

UK Insight Report

Mobile & Tablet Trade-in Market Report 2013-2014 Edition



Samantha Colenutt, Ashley L. Turner, CompareMyMobile.com

COMPARE MY MOBILE[®]
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#1 trusted, gadget recycling comparison site

COMPAREMYMOBILE OVERVIEW

CompareMyMobile is a completely independent mobile phone and gadget recycling comparison website, which lists over 40+ recycling vendors in the UK. The site now compares over 82,129 prices for over 4,000 devices, in a bid to get people the most money for their old technology. Consumers are also able to leave reviews for companies they used to trade-in their device, so users are able to see who the most trustworthy companies are.

2013-14 REPORT OVERVIEW

CompareMyMobile.com has used data from thousands of consumers visiting the site every day to value and trade-in devices. The report details which mobile and tablet devices, brands and operating systems are the most traded-in at any given time, which are losing most value and devices achieved the highest trade-in value during 2013-2014.

The Mobile & Tablet Device Trade-in Market Report 2013-2014 has been published by CompareMyMobile.com.

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DATA REFERENCES: RECYCLING COMPANIES

This report was put together using live data feeds from UK recycling stores listed on CompareMyMobile to create accurate market averages. Pricing data is received every 15-60 minutes every day of 2013-14

8Mobile	Mazuma Mobile
Apple Recycle	Mobile Cash Mate
Bozowi	Mobile Phone Xchange
Cash In Your Gadgets	Money4Machines
Cash My Fone	Money4MyMobile
Currys PCWorld	Money For Your Phone
EcoUrMobile	O2 Recycle
EE Recycle and Reward	Phone Recycle Bank
Envirofone	Recycle BEE
Fonebank	RPC Recycle
Fonehub	Simply Drop
Funkymob	Tesco
Gadget Panda	The Recycling Factory
Gadget Xchange	Tiger Recycle
Gadgets4Everyone	Top Dollar Mobile
iGadgetsRecycled	WEEE Buy

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MAIN REPORT

1.0 - MOBILE PHONE AND TABLET TRADE-IN DATA, 2013-2014

1.1 - Top Traded-in Mobile Phones 2013

Data collected from CompareMyMobile.com between 01/01/2013 and 18/12/2013 shows that Apple's iPhone 4 16GB was the top traded in smartphone of 2013. The device made up an average 8.94 percent share of all smartphone trade-ins throughout the year, peaking at making up 9.82 percent of all trade-ins in Q4.

The iPhone 4S 16GB also grew to make up 8.31 percent of all mobile phone trade-ins in Q4 2013.

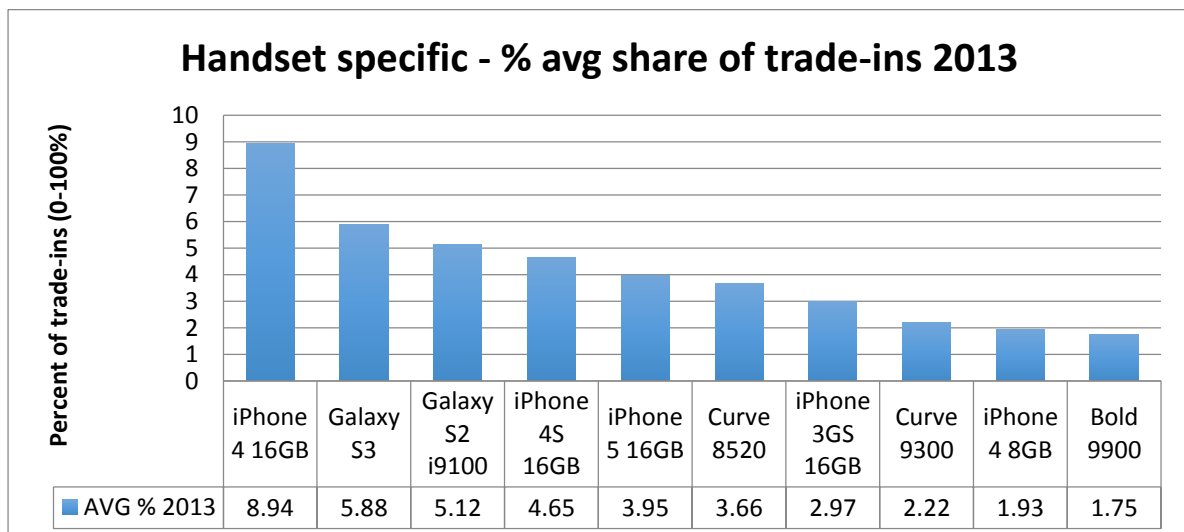
Samsung's Galaxy S3 and Galaxy S2 i9100 follow as the second and third top traded-in smartphones of the year, with the S3 making up 8.75 percent of all trade-ins in Q4, close to the iPhone 4's average Q4 share of trade-ins.

See the top 10 traded-in smartphones of 2013 below in Table 1.0 – the top 50 are attached in the supporting document '[2013 Trade-ins](#)'.

Table 1.0

DEVICE		2013 AVG	AVERAGE % SHARE OF TRADE-INS				JAN-DEC CHANGE
Brand	Device	AVG % 2013	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %	Change
Apple	iPhone 4 16GB	8.94	9.59	8.47	8.15	9.82	0.23
Samsung	Galaxy S3	5.88	5.75	4.78	5.16	8.75	3.00
Samsung	Galaxy S2 i9100	5.12	4.83	4.47	5.64	5.86	1.03
Apple	iPhone 4S 16GB	4.65	3.77	3.35	4.35	8.31	4.54
Apple	iPhone 5 16GB	3.95	1.93	2.79	6.79	4.89	2.96
BlackBerry	Curve 8520	3.66	5.74	4.1	2.71	1.39	-4.35
Apple	iPhone 3GS 16GB	2.97	5.68	2.83	1.75	1.09	-4.59
BlackBerry	Curve 9300	2.22	3.6	2.26	1.56	1.12	-2.48
Apple	iPhone 4 8GB	1.93	1.51	1.3	1.78	3.69	2.18
BlackBerry	Bold 9900	1.75	1.32	1.57	2.54	1.62	0.30

Table 1.1



1.2 - Top Traded-in Mobile Brands 2013

Similarly to 2012, Apple dominated the mobile phone trade-in market as a brand this year. The brand made up an average of 28.9 percent of all trade-ins throughout 2013 – with a trade-in spike in Q4 which saw it make up an average 36.62 percent of all trade-ins in this quarter.

2013 saw Samsung begin to eat into Apple’s mobile phone trade-in market share as well – seeing an 11.48 percent gain in market share between January and December 2013. The brand made up an average of 17.95 percent of trade-ins throughout the year, peaking at a 26.06 percent smartphone trade-in market share in Q4.

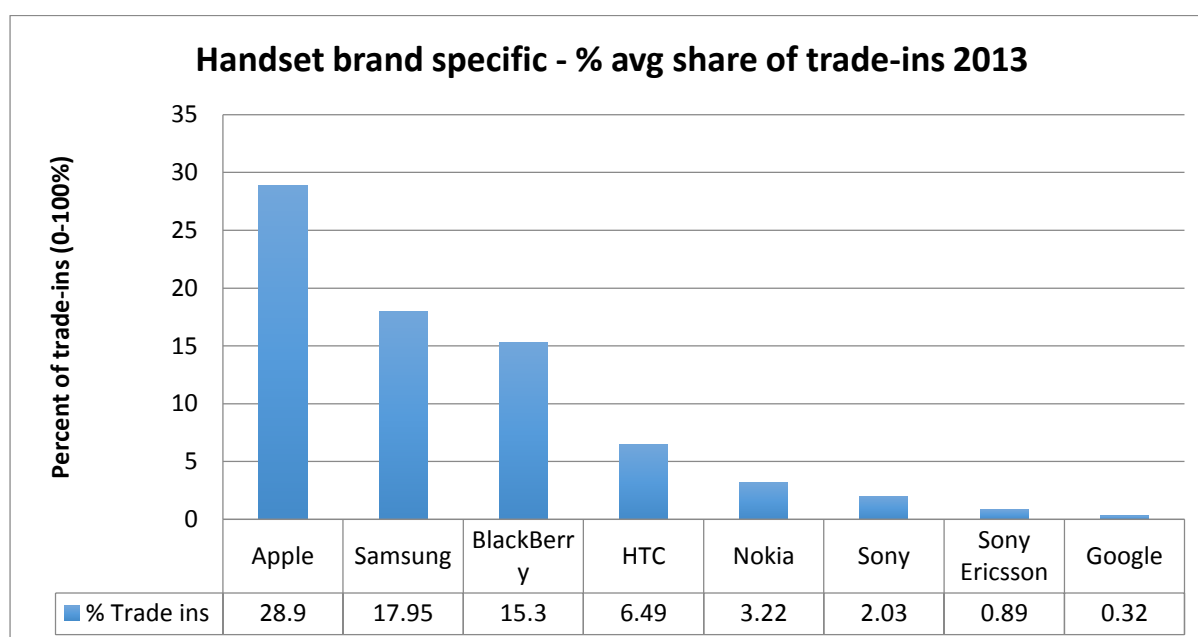
Two brands saw a drop in mobile phone trade-in market share this year, with BlackBerry and Nokia seeing an 8.97 percent and 0.51 percent drop respectively between January and December.

The table (Table 1.2) and graph (Table 1.3) below show the list of top traded-in mobile phone brands. Additional data can be found in the supporting document ‘[2013 Trade-ins](#)’.

