

**Top Five Smartphone Vendors, Shipments, Market Share and Year-Over-Year Growth, Q3 2014
Preliminary Data (Units in Millions)**

Vendor	2014Q3 Shipment Volumes	2014Q3 Market Share	2013Q3 Shipment Volumes	2013Q3 Market Share	3Q14/3Q13 Change
1. Samsung	78.1	23.8%	85.0	32.5%	-8.2%
2. Apple	39.3	12.0%	33.8	12.9%	16.1%
3. Xiaomi	17.3	5.3%	5.6	2.1%	211.3%
4. Lenovo*	16.9	5.2%	12.3	4.7%	38.0%
4. LG*	16.8	5.1%	12.0	4.6%	39.8%
Others	159.2	48.6%	113.0	43.2%	40.8%
Total	327.6	100.0%	261.7	100.0%	25.2%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, October 29, 2014

Notes:

- Data is preliminary and subject to change.
- Vendor shipments are branded shipments and exclude OEM sales for all vendors. The vendor names reflected in this release represent the current parent company (or holding company) for all brands, regardless of the date of mergers or acquisitions.
- * IDC declares a statistical tie in the worldwide mobile phone market when there is less than 0.1% difference in the market share (based on shipments) of two or more vendors.