MOBILE DEVICE
MARKET SHARE
Asia Pacific Region

Q2 2024

Market analysis of top mobile devices based on open programmatic advertising traffic across APAC

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Monthly SOV analysis for mobile devices

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KEY STATS: MOBILE DEVICE MARKET SHARE REPORT: APAC

Based on open programmatic advertising traffic; APAC; June 2024; as measured by Pixalate.

66% As of the end of 2024, **Android-based devices account for 66% market share of mobile open programmatic advertising traffic in APAC,** compared to 34% for iOS (including iPhone and iPad).

33% **Apple iPhone devices lead in APAC but lose market share YoY:** As of the end of Q2 2024, iPhone's market share stands at 33%, but presents a negative trend losing -21% YoY from 41% SOV in Q2 2023.

17% **Oppo devices** gain the **second largest share in APAC**, with 17% SOV as of the end of Q2 2024, increasing +37% YoY from 12% SOV in Q2 2023.

13% **Xiaomi devices increase market share in APAC:** Xiaomi ends Q2 2024 with 13% SOV in APAC, showcasing +23% YoY increase from 11% SOV in Q2 2023.

These benchmarks provide essential insights for advertisers and stakeholders navigating the dynamic mobile device advertising landscape in 2024. They offer a detailed understanding of the leading devices, their development over time, and their performance in Asia Pacific. For more comprehensive analysis, extensions of this report cover the Global market, as well as the EMEA, North America, and LATAM regions.
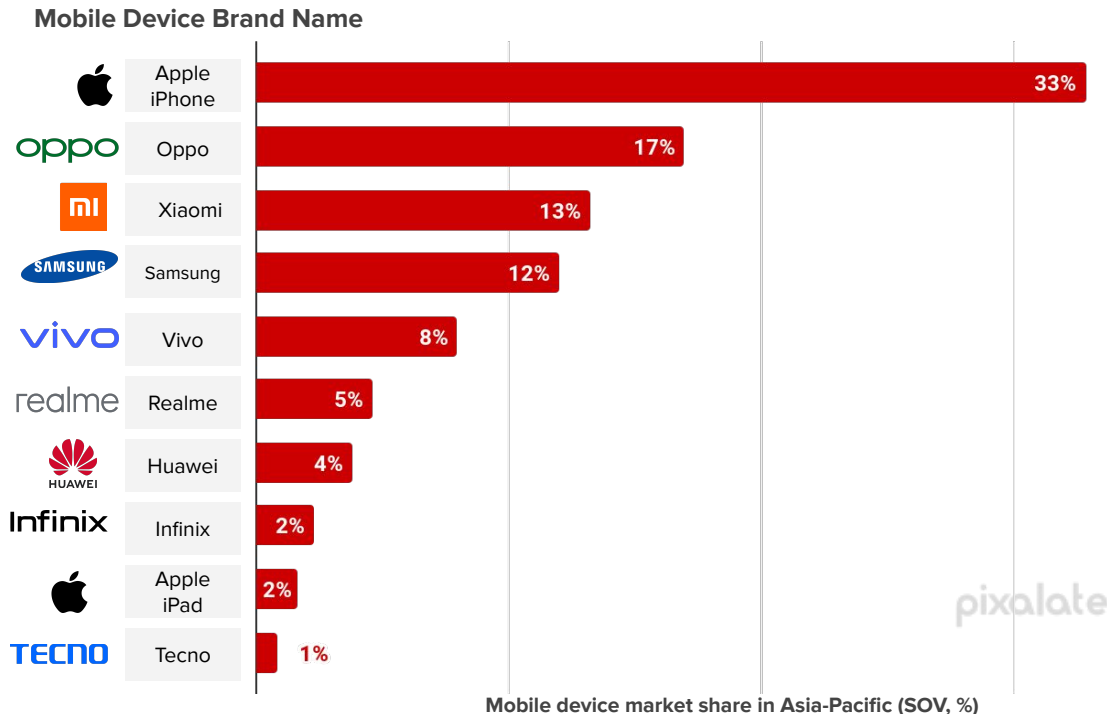
Q2 2024: TOP 10 MOBILE DEVICES BY SOV (%)

Based on open programmatic advertising traffic; APAC; June 2024; as measured by Pixalate.

33%

As of the end of Q2 2