

Medical Office Systems, LLC

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Market Share Shenanigans

Often you will see conflicting claims by vendors that their product is most popular, and they will cite some statistic to prove it. Who is right? As always, the "Devil is in the Details".

For example, Microsoft recently claimed Windows 10 had the fastest adoption rate ever for any operating system. Well, yeah, but it was free and that was only for the first month. Another example: many people believe Apple is the most popular operating system, but not so. Here is a breakdown and my analysis...

Operating System Market Share

Desktop Operating Systems (no Smartphones or Tablets*)	Percent	Smartphone and Tablet* Operating Systems	Percent
Microsoft Windows (all versions)	88%	Apple iOS (all versions)	54%
Apple OS-X (all versions)	6%	Android/Java (all versions)	39%
Linux (all versions)	2%	WindowsMobile	2%
All Other	4%	Symbian, Blackberry + All Other	5%

Tablet* This is a tricky category. For purposes of this discussion, "Tablet" means a device with a mobile operating system. That means the Microsoft Surface, which nominally is a tablet but comes with a Desktop Operating System, is therefore counted in the "Desktop" category. This also applies to "Browsers" below.

Comment: Eye-opening numbers, especially for smartphones: BlackBerry, which dominated the ranks until 2010, has disastrously tumbled into the "All Other" category. Likewise, to see the recently discontinued Amazon "Fire" smartphone market share requires an electron microscope. If Windows 10 Mobile does not rescue smartphone market share for Microsoft, it too will become "All Other". In the Desktop category, Windows had been as high as 95% as recently as 2007, has slipped to 88% by 2015.

Web Browser Market Share

Desktop Browsers (no Smartphones or Tablets*)	Percent	Smartphone and Tablet* Browsers	Percent
Internet Explorer** (all versions)	55%	Chrome/Android (all versions)	49%
Google Chrome (all versions)	26%	Safari (all versions)	39%
Fire Fox*** (all versions)	12%	Opera (all versions)	5%
Safari (all versions)	5%	Internet Explorer**	2%
All Other	2%	All Other	5%

Internet Explorer:** There is no Internet Explorer for Apple OS-X or iOS mobile operating systems.

Fire Fox*:** There is no version of Fire Fox for SmartPhone or Tablets.

Comment: Not too surprising in this category: most people use the browser that came with their computer. However, Google's Chrome is gaining a bit over Internet Explorer and Safari. What the numbers do not show is how fast Fire Fox is sinking: it has traded places with Google Chrome in the span of just two years.

Source: **Net Market Share, Inc.** <https://www.netmarketshare.com/>

-John Becker

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