

Exhibit 38

nielsenwire

- [Consumer](#)
- [Featured Insights](#)
- [Global](#)
- [Media + Entertainment](#)
- [Online + Mobile](#)

[nielsen.com](#) | [contact us](#) | [careers](#)



- [Reports + Downloads](#)

[Home](#) » [Online + Mobile](#)

Email

226

405

1107

64

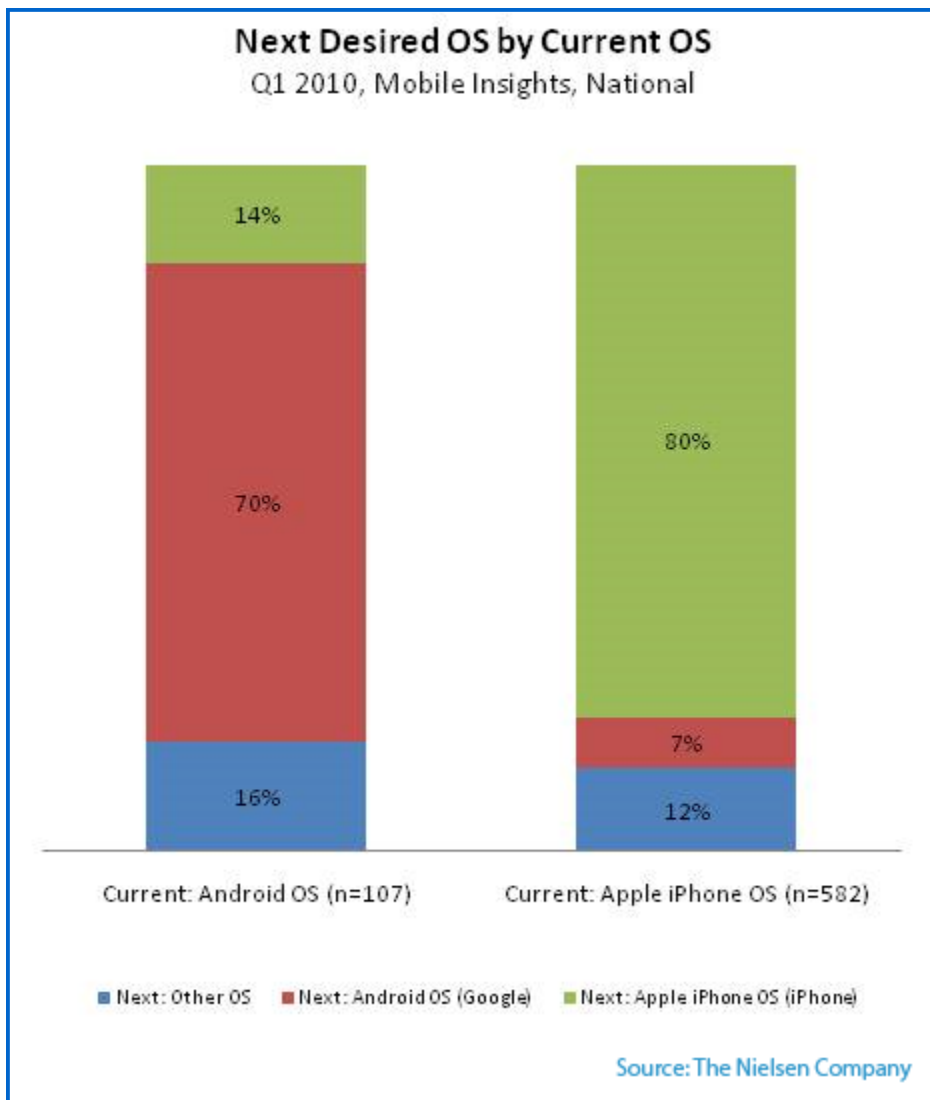
6

iPhone vs. Android

June 4, 2010

Don Kellogg, Senior Manager, Research and Insights/Telecom Practice, The Nielsen Company

Whether it's checking email on the go, connecting with friends through social networks or using turn-by-turn navigation, the capabilities of smartphones are convincing more and more consumers to make the leap from a simple mobile phone to a more sophisticated device. As of Q1 '10, Nielsen data shows that 23% of mobile consumers now have a smartphone, up from just 16% in Q2 '09.



Finally, usage profiles for Android and iPhone are more like each other than the rest of the smartphone market. With a broader selection of titles available to them, predictably iPhone customers are more likely to have downloaded a game or played online, but Android users appear to be using their phones for a wide range of activities as well. Android users were more likely to engage in file-transfer activities like downloading ringtones, pictures, wallpaper and uploads.