

**Top Five Tablet Vendors, Shipments, Market Share, and Year-Over-Year Growth, Third Quarter 2014 (Preliminary Results, Shipments in millions)**

<b>Vendor</b>	<b>3Q14 Unit Shipments</b>	<b>3Q14 Market Share</b>	<b>3Q13 Unit Shipments</b>	<b>3Q13 Market Share</b>	<b>Year-over-Year Growth</b>
1. Apple	12.3	22.8%	14.1	29.2%	-12.8%
2. Samsung	9.9	18.3%	9.3	19.3%	5.6%
3. ASUS	3.5	6.5%	3.6	7.4%	-0.9%
4. Lenovo	3.0	5.7%	2.3	4.8%	30.6%
5. RCA	2.6	4.9%	0.9	1.8%	194.0%
Others	22.5	41.8%	18.1	37.4%	24.4%
<b>Total</b>	<b>53.8</b>	<b>100.0%</b>	<b>48.3</b>	<b>100.0%</b>	<b>11.5%</b>

Source: IDC Worldwide Quarterly Tablet Tracker, October 30, 2014

**Notes:**

- Data is preliminary and subject to change.
- References to "tablets" in this release include both slate tablets and 2-in-1 devices.
- 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.