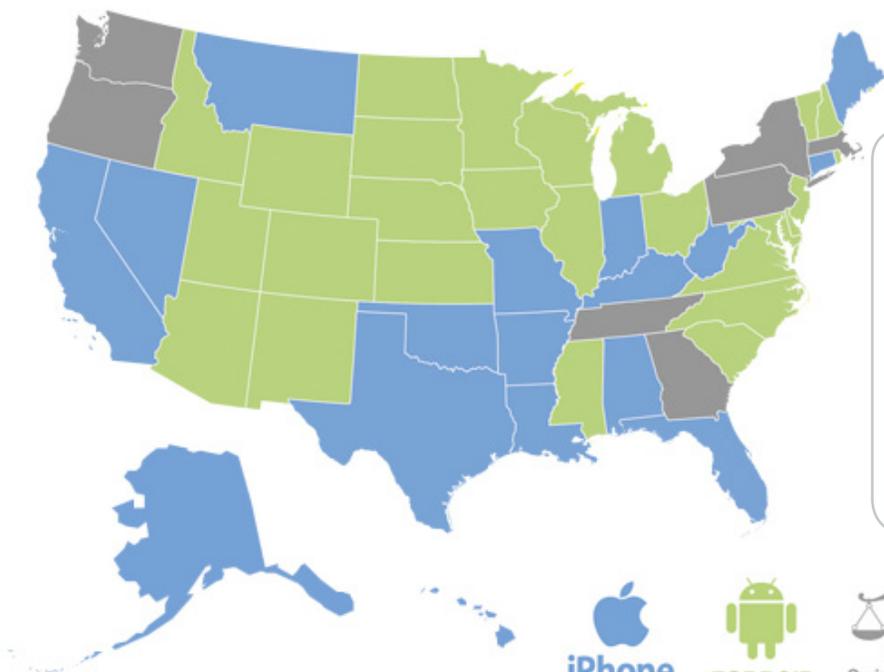




User Concentration by State - iPhone vs. Android

- When comparing the number of registered iPhone and Android users on Myxer by state, iPhone controlled 37 of the 50 U.S. states in January of 2010 and by the end of the year this number has been reduced to 17 states.
- Android, who controlled 8 states in January 2010, controlled 26 states at the close of 2010.
- 7 states remain swing states, meaning they are too close to determine a conclusive winner.

User Concentration by State - iPhone/Android
Myxer Database - December 2010



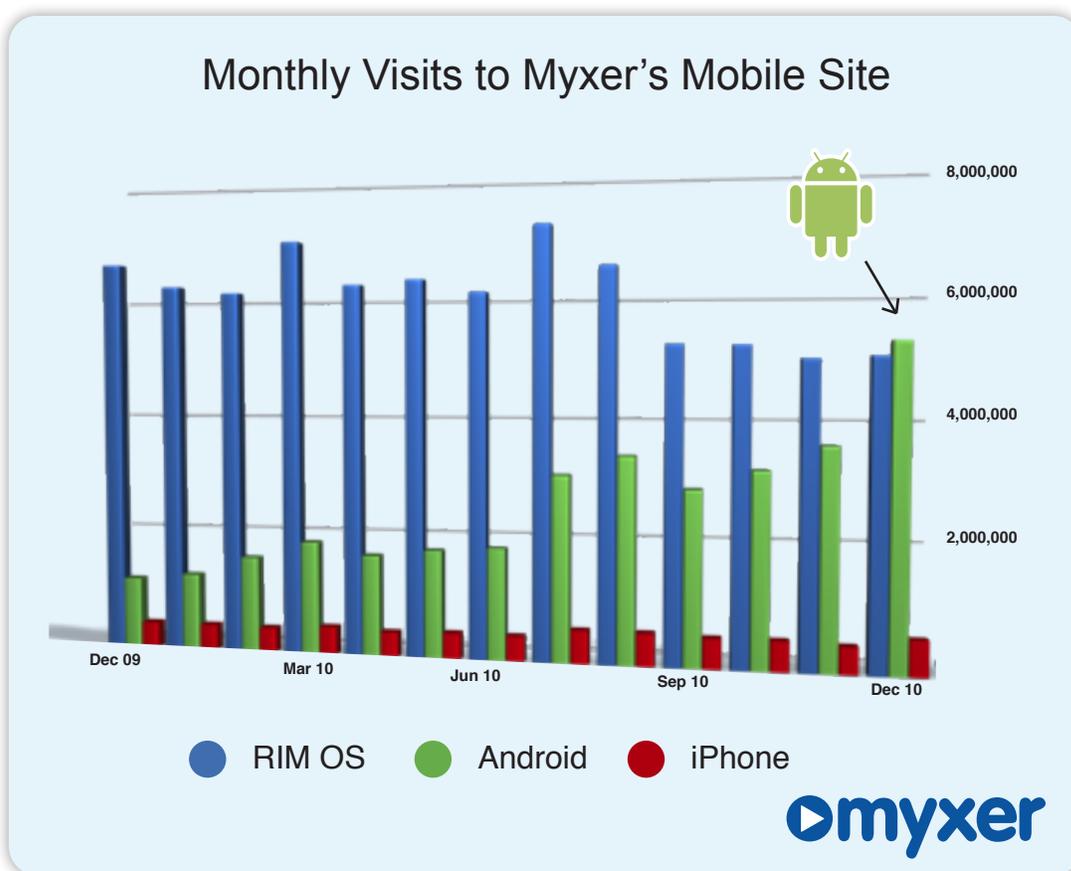
*If differential is less than 10%, state is considered a "swing state"





Android Growth on Myxer's Mobile Site

- Android overtook BlackBerry as the lead smartphone in terms of visits to Myxer's mobile site for the first time in December 2010.
- Visits to the Android platform grew 243% over the course of 2010, with visits from BlackBerry handsets, down 23%, while iPhone traffic remained relatively flat.





BoomBox Methodology

Since 2005, Myxer has cataloged demographic, handset, and carrier data for downloads served by our platform. This data set covers over 2 billion downloads and 43 million unique individuals, and is currently growing by some 90 million downloads each month. The overwhelming majority of Myxer users are in the U.S.

By mining this data, we are able to uncover what we believe to be interesting trends in user behavior and preferences, demographic changes, and carrier and handset usage. Myxer's BoomBox Report is our way of sharing this information with the industry as a whole.

About Myxer

Myxer (Myxer Inc.) is a mobile technology company allowing consumers simple access to free media content for their mobile phone regardless of mobile device, operating system or carrier. Myxer's media catalog contains over 8 million pieces of free and premium licensed content including music, apps, images, games and video all with absolutely no hidden costs or subscription fees. Over 43 million users have performed more than 2.1 billion cumulative downloads from Myxer. Myxer's mobile site m.myxer.com is one of the top ten largest in the U.S. offering the world's most well-known brands unique mobile content opportunities to engage Myxer consumers. Myxer also allows its consumers to create, personalize and share content providing seamless integration from www.myxer.com and m.myxer.com with social networks such as Twitter and Facebook. In addition, Myxer offers access to its content through dedicated mobile apps available in Apple iTunes, the Android Market and BlackBerry App World.

Myxer is a registered trademark. Myxer operates websites including www.myxer.com and m.myxer.com

Myxer is a registered trademark. Myxer operates websites including www.myxer.com and m.myxer.com

Contact

Email questions and comments to boombox@myxer.com, or

visit boombox.myxer.com for more information and to subscribe to the BoomBox newsletter.