

Top Five Tablet Vendors, Shipments, and Market Share, First Quarter 2013 (Shipments in millions)

Vendor	1Q13 Unit Shipments	1Q13 Market Share	1Q12 Unit Shipments	1Q12 Market Share	Year-over-Year Growth
1. Apple	19.5	39.6%	11.8	58.1%	65.3%
2. Samsung	8.8	17.9%	2.3	11.3%	282.6%
3. ASUS	2.7	5.5%	0.6	3.1%	350.0%
4. Amazon.com Inc.	1.8	3.7%	0.7	3.6%	157.1%
5. Microsoft	0.9	1.8%	0.0	N/A	N/A
Others	15.5	31.5%	4.9	24.1%	216.3%
Total	49.2	100.0%	20.3	100.0%	142.4%

Source: IDC Worldwide Tablet Tracker, May 1, 2013.

See additional Table Notes following the last table.

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Top Tablet Operating Systems, Shipments, and Market Share, 2013 Q1 (Shipments in Millions)

Vendor	1Q13 Unit Shipments	1Q13 Market Share	1Q12 Unit Shipments	1Q12 Market Share	Year-over-Year Growth
Android	27.8	56.5%	8.0	39.4%	247.5%
iOS	19.5	39.6%	11.8	58.1%	65.3%
Windows	1.6	3.3%	0.2	1.0%	700.0%
Windows RT	0.2	0.4%	0.0	N/A	N/A
Others	0.1	0.2%	0.2	1.0%	-50.0%

Total	49.2	100.0%	20.3	100.0%	142.4%
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Source: IDC Worldwide Tablet Tracker, May 1, 2013

Table Notes:

- All data are preliminary and subject to change. Vendor shipments are branded shipments and exclude OEM sales for all vendors.
- Some IDC estimates prior to financial earnings reports.
- Shipments include shipments to distribution channels or end users. OEM sales are counted under the vendor/brand under which they are sold.
- IDC considers all LCD-based slate devices with screens between 7 and 16 inches as tablets, regardless of whether or not they include a removable keyboard (such as the Surface RT). Convertible devices with non-removable keyboards (such as Lenovo's Yoga) are not counted as Tablets.