Table 1.2

DEVICE	2013 AVG	AVERAGE % SHARE OF TRADE-INS				JAN-DEC CHANGE
Brand	% Trade ins	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %	Change
Apple	28.9	30	23.93	27.88	36.62	6.62
Samsung	17.95	14.58	15.21	18.57	26.06	11.48
BlackBerry	15.3	18.9	15.86	15	9.93	-8.97
HTC	6.49	5.72	6.94	6.84	6.37	0.65
Nokia	3.22	2.9	3.4	3.98	2.39	-0.51
Sony	2.03	1.08	1.82	2.39	3.21	2.13
Sony Ericsson	0.89	0.63	1.03	1.01	0.87	0.24
Google	0.32	0.12	0.26	0.3	0.7	0.58

Table 1.3



1.3 Top Traded-in Tablets 2013

CompareMyMobile data shows that Apple's iPad 2 Wi-Fi 16GB remains as the top traded-in tablet, despite seeing a 5.85 percent drop in tablet trade-in market share between January and December this year. In fact, eight of the ten top traded-in tablet PCs in 2013 are Apple devices.

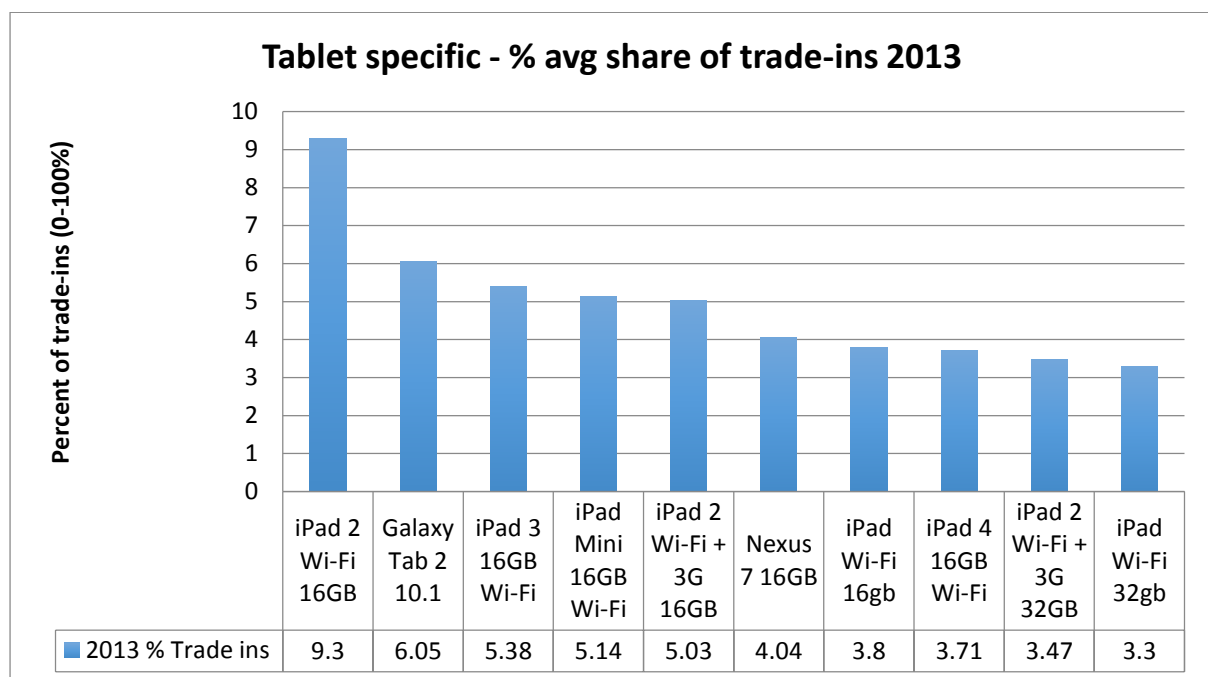
Samsung's Galaxy Tab 2 and Google's Nexus 7 16GB are the only non-Apple devices to make the top 10 list, making up an average of 6.05 percent and 4.04 percent of all tablet PC trade-ins respectively over the year.

See the top 10 traded-in tablet PCs of 2013 below (Tables 1.4 and 1.5) according to data from CompareMyMobile - see attached supporting documentation '[2013 Trade-ins](#)' for additional data.

Table 1.4

DEVICE		2013 AVG	AVERAGE % SHARE OF TRADE-INS				JAN-DEC CHANGE
Brand	Device	2013 % Trade ins	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %	Change
Apple	iPad 2 Wi-Fi 16GB	9.3	14.08	7.78	9.40	8.23	-5.85
Samsung	Galaxy Tab 2 10.1	6.05	2.08	6.43	9.36	5.26	3.18
Apple	iPad 3 Wi-Fi 16GB	5.38	7.04	5.08	4.17	5.71	-1.33
Apple	iPad Mini Wi-Fi 16GB	5.14	2.01	6.55	3.41	6.7	4.69
Apple	iPad 2 Wi-Fi + 3G 16GB	5.03	7.4	4.22	5.57	4.2	-3.20
Google	Nexus 7 16GB	4.04	1.51	2.62	7.29	4.1	2.59
Apple	iPad Wi-Fi 16GB	3.8	3.81	4.58	4.32	2.77	-1.04
Apple	iPad 4 Wi-Fi GB	3.71	3.59	2.78	2.40	5.47	1.88
Apple	iPad 2 Wi-Fi + 3G 32GB	3.47	4.96	2.91	2.74	3.76	-1.20
Apple	iPad Wi-Fi 32GB	3.3	4.38	2.25	2.59	4.17	-0.21

Table 1.5



1.4 - Top Traded-in Tablet Brands 2013

This year, CompareMyMobile found that Apple dominated the tablet trade-in market throughout all four quarters. The brand's tablet market share only dropped to an average of 65.55 percent in Q3. Apple has seen an overall increase of 4.51 percent in trade-in market share between January and December 2013.

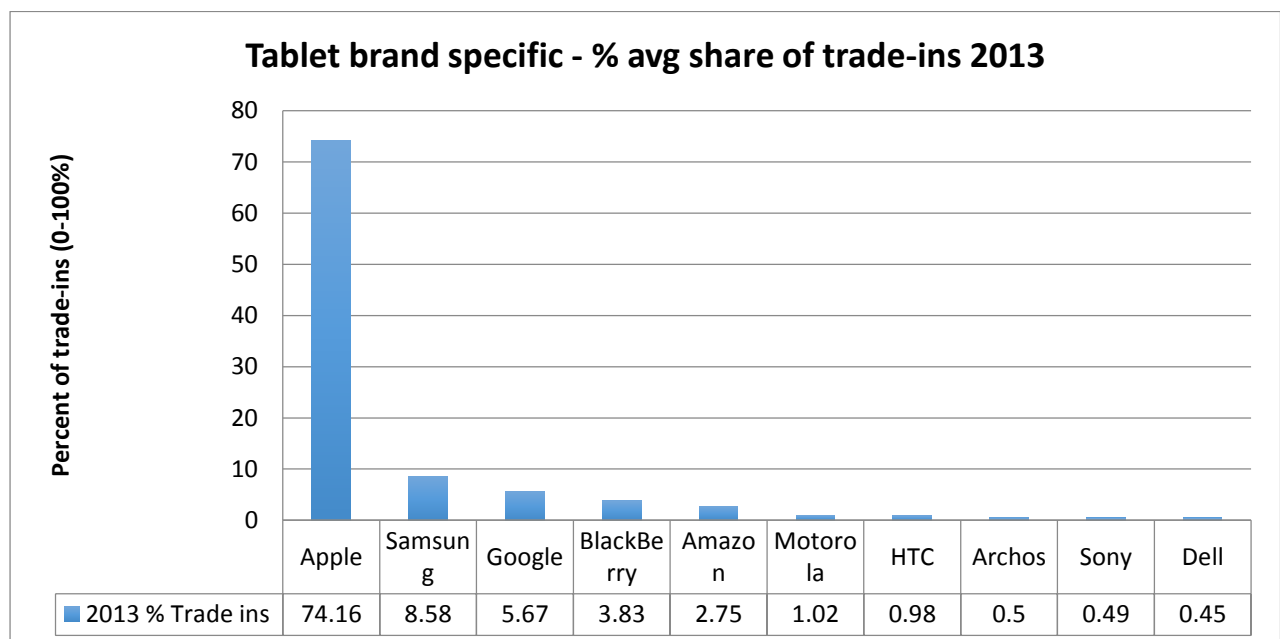
Samsung began to eat into Apple's tablet trade-in market share lead in Q2 and Q3, but its trade-in market share reduced again in Q4. The brand has seen an overall increase of 2.85 percent between January and December 2013.

The table (Table 1.6) and graph (Table 1.7) below show the top traded-in tablet brands in order. Additional data is attached in the supporting document '[2013 Trade-in](#)'.

Table 1.6

DEVICE	2013 AVG	AVERAGE % SHARE OF TRADE-INS				JAN-DEC CHANGE
Brand	2013 % Trade ins	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %	CHANGE
Apple	74.16	77.59	70.04	65.55	82.1	4.51
Samsung	8.58	4.53	9.05	12.43	7.38	2.85
Google	5.67	2.3	3.85	10.03	5.71	3.41
BlackBerry	3.83	7.4	4.75	4.08	1.2	-6.20
Amazon	2.75	3.74	2.74	2.78	2.25	-1.49
Motorola	1.02	0.43	2.37	1.01	0.17	-0.26
HTC	0.98	0.93	2.17	1.01	0.14	-0.79
Archos	0.5	0.43	0.74	0.43	0.38	-0.05
Sony	0.49	0.14	0.74	0.53	0.41	0.27
Dell	0.45	0.57	1.02	0.34	0.27	-0.30

Table 1.7



2.0 DEVICE DEPRECIATION 2013-14

2.1 Top Mobile Phones Losing Trade-in Value 2013

The top two mobile phones losing the most trade-in value are BlackBerry's Z10 and Samsung's Galaxy S4 – which were both also released this year. The devices lost 215 GBP/351.85 USD and 161 GBP/ 263.48 USD respectively between January and December 2013.

