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SAMSUNG GALAXY S4 POISED TO DOMINATE MOBILE CHARTS AFTER JUST FOUR DAYS ON SALE

- **Apple still in pole position as iPhone 5 and 4S cling onto top spots**
- **But the long-awaited Samsung Galaxy S4 is already the UK's third most popular mobile phone after hitting the shelves on Saturday**
- **The Galaxy S3 drops to fifth place while the S2 falls three to the bottom of the chart as fans turn to the new flagship model**
- **The Sony Xperia Z continues to slip down the chart, having entered at number two in February.**

Apple's iPhone 5 remains Britain's most popular smartphone, but the heavily hyped Samsung Galaxy S4 is already in third place despite having been on sale for less than a week, according to the [uSwitch.com Mobile Tracker](http://uSwitch.com/MobileTracker)^[1], which is based on live searches, pre-orders and sales.

Just before it went on sale on Saturday 27th April, the Samsung Galaxy S4 was at number five in the chart based on pre-orders alone, meaning it could well overtake the iPhone 5 in May. The flagship handset's most impressive features include eye-tracking technology which automatically pauses videos when you look away from the screen and 'S Translate' which offers real-time voice translation into nine different languages.

Inevitably the S4's older siblings, the Samsung Galaxy S3 and S2, have slipped down the chart as the S4 steals the limelight. But the popular South Korean manufacturer still holds five of the top ten positions in the chart – with the Galaxy Note 2 and the S3 Mini holding fast as non-movers at eighth and ninth places respectively. Apple has held onto all three of its chart positions, with the iPhone 4S remaining in second place and the iPhone 4 at number six.

Although the Sony Xperia Z entered the chart at an impressive number two in February, it has now fallen to seventh place. This is despite it swiftly becoming more affordable than many of its competitors, with deals starting at just £25 a month. Only time will tell if the

Galaxy S4's early sales will be affected by a relatively premium price - it is on par with the iPhone 5 at £31 a month.

Android retains its position as the dominant operating system for March, with seven out of ten handsets powered by the popular mobile platform.

Number one handset – for the second consecutive month, Apple's iPhone 5 is the UK's bestselling phone.

New entries – the Samsung Galaxy S4 climbs the chart at an impressive rate based on pre-sale orders.

Biggest losers – April's biggest losers were the Sony Xperia Z and the Samsung Galaxy S2 which both dropped three places.

Top Ten Handsets for April – correct on 30th April, 2013

#	Handset	Powered by	Movement
1	Apple iPhone 5 (16GB)	iOS	No change
2	Apple iPhone 4S (16GB)	iOS	No change
3	Samsung Galaxy S4 (16GB)	Android	New entry
4	HTC One	Android	↑ Up one
5	Samsung Galaxy S3 (16GB)	Android	↓ Down two
6	Apple iPhone 4 (8GB)	iOS	No change
7	Sony XPERIA Z	Android	↓ Down three
8	Samsung Galaxy Note 2	Android	No change
9	Samsung Galaxy S3 Mini	Android	No change
10	Samsung Galaxy S2	Android	↓ Down three

Source: uSwitch.com

Ernest Doku, telecoms expert at uSwitch.com, says: “It comes as little surprise that Samsung's Galaxy S4 has entered the chart in such a strong position. A carefully orchestrated sequence of reveals and events since its initial March unveiling has seen the

S4 remain on the lips of critics and eager consumers alike. The hype train had barely left the station and popularity in terms of searches and pre-orders were through the roof, resulting in performance usually the preserve of an Apple device.

“The fact that Apple and Samsung occupy eight of the top ten spots is a clear indication of their dominance in the smartphone space, with the impressive HTC One valiantly holding its own.

“The slight slip of the XPERIA Z does highlight an interesting trend - the front-loaded nature of handset launches, where device manufacturers attempt to garner attention in a crowded market quickly, followed by demand falling away. Price reductions, free gifts and benefits are frequently bestowed on those customers willing to commit early and pre-order the latest smartphone, as they know a heavy hitter from their competition is just around the corner.

“With BlackBerry’s keyboard-toting Q10 having its own high-profile unveiling at Selfridges and Nokia poised to reveal a new Lumia device in mid-May, expect to see more big bets on flagship phones, which will undoubtedly result in some winners and losers this summer.”

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.

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