



iPad and Tablets 2011

Introduction

It's barely a year since Apple resurrected the dormant tablet market, unveiling the iPad to a delighted public. Today, it's hard to articulate just how transformative this device has been. Amazingly, Apple sold 12m in nine months to make \$7.44bn – that's 14.5 per cent of the company's revenue.

But the impact goes wider than Apple's bottom line. Publishers see in iPad a chance to monetise digital content, which is why subscription-based apps from organisations like NewsCorp, Wired and VH1 are prominent among the 60,000 released to January 2011. Meanwhile, the educational benefits of innovative products like The Elements are only just revealing themselves.

Then there are the industrial ramifications of the tablet. What happens to the netbook market? To print media? To books? Research says newspaper readers that spend an hour a day on the iPad are 'very likely' to cancel their print subs in six months. Is that a disaster or an opportunity?

Researchers are united on one thing: the tablet market is exploding. Forecasts vary from 14.7m to 70m shipments this year. No wonder the iPad faces virulent competition from Android, RIM and others.

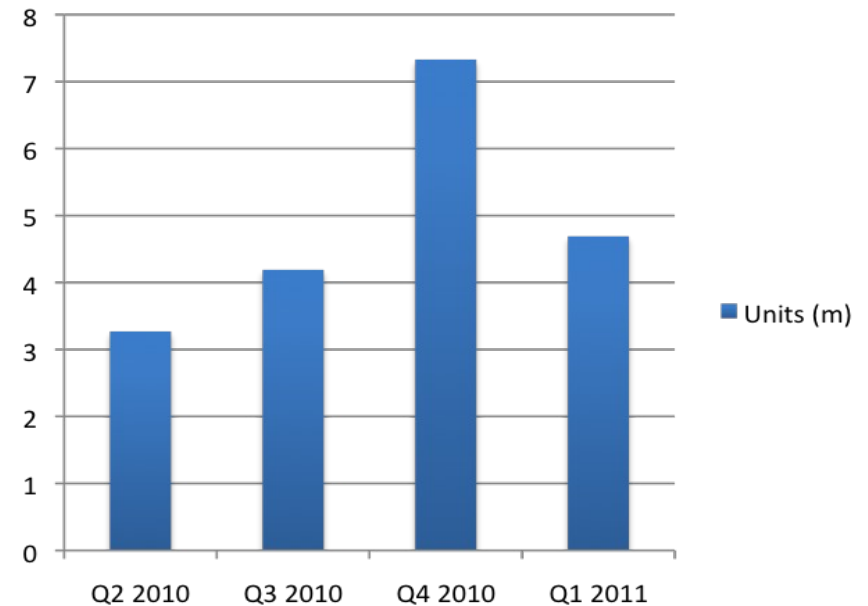
In this Powerpoint slide show report we will walk you through every corner of the tablet space – the sales figures, the projections, the apps, the user habits. And we take a closer look at the 50 most interesting tablet products...

Stuart Dredge, Online Editor, Mobile Entertainment

intentmedia

iPad Quarterly Sales

- Apple sold 3.27m iPads in Q2 2010, 4.19m in Q3 2010, 7.33m in Q4 2010 and 4.69m in Q1 2011.
- In the six months ended 27 March 2011, iPad generated \$7.44 billion of revenues for Apple.
- That was 14.5% of Apple's revenues for that period – iPhone generated 44.3%,

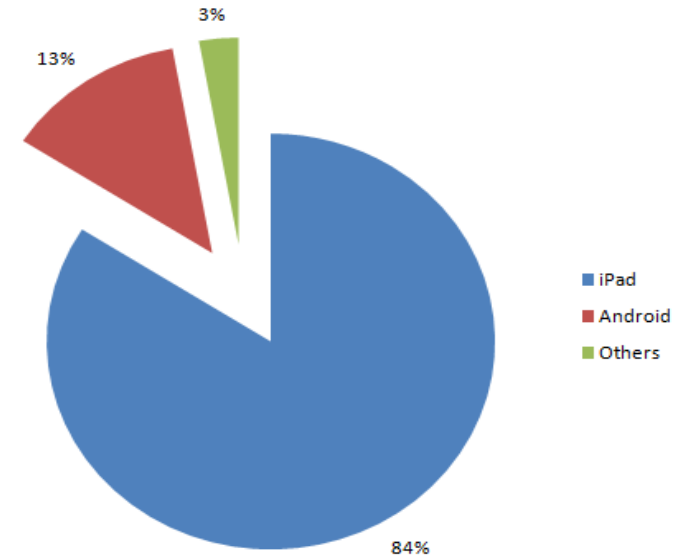


Additional iPad sale stats

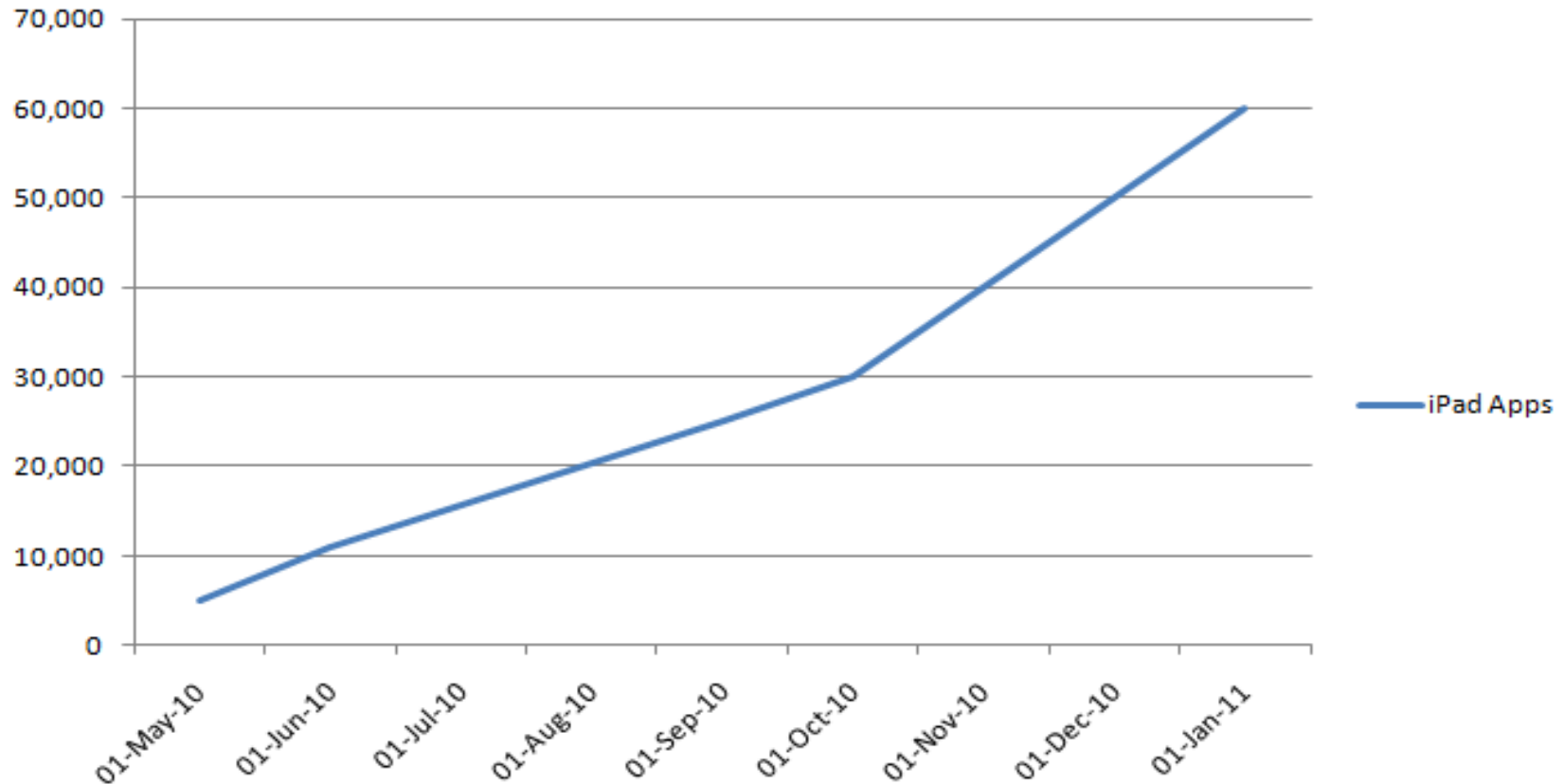
- AT&T added 442k iPad and Android tablets to its network in Q4 2010 – this is only 3G-enabled devices ([source](#))
- The 3G-enabled model accounted for 80% of UK iPad sales in November according to Context ([Source](#))
 - Almost half of UK shoppers opted for the 64GB model
- Nov-10: NPD Group claimed 58% of iPad owners had opted for the Wi-Fi only model, with 42% opting for 3G ([source](#))

Apple's share of tablet market

- Strategy Analytics estimates iPad took an 84% share of global tablet shipments in Q3-Q4 2010 (right)
- Claimed its market share slipped from 95.5% in Q3 to 75.3% in Q4 – but that was based on shipments rather than sales
- IDC estimates global media tablet market was 4.8m units in Q3 2010, with Apple taking a 90% share.



iPad App Store growth



- In May 2010 there were 5,000 native iPad apps, rising to 60,000 by January 2011