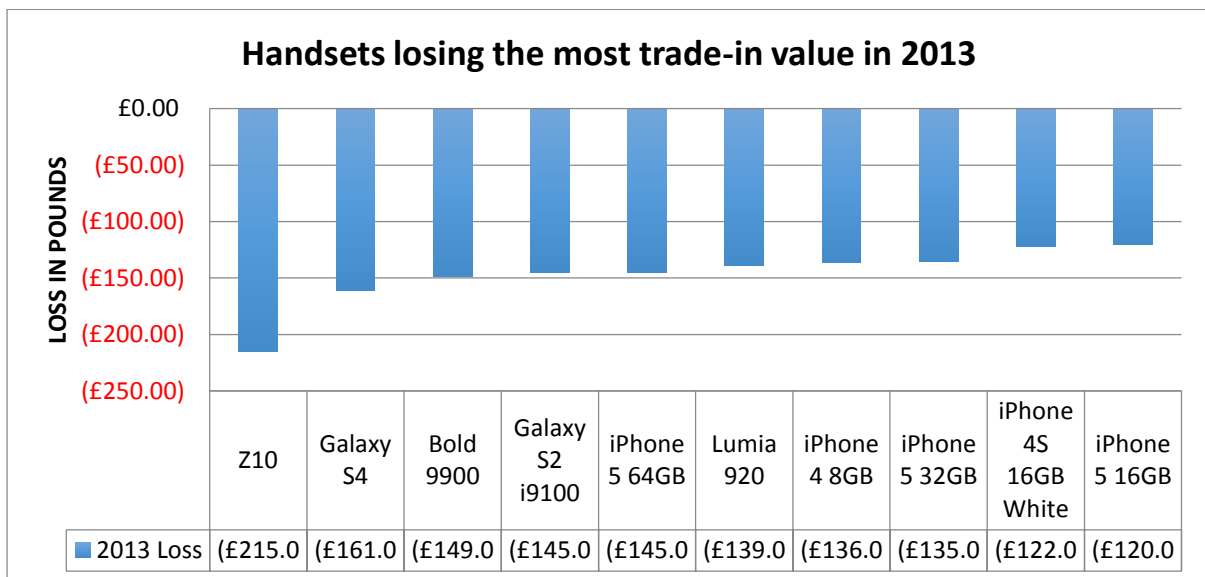
Apple's iPhone 5 64GB is also in the top five phones losing the most value this year – depreciation by 145 GBP/237.29 USD between January and December.

The table (Table 2.0) and graph (2.1) below show the top ten mobile phones losing trade-in value in 2013 – the top 50 and additional data are attached in the supporting document '[2013 Depreciate](#)'.

Table 2.0

DEVICE		2013 DEPRECIATION			QUARTERLY DEPRECIATION			
Brand	Device	Jan-13	Dec-13	2013 Loss	Q1 loss	Q2 loss	Q3 loss	Q4 loss
BlackBerry	Z10	£315.00	£100.00	-£215.00	-£65.00	-£58.00	-£61.10	-£46.00
Samsung	Galaxy S4	£406.00	£245.00	-£161.00	-£100.00	-£71.00	-£63.00	-£27.00
BlackBerry	Bold 9900	£200.00	£51.00	-£149.00	-£75.00	-£14.77	-£26.25	-£49.00
Samsung	Galaxy S2 i9100	£225.00	£80.00	-£145.00	-£89.00	-£51.06	-£18.80	-£35.00
Apple	iPhone 5 64GB	£405.00	£260.00	-£145.00	-£79.00	-£18.00	-£43.10	-£24.00
Nokia	Lumia 920	£251.00	£112.00	-£139.00	-£39.00	-£48.00	-£28.00	-£34.00
Apple	iPhone 4 8GB	£227.00	£91.00	-£136.00	-£97.00	-£17.00	-£18.05	-£25.00
Apple	iPhone 5 32GB	£387.00	£252.00	-£135.00	-£75.00	-£20.00	-£38.00	-£20.00
Apple	iPhone 4S White 16GB	£253.00	£131.00	-£122.00	-£41.00	-£23.00	-£22.00	-£47.00
Apple	iPhone 5 16GB	£357.00	£237.00	-£120.00	-£57.00	-£28.00	-£48.50	-£20.00

Table 2.1



2.2 - Top Mobile Phone Brands Losing Trade-in Value 2013

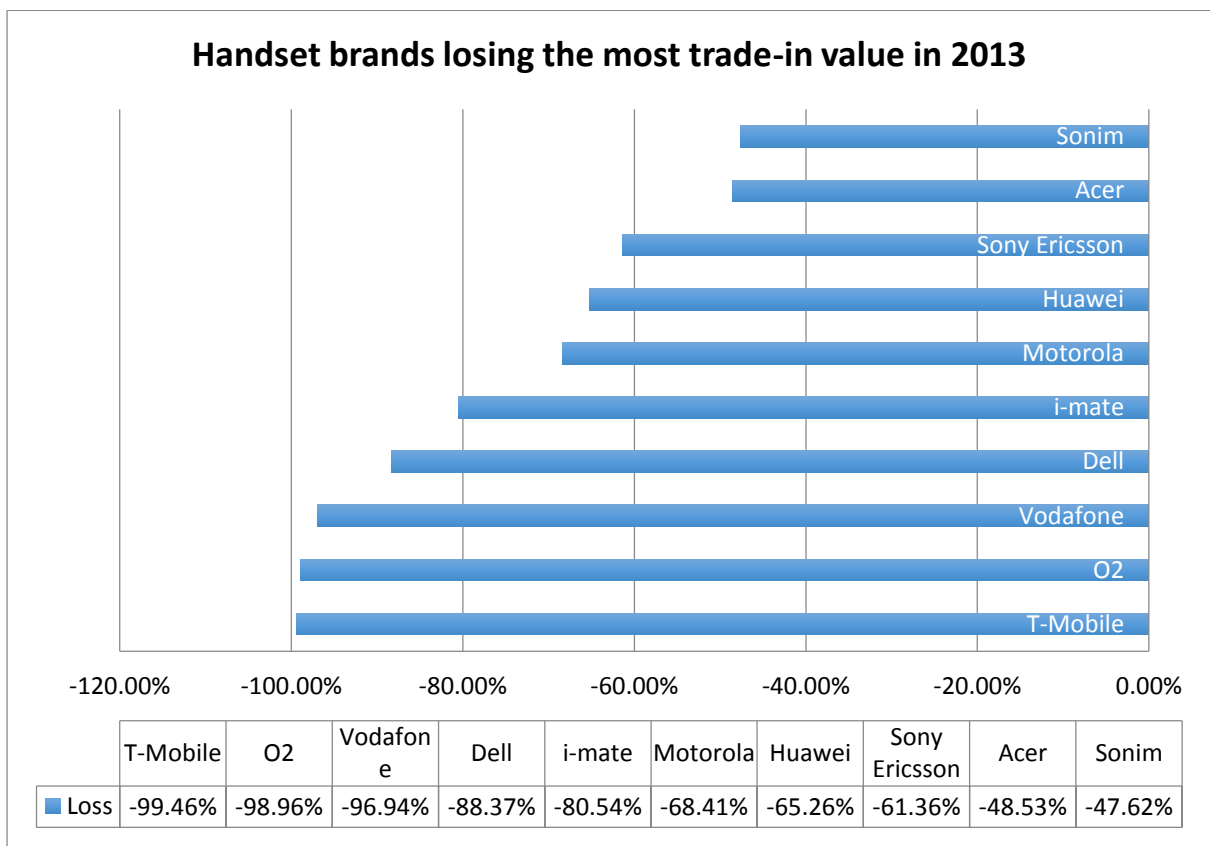
Data from CompareMyMobile shows that the top three mobile phone brands losing the most trade-in value in 2013 almost lost the entirety of their value. T-Mobile, O2 and Vodafone lost a total of 99.46 percent, 98.96 percent and 96.94 percent value in 2013.

The table (Table 2.2) and graph (Table 2.3) below show the top ten mobile phone brands losing the most value in 2013. See additional data in the supporting document '[2013 Depreciate](#)'.

Table 2.2

DEVICE	2013 DEPRECIATION	QUARTERLY DEPRECIATION			
Brand	Loss	Q1 loss	Q2 loss	Q3 loss	Q4 loss
T-Mobile	-99.46%	-17.00%	-19.98%	-76.01%	-96.61%
O2	-98.96%	-20.74%	-16.88%	-93.01%	-77.41%
Vodafone	-96.94%	-15.97%	-46.04%	-87.43%	-46.32%
Dell	-88.37%	-25.58%	0.00%	0.00%	-84.38%
i-mate	-80.54%	-20.08%	-1.31%	-12.39%	-71.84%
Motorola	-68.41%	-31.86%	-24.42%	-25.14%	-16.26%
Huawei	-65.26%	-37.74%	5.64%	-23.50%	-32.95%
Sony Ericsson	-61.36%	-13.68%	-16.68%	-29.15%	-24.14%
Acer	-48.53%	-47.50%	0.50%	-2.61%	0.16%
Sonim	-47.62%	-47.62%	0.00%	0.00%	0.00%

Table 2.3



2.3 - Top Tablet PCs Losing Trade-in Value 2013

Apple's iPad 4 64GB Wi-Fi + 4G is the tablet losing the most value in 2013 – seeing a 273.95 GBP/448.32 USD drop in 2013. In Q1 of 2013 alone, the device lost 202.95 GBP/332.13 USD of its trade-in value.

