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iPHONE 4S ENDS GALAXY S II'S REIGN AS BRITAIN'S MOST POPULAR HANDSET

- **After 11 months at the top of the chart, the Samsung Galaxy S II is finally topped ahead of the eagerly anticipated launch of the rumoured Galaxy S III**
- **Six months after going on sale, the iPhone 4S is crowned the UK's most popular phone**
- **HTC's One Series handsets feature twice in the top 10**
- **Phone-tablet hybrid Samsung Galaxy Note rises to fourth place.**

It's official. Apple's iPhone 4S is now the UK's favourite phone, knocking the Samsung Galaxy S II off the top spot, according to the [uSwitch.com Mobile Tracker](http://uSwitch.com/MobileTracker)^[1], which ranks the UK's most popular handsets based on live searches and sales.

The all-conquering S II has spent 11 months at the top of the pile but, six months after launch, the iPhone 4S has finally been crowned the UK's No. 1.

The Samsung Galaxy S II's toppling comes just before the unveiling of the much-hyped 'next Galaxy' device on 3rd May, rumoured by many to be a sequel to the popular smartphone. However, Samsung can take solace in the current popularity of its 'phablet' – hybrid of a tablet PC and phone – the Galaxy Note, which climbed the chart three places in March and another two in April to reach number four.

Meanwhile, HTC appears to have captured the imagination of smartphone fans with its new One Series handsets. The flagship One X has climbed four places to number three amidst a flurry of marketing, whilst the recently launched One S is a new entry for April, entering the chart at number six. The affordable HTC Wildfire S has dropped to ninth place.

Android continues to be the mobile operating system of choice, powering eight out of 10 phones in the chart. And it hasn't been a good month for Microsoft's Windows Phone platform which doesn't feature at all. It remains to be seen whether Nokia's latest effort – the Windows-powered Lumia 900, which is due to be released later this month – will have any impact on the top 10, given that its predecessor, the Lumia 800, appeared only fleetingly after launching in November 2011, with a brief return in February of this year.

Number one handset – Apple’s iPhone 4S is now Britain’s most popular mobile phone, having launched in October 2011.

Biggest climber – thanks to competitive deals starting at £26 with a free handset, the Apple iPhone 4 has climbed nine places to number eight in the chart.

Biggest losers – the HTC Wildfire S has dropped four places as its younger siblings, the HTC One X and HTC One S, make their mark on the chart.

Top Ten Handsets for March – correct on 30th April, 2012

#	Handset	Powered by	Movement
1	Apple iPhone 4S (16GB)	Apple iOS	↑ Up 1 place
2	Samsung Galaxy S II	Android	↓ Down 1 place
3	HTC One X	Android	↑ Up 4 places
4	Samsung Galaxy Note	Android	↑ Up 2 places
5	Samsung Galaxy Ace	Android	↓ Down 2 places
6	HTC One S	Android	New entry
7	Sony Xperia S	Android	↓ Down 3 places
8	Apple iPhone 4 (16GB)	Apple iOS	↑ Up 9 places
9	HTC Wildfire S	Android	↓ Down 4 places
10	Sony Ericsson Arc S Black	Android	No change

Source: uSwitch.com

Ernest Doku, technology expert at uSwitch.com, says: “After ruling the roost for 11 consecutive months, it will be a bitter blow for Samsung that they couldn’t maintain the number one spot for an entire year.

“The Galaxy S II has been a worthy and enduring bestseller, significantly undercutting the iPhone on pay monthly whilst providing a close parity of features, but official word surrounding an imminent sequel has really slowed sales this month.

“If the current buzz is anything to go by, the next Samsung Galaxy phone could really make a strong impact on the May charts, from pre-order interest alone. This is without a doubt the most excited we’ve ever seen consumers over a non-Apple device.

“As for the Galaxy S II, shrewd pricing will likely see it remain in the charts for a long time to come, much like the enduring popularity of the iPhone 4 which is now much more affordable.

“As we predicted last month, April’s success story has been HTC’s One Series devices. A groundswell of initial interest exploded after mainstream advertising efforts and positive reviews in the press kicked in, seeing both ranking well in April’s handset tracker as a result. Feedback has been positive, with consumers swayed by the One X’s novel looks and strong features, whilst highly competitive pricing against the incumbents has seen genuine interest and healthy sales for the pair.”

For more information visit www.uswitch.com or call 0800 093 0607

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Notes to Editors

1. The uSwitch.com Mobile Tracker data is derived from Omio’s (www.omio.com) network of comparison sites, which includes uSwitch.com and a number of leading consumer technology websites which total in excess of 10 million monthly page views. The data is a result of an aggregation of all of the clicks and all of the sales from these partner sites.
2. To view this deal: http://www.uswitch.com/mobiles/deals/apple_iphone_4s/

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