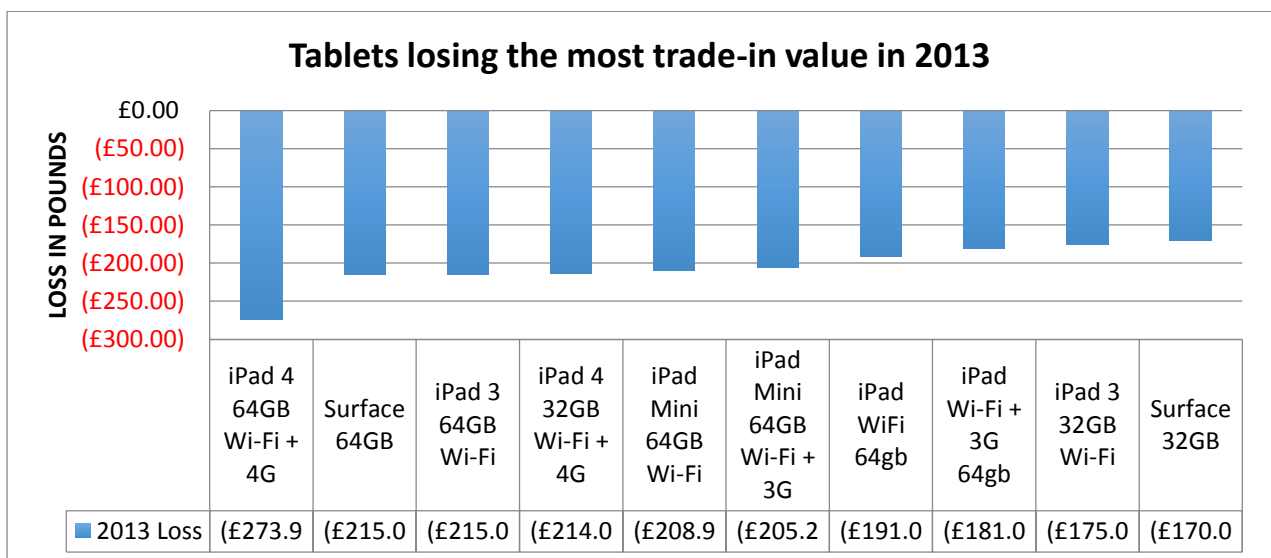
Apple's iPad 3 64GB Wi-Fi, iPad 4 32GB Wi-Fi + 4G and iPad Mini 64GB Wi-Fi are also in the top five tablet PCs losing trade-in value in 2013. The only non-Apple entry to the top 5 is the Microsoft Surface 64GB which comes in at second having lost 215 GBP/351.85 USD of its trade-in value.

The table (Table 2.4) below shows the top ten tablet PCs which lost the most value in 2013. The list of the top 100 can be found in the supporting document '[2013 Depreciate](#)'.

Table 2.4

DEVICE		2013 DEPRECIATION			QUARTERLY DEPRECIATION			
Brand	Device	Jan-13	Dec-13	2013 Loss	Q1 loss	Q2 loss	Q3 loss	Q4 loss
Apple	iPad 4 Wi-Fi + 4G 64GB	£558.95	£285.00	-£273.95	-£202.95	-£32.00	-£20.00	-£37.00
Microsoft	Surface 64GB	£325.00	£110.00	-£215.00	-£45.00	-£50.00	-£51.00	-£95.00
Apple	iPad 3 Wi-Fi 64GB	£440.00	£225.00	-£215.00	-£140.00	-£50.00	-£1.00	-£45.00
Apple	iPad 4 Wi-Fi + 4G 32GB	£479.05	£265.00	-£214.05	-£155.05	-£33.40	-£2.00	-£37.00
Apple	iPad Mini Wi-Fi 64GB	£428.99	£220.00	-£208.99	-£86.00	-£54.00	-£16.00	-£48.00
Apple	iPad Mini Wi-Fi + 3G 64GB	£430.20	£225.00	-£205.20	-£96.20	-£40.00	-£8.00	-£65.00
Apple	iPad WiFi 64GB	£296.00	£105.00	-£191.00	-£30.00	-£176.00	-£21.50	-£12.00
Apple	iPad Wi-Fi + 3G 64GB	£296.00	£115.00	-£181.00	-£38.00	-£166.00	-£6.50	-£27.00
Apple	iPad 3 Wi-Fi 32GB	£380.00	£205.00	-£175.00	-£130.00	-£26.00	-£13.00	-£49.00
Microsoft	Surface 32GB	£275.00	£105.00	-£170.00	-£50.00	-£18.00	-£60.00	-£50.00

Table 2.5



2.4 - Top Tablet Brands Losing Trade-in Value 2013

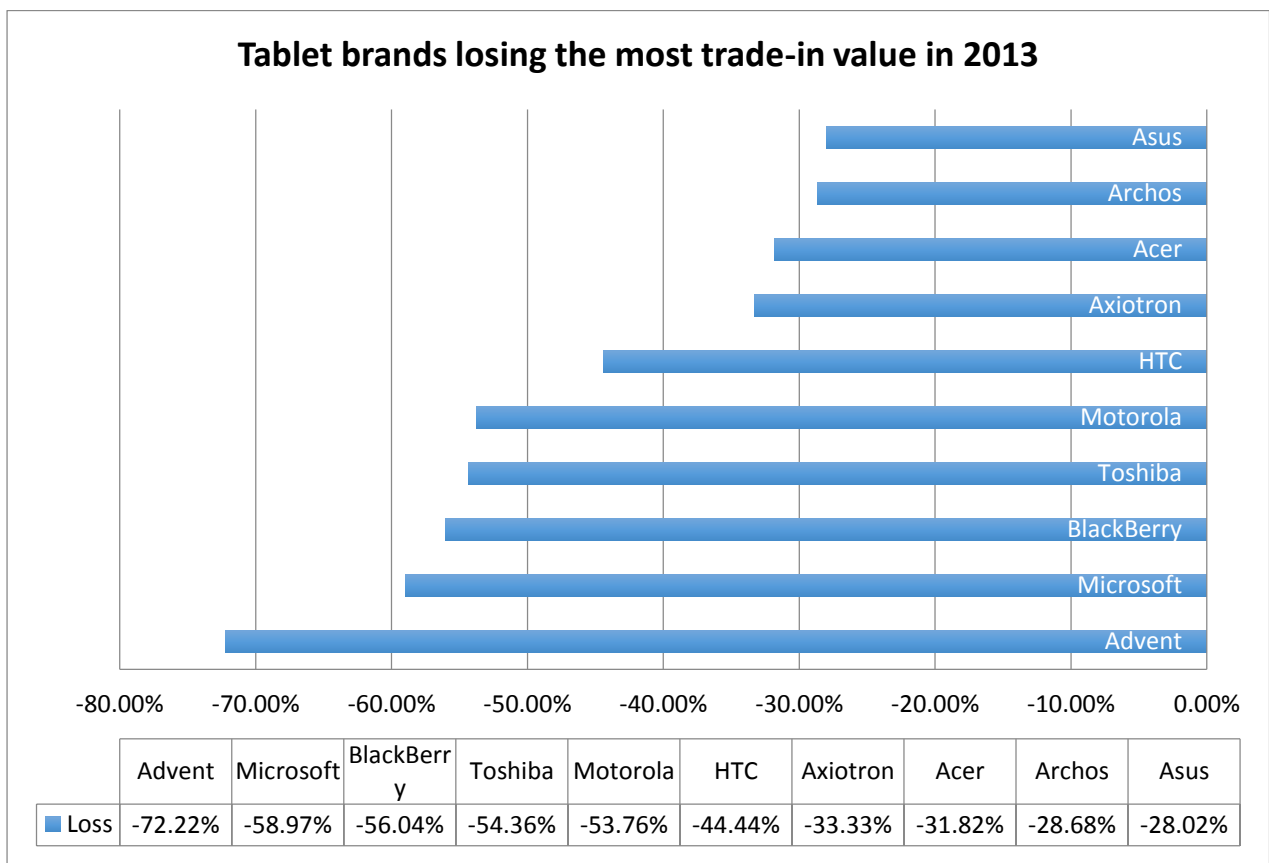
Data from CompareMyMobile shows that the top tablet PC brand losing value most quickly is Advent – which lost 72.22 percent of its value across the tablet range in 2013. Microsoft and BlackBerry follow in second and third, losing a total of 58.97 percent and 56.04 percent respectively.

The table (Table 2.6) and graph (Table 2.7) below show the top tablet PC brands losing trade-in value in 2013 according to CompareMyMobile data between January and December this year. See additional data in the supporting document '[2013 Depreciate](#)'.

Table 2.6

DEVICE	2013 DEPRECIATION	QUARTERLY DEPRECIATION			
Brand	Loss	Q1 loss	Q2 loss	Q3 loss	Q4 loss
Advent	-72.22%	11.11%	-25.00%	-50.00%	-33.33%
Microsoft	-58.97%	0.95%	-12.85%	-24.08%	-38.57%
BlackBerry	-56.04%	-11.54%	-0.31%	-26.79%	-31.91%
Toshiba	-54.36%	-43.40%	0.00%	-19.37%	0.00%
Motorola	-53.76%	-4.93%	-42.47%	48.07%	-42.90%
HTC	-44.44%	-22.96%	-20.19%	-3.21%	-6.64%
Axiotron	-33.33%	-33.33%	0.00%	0.00%	0.00%
Acer	-31.82%	-8.64%	-7.46%	-18.82%	-0.66%
Archos	-28.68%	-0.74%	-25.93%	20.00%	-19.17%
Asus	-28.02%	-4.11%	-20.11%	27.52%	-26.32%

Table 2.7



3.0 TOP TRADE-IN VALUES 2013-14

3.1 - Most Valuable Mobile Phones 2013

Six out of the ten top mobile phones attracting the highest trade-ins values in 2013 were devices released this year. For example, Samsung's Galaxy S4, released in April, saw a trade-in value of 406 GBP/664.42 USD and Apple's iPhone 5S 64GB saw a high trade-in value of 480 GBP/785.81 USD.

Aside from these new releases, Apple's iPhone 5 models still offered high trade-in values, like a peak of 405 GBP/662.78 USD for the 64GB version.

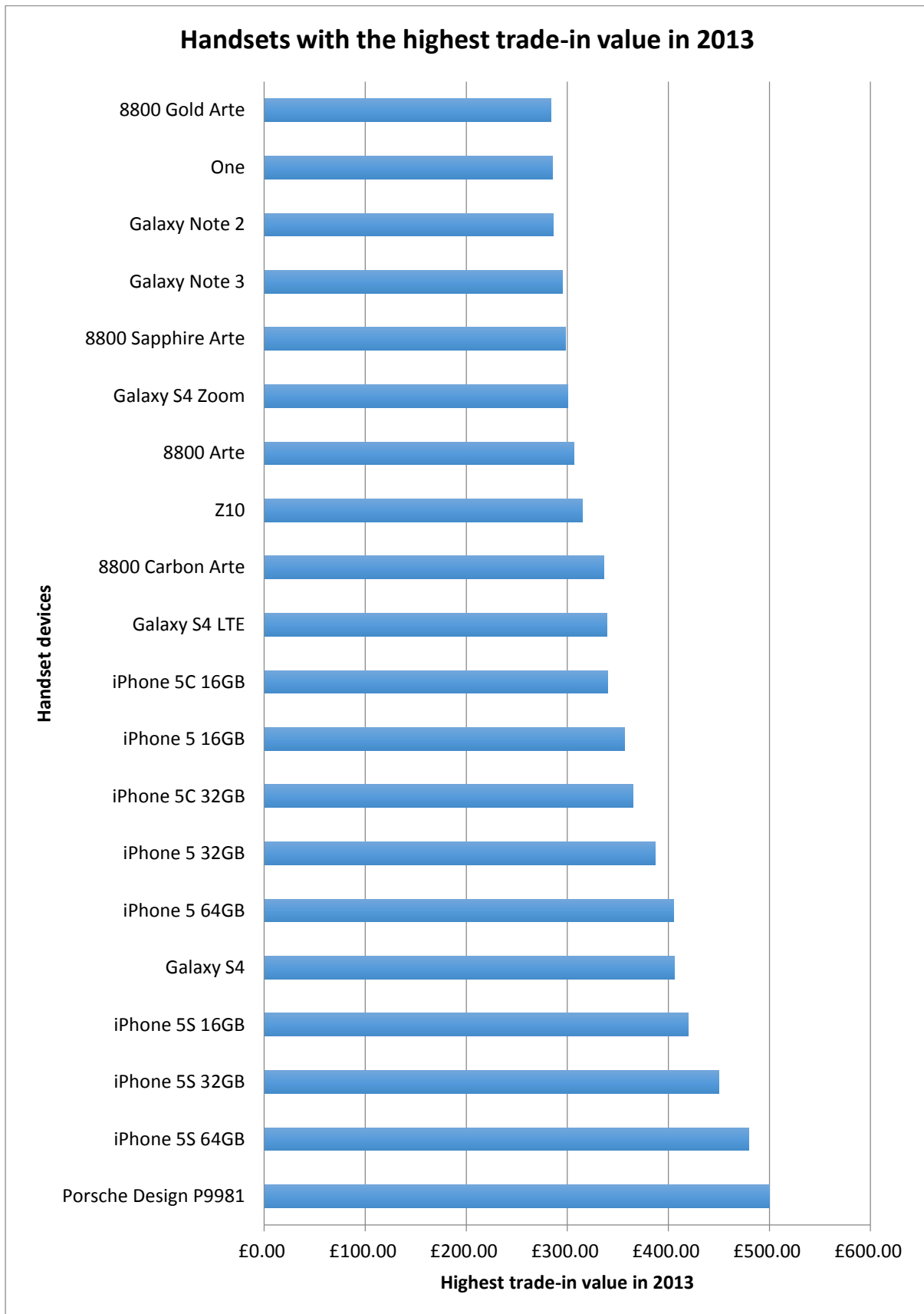
BlackBerry's Porsche Design P9981 offered the highest trade-in value of the year at 500 GBP/818.25 USD.

The table (Table 3.0) and graph (Table 3.1) below show the mobile phone devices which offered the highest trade-in values in 2013 – a list of the top 100 and additional data can be found in the supporting document '[2013 Value](#)'.

Table 3.0

DEVICE		2013 TOP VALUE	QUARTERLY TOP VALUE			
Brand	Device	Highest Price in 2013	Highest Q1	Highest Q2	Highest Q3	Highest Q4
BlackBerry	Porsche Design P9981	£500.00	£500.00	£360.00	£360.00	£360.00
Apple	iPhone 5S 64GB	£480.00	N/A	N/A	£465.00	£480.00
Apple	iPhone 5S 32GB	£450.00	N/A	N/A	£440.00	£450.00
Apple	iPhone 5S 16GB	£420.00	N/A	N/A	£417.00	£420.00
Samsung	Galaxy S4	£406.00	£350.00	£406.00	£335.00	£272.00
Apple	iPhone 5 64GB	£405.00	£405.00	£328.00	£328.10	£284.00
Apple	iPhone 5 32GB	£387.00	£387.00	£312.00	£311.50	£272.00
Apple	iPhone 5C 32GB	£365.00	N/A	N/A	£355.00	£365.00
Apple	iPhone 5 16GB	£357.00	£357.00	£303.00	£303.50	£257.00
Apple	iPhone 5C 16GB	£340.00	N/A	N/A	£330.00	£340.00

Table 3.1



3.2 - Most Valuable Mobile Phone Brands 2013

Due to its BlackBerry Porsche Design P9981 smartphone, BlackBerry was the brand to offer the highest value for a smartphone on CompareMyMobile in 2013. Apple came in second, with a high trade-in value of 480 GBP/785.52 USD in Q4.

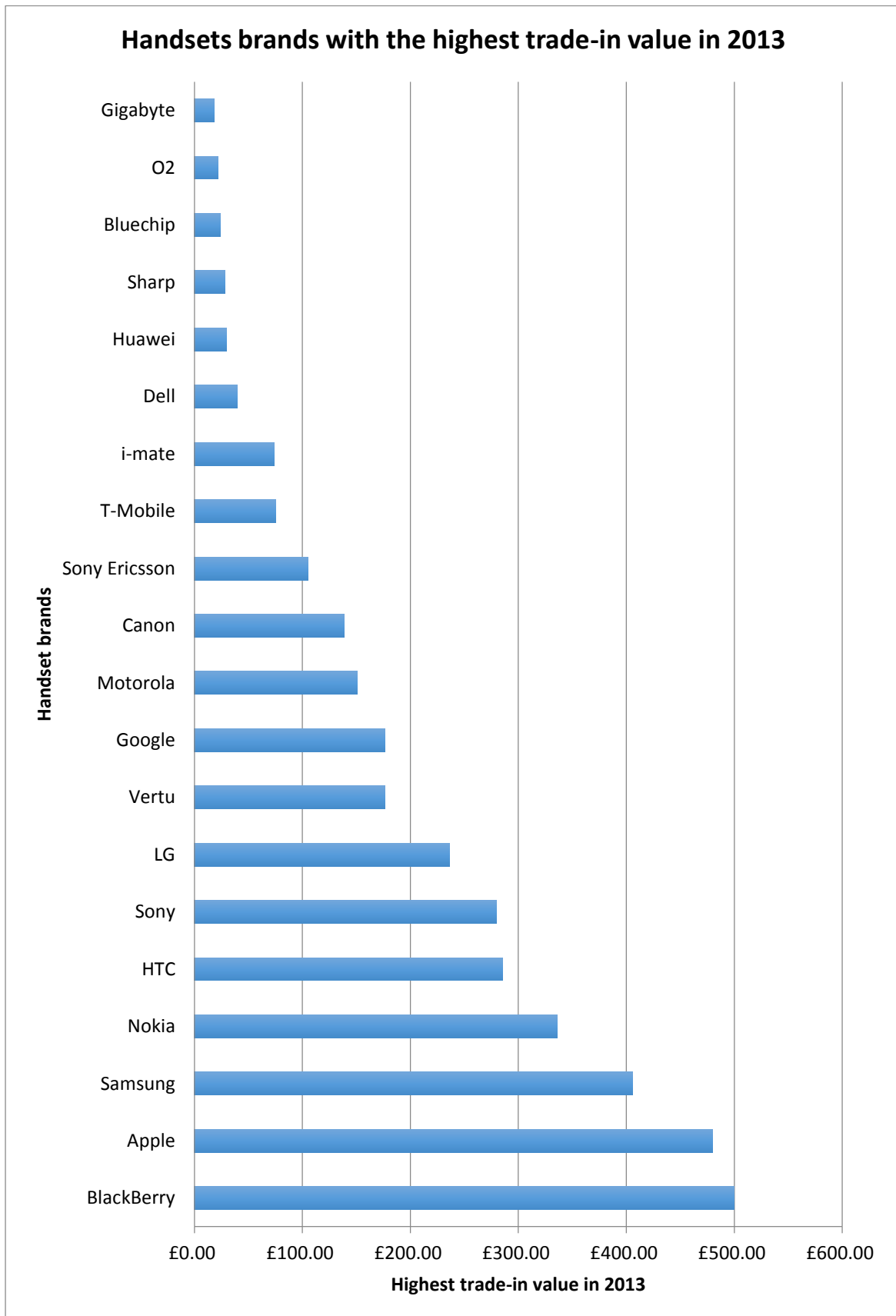
Samsung is the third top valuable mobile phone brand – reaching a quarterly top value of 406 GBP/664.42 USD in Q2.

The table (Table 3.2) and graph (Table 3.3) below show the most valuable mobile phone brands of 2013. See additional data in the supporting document '[2013 Value](#)'.

Table 3.2

MANUFACTURER	2013 TOP VALUE	QUARTERLY TOP VALUE			
Brand	Highest Price in 2013	Highest Q1	Highest Q2	Highest Q3	Highest Q4
BlackBerry	£500.00	£500.00	£360.00	£360.00	£360.00
Apple	£480.00	£405.00	£328.00	£465.00	£480.00
Samsung	£406.00	£350.00	£406.00	£335.00	£295.00
Nokia	£336.00	£284.00	£312.78	£336.00	£300.25
HTC	£285.00	£213.00	£285.00	£281.00	£265.00
Sony	£280.00	£244.00	£255.00	£239.00	£280.00
LG	£236.02	£121.70	£236.02	£75.00	£181.00
Vertu	£176.00	£173.00	£172.00	£176.00	£172.00
Google	£176.00	£176.00	£165.00	£156.00	£135.00
Motorola	£151.00	£151.00	£101.00	£90.00	£91.06

Table 3.3



3.3 - Most Valuable Tablet PCs 2013

Apple dominated the list of the top ten most valuable tablet PCs of 2013 – with its devices making up all ten of the top price offerings on CompareMyMobile this year.

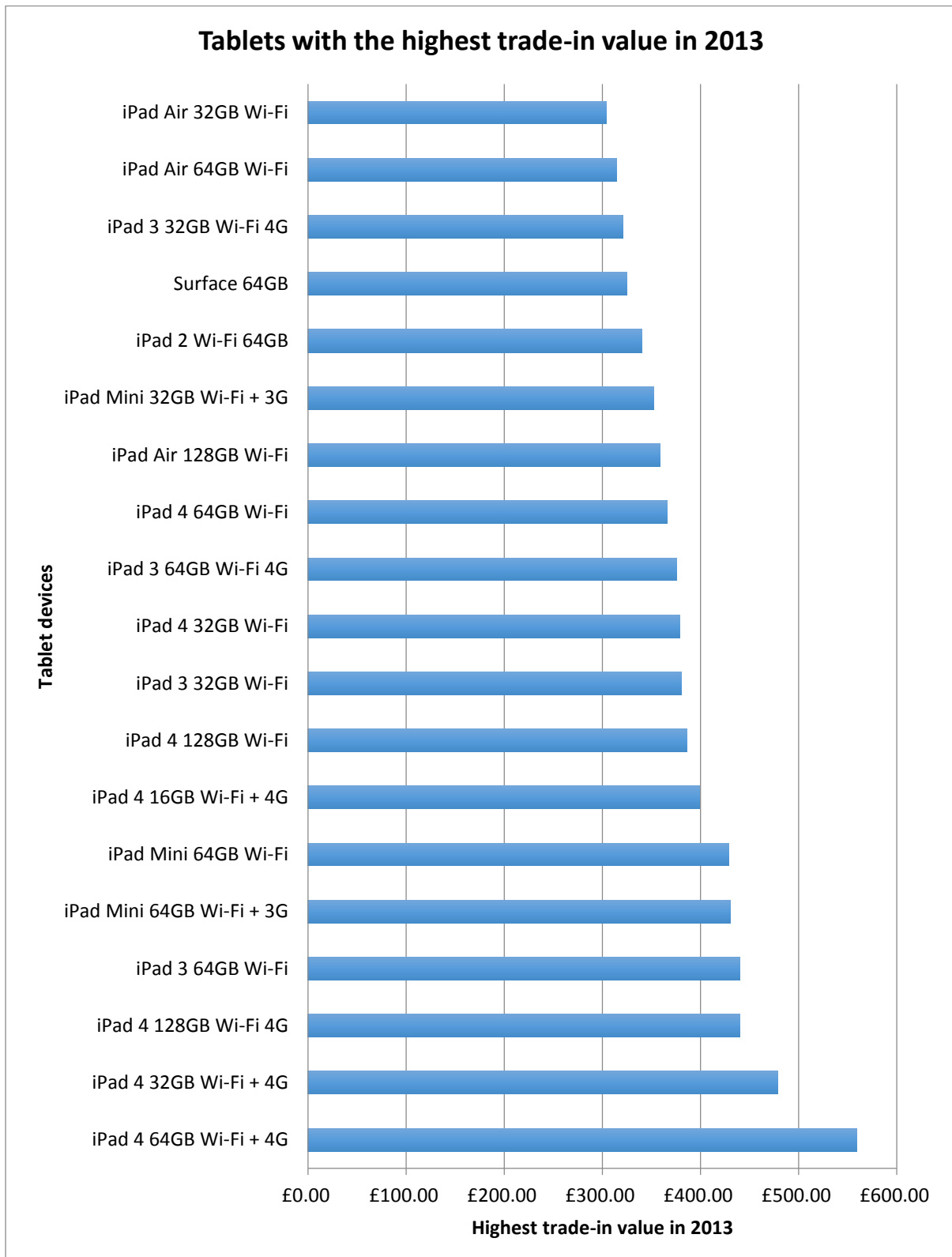
The iPad 4 64GB Wi-Fi + 4G had the highest trade-in value attached - 558.95 GBP/914.72 USD in Q1 2013. The iPad 4 32GB Wi-Fi + 4G and iPad 4 128GB Wi-Fi + 4G follow in second and third, seeing trade-in values of 479.05 GBP/783.97 USD and 440 GBP/720.06 USD respectively.

The graph (Table 3.5) and table (Table 3.4) below show the top ten most valuable tablet PC devices of 2013 – the top 100 and additional data can be found in the supporting document '[2013 Value](#)'.

Table 3.4

DEVICE		2013 TOP VALUE	QUARTERLY TOP VALUE			
Brand	Device	Highest Price in 2013	Highest Q1	Highest Q2	Highest Q3	Highest Q4
Apple	iPad 4 64GB Wi-Fi + 4G	£558.95	£558.95	£367.00	£335.00	£322.00
Apple	iPad 4 32GB Wi-Fi + 4G	£479.05	£479.05	£333.40	£302.00	£302.00
Apple	iPad 4 128GB Wi-Fi 4G	£440.00	£440.00	£400.00	£361.00	£361.00
Apple	iPad 3 64GB Wi-Fi	£440.00	£440.00	£320.00	£271.00	£270.00
Apple	iPad Mini 64GB Wi-Fi + 3G	£430.20	£430.20	£334.00	£294.00	£290.00
Apple	iPad Mini 64GB Wi-Fi	£428.99	£390.00	£334.00	£282.00	£268.00
Apple	iPad 4 16GB Wi-Fi + 4G	£399.03	£399.03	£310.83	£284.00	£285.00
Apple	iPad 4 128GB Wi-Fi	£386.00	£386.00	£350.00	£332.00	£332.00
Apple	iPad 3 32GB Wi-Fi	£380.00	£380.00	£266.00	£253.00	£254.00
Apple	iPad 4 32GB Wi-Fi	£379.06	£379.06	£310.83	£285.00	£286.00

Table 3.5



3.4 - Most Valuable Tablet PC Brand 2013

Apple also lead the way as the most valuable tablet PC brand of 2013 – with a top trade-in value of 558.95 GBP/914.72 USD offered for the iPad 4 64GB Wi-Fi + 4G.

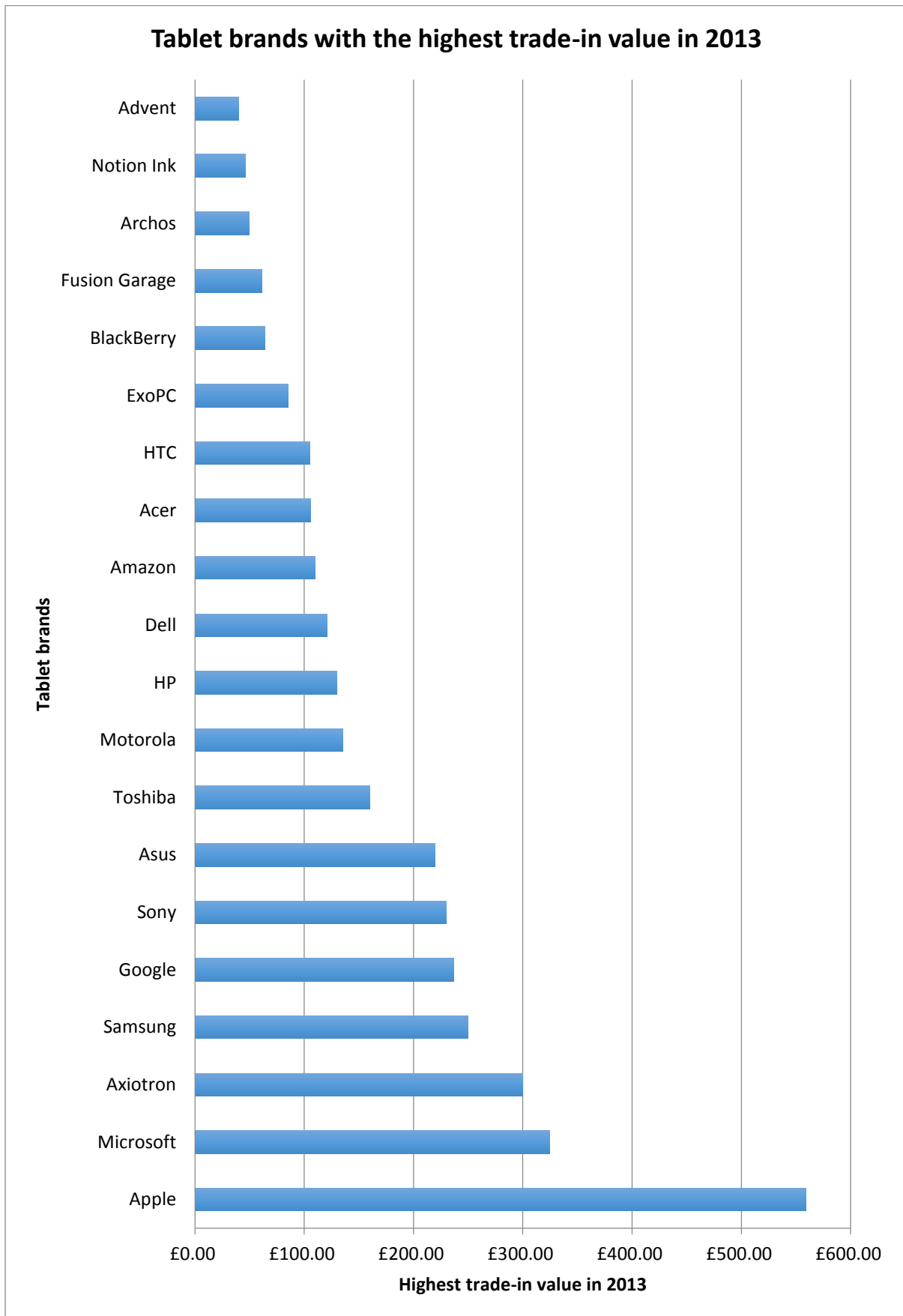
Microsoft follows as the second most valuable tablet PC brand with a top device trade-in value of 325 GBP/531.86 USD this year, and Axiotron comes in third with a top value of 300 GBP/490.95 USD.

The table (Table 3.6) and chart (Table 3.7) below show the top 10 most valuable tablet PC brands of 2013 in order. The top 20 can be found in the supporting document '[2013 Value](#)'.

Table 3.6

MANUFACTURER	2013 TOP VALUE	QUARTERLY TOP VALUE			
Brand	Highest Price in 2013	Highest Q1	Highest Q2	Highest Q3	Highest Q4
Apple	£558.95	£558.95	£428.99	£361.00	£361.00
Microsoft	£325.00	£325.00	£301.00	£251.00	£205.00
Axiotron	£300.00	£300.00	£200.00	£200.00	£200.00
Samsung	£250.00	£250.00	£160.00	£151.10	£190.00
Google	£237.00	£236.00	£236.00	£236.00	£237.00
Sony	£230.00	£126.00	£88.00	£88.00	£230.00
Asus	£220.00	£150.00	£150.00	£220.00	£175.00
Toshiba	£160.00	£160.00	£82.00	£82.00	£55.00
Motorola	£135.00	£135.00	£135.00	£125.00	£125.00
HP	£130.00	£120.00	£120.00	£130.00	£130.00

Table 3.7



4.0 OPERATING SYSTEMS 2013

4.1 Top traded-in iOS phones 2013

iOS devices make up 30.11 percent of all trade-ins in 2013

Table 4.1 shows that Apple's iPhone 4 16GB was the top traded-in iOS phone in 2013, making up an average 8.93 percent of all trade-ins on CompareMyMobile in 2013. The iPhone 4S 16GB follows as the second top traded-in iOS device, peaking to make up 8.38 percent of all trade-ins in Q4 2013, almost matching the iPhone 4 16GB 9.74 percent share in Q4.

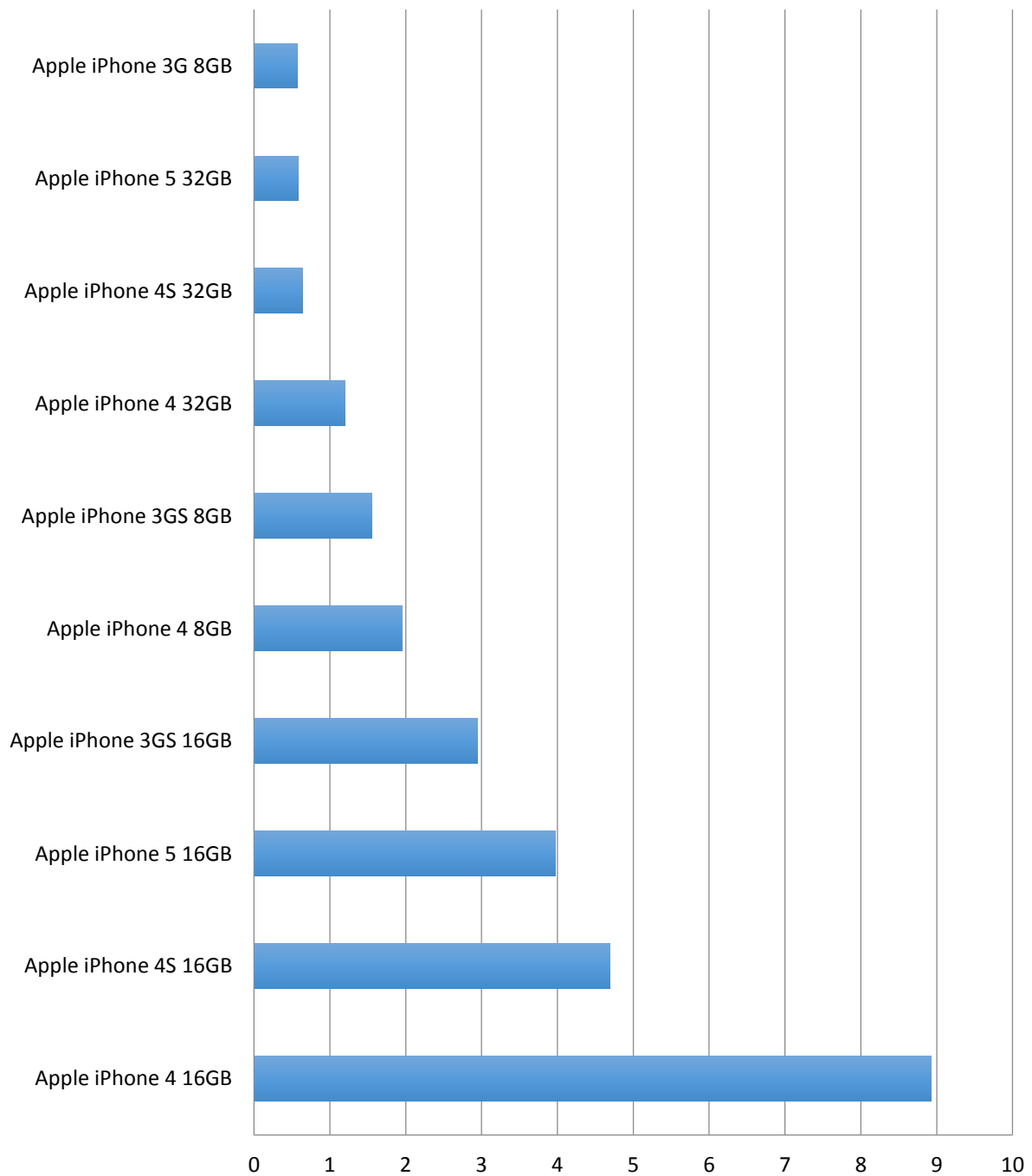
The graph (table 4.2) and table show that 16GB versions of various iPhone models make up the top four traded-in iOS device of 2013. Additional data can be found in '2013 OS'.

Table 4.1

iOS PHONE	2013 AVG	AVERAGE % SHARE OF TRADE-INS			
Device	AVG % 2013	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %
Apple iPhone 4 16GB	8.93	9.59	8.47	8.15	9.74
Apple iPhone 4S 16GB	4.69	3.77	3.35	4.35	8.38
Apple iPhone 5 16GB	3.98	1.93	2.79	6.79	4.99
Apple iPhone 3GS 16GB	2.95	5.68	2.83	1.75	1.09
Apple iPhone 4 8GB	1.95	1.51	1.3	1.78	3.73
Apple iPhone 3GS 8GB	1.55	2.98	1.32	0.9	0.86
Apple iPhone 4 32GB	1.2	1.44	1.04	0.94	1.46
Apple iPhone 4S 32GB	0.64	0.5	0.43	0.66	1.14
Apple iPhone 5 32GB	0.58	0.45	0.43	0.73	0.82
Apple iPhone 3G 8GB	0.57	0.89	0.59	0.51	0.21

Table 4.2

iOS specific - % avg share of trade-ins 2013



	Apple iPhone 4 16GB	Apple iPhone 4S 16GB	Apple iPhone 5 16GB	Apple iPhone 3GS 16GB	Apple iPhone 4 8GB	Apple iPhone 3GS 8GB	Apple iPhone 4 32GB	Apple iPhone 4S 32GB	Apple iPhone 5 32GB	Apple iPhone 3G 8GB
■ AVG % 2013	8.93	4.69	3.98	2.95	1.95	1.55	1.2	0.64	0.58	0.57

Average percent of trade-ins (0-100%)

4.2 Top Traded-in Android Phones 2013

Android devices make up 34.02 percent of all trade-ins in 2013

Samsung's Galaxy S3 is the top traded-in Android device of 2013 according to data from CompareMyMobile. The device, on average, made up 5.92 percent of all trade-ins on the site throughout the year, making up an average of 8.84 percent of all trade-ins in the fourth quarter.

The Galaxy S2 i9100 from Samsung is the second top traded-in Android device – which grew to make up an average of 6 percent of trade-ins in Q4 2013.

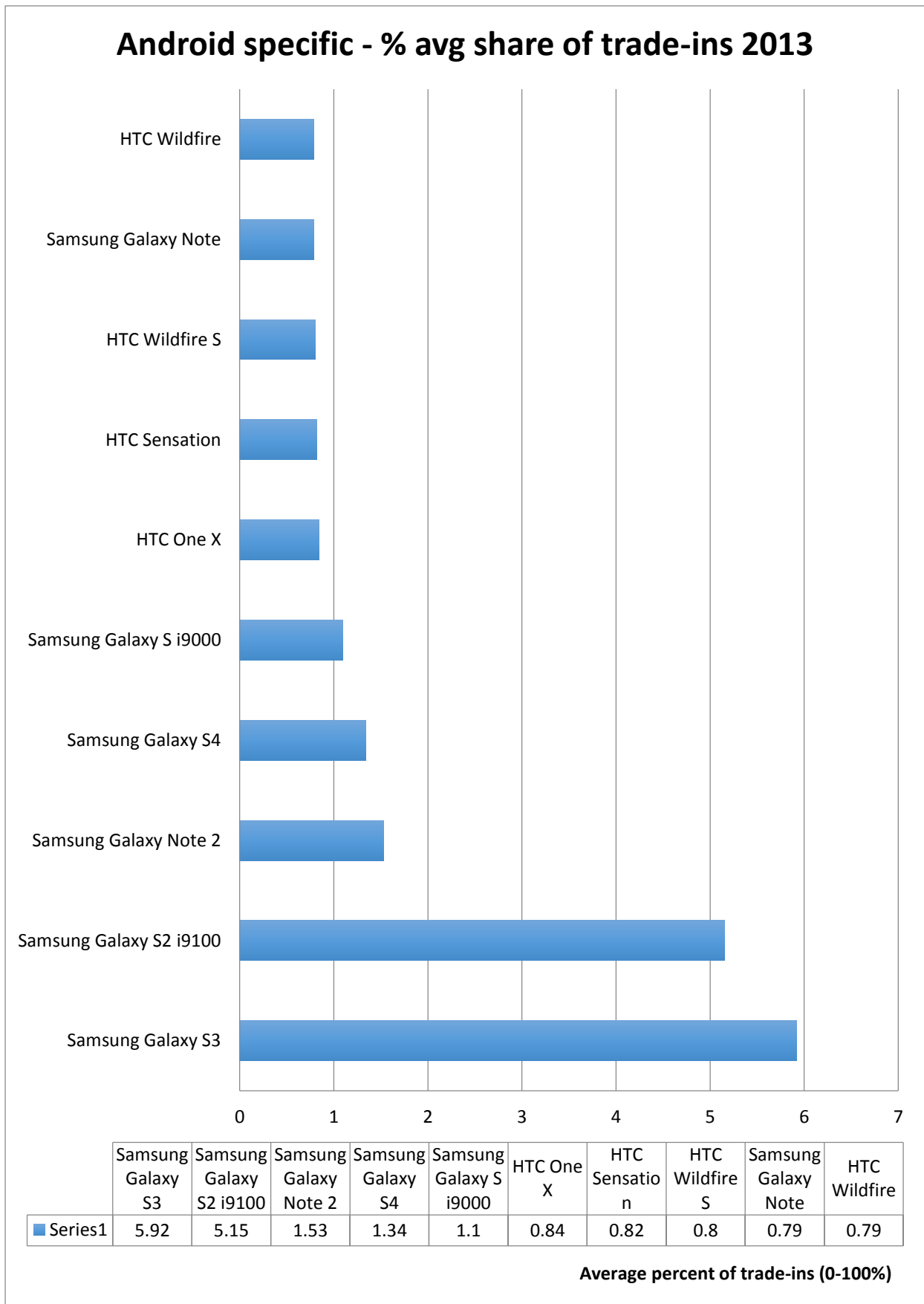
All five of the top traded-in Android devices are from Samsung, with HTC devices making up four out of the top ten traded in this year.

See the top traded-in Android devices of 2013 in Table 4.3 and Table 4.4 – additional data can be found in the supporting document '[2013 OS](#)'.

Table 4.3

ANDROID PHONE	2013 AVG	AVERAGE % SHARE OF TRADE-INS			
Device	AVG % 2013	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %
Samsung Galaxy S3	5.92	5.75	4.78	5.16	8.84
Samsung Galaxy S2 i9100	5.15	4.83	4.47	5.64	6
Samsung Galaxy Note 2	1.53	0.47	1.44	2.05	2.41
Samsung Galaxy S4	1.34	N/A	0.83	2.01	3.03
Samsung Galaxy S i9000	1.1	1.72	1.21	0.73	0.59
HTC One X	0.84	0.69	0.86	0.72	1.13
HTC Sensation	0.82	0.64	0.73	0.93	1.05
HTC Wildfire S	0.8	0.49	1	0.94	0.72
Samsung Galaxy Note	0.79	0.95	0.67	0.79	0.76
HTC Wildfire	0.79	0.98	1.02	0.62	0.38

Table 4.4



4.3 Top Traded-in Windows Phone Devices 2013

Windows devices make up 3.49 percent of all trade-ins in 2013

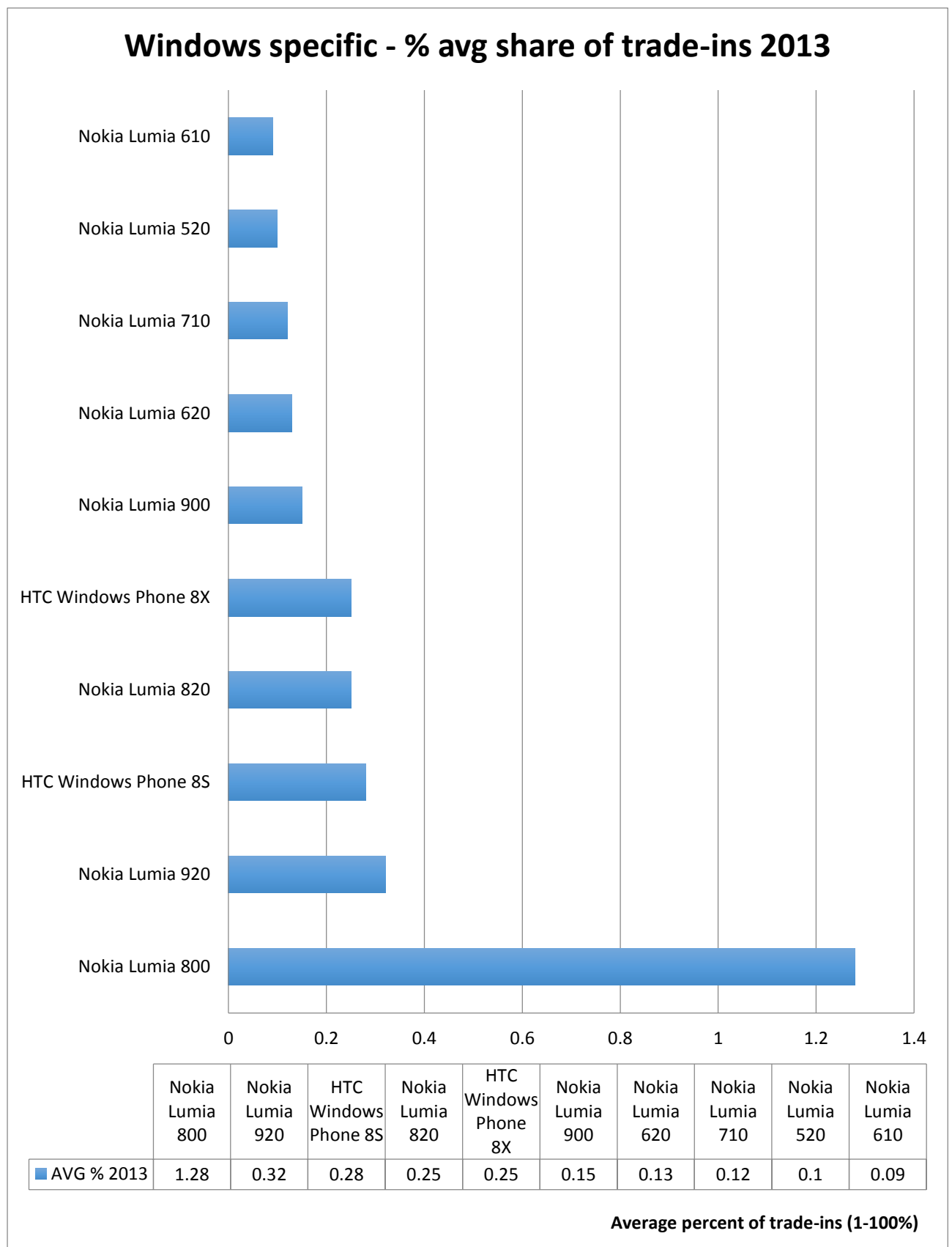
CompareMyMobile data shows that Nokia's Lumia 800 was the top traded-in phone of 2013, making up 1.28 percent of all trade-ins on the site. This is considerably lower than the share that the top Android and iOS devices made up.

Nokia devices make up eight of the top ten trade-in Windows devices of 2013, with the HTC Windows Phone 8S and HTC Windows Phone 8X being the only other two in the list. See Tablet 4.5 and Table 4.6 for the top ten traded-in Windows devices. Additional data can be found in attached document '2013 OS'.

Table 4.5

WINDOWS PHONE	2013 AVG	AVERAGE % SHARE OF TRADE-INS			
Device	AVG % 2013	Q1 - AVG %	Q2 - AVG %	Q3 - AVG %	Q4 - AVG %
Nokia Lumia 800	1.28	1.13	1.32	1.53	1.1
Nokia Lumia 920	0.32	0.12	0.36	0.49	0.28
HTC Windows Phone 8S	0.28	0.2	0.35	0.27	0.31
Nokia Lumia 820	0.25	0.15	0.24	0.35	0.28
HTC Windows Phone 8X	0.25	0.33	0.22	0.21	0.24
Nokia Lumia 900	0.15	0.12	0.24	0.16	0.07
Nokia Lumia 620	0.13	0.02	0.16	0.17	0.2
Nokia Lumia 710	0.12	0.1	0.12	0.15	0.1
Nokia Lumia 520	0.1	N/A	0.02	0.2	0.24
Nokia Lumia 610	0.09	0.04	0.13	0.12	0.06

Table 4.6



ABOUT COMPAREMYMOBILE

The majority of the CompareMyMobile team have been in the mobile phone industry for over ten years, working with distributions companies such as Dextra Solutions, 20:20 Mobile Group and Kondor Accessories. Projects have also been completed with household names such as T-Mobile, Samsung and Carphone Warehouse (Best Buy).

Launched back in 2009, the site and iOS/Android apps give people impartial advice on where to get the most money for their old phone, offering consumer reviews and price comparison to give the customer confidence in making the right decision on where to send their old gadgets.

Since launch, the site has quoted customers over 52 million GBP/85 million USD, potentially earning UK consumers 43 percent extra by allowing them to compare recycle values.

CONTACTS FOR ADDITIONAL MEDIA AND ORIGINAL DETAILED REPORTS

The information, graphs and charts in this report are intended for use in online news articles, blogs and social media. Larger graphics are available in the [supporting documents](#). Any custom information can be requested from the following contacts:

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Our press page, which shows examples of previous media coverage, can be found at: <http://www.comparemymobile.com/press>

We have been previously mentioned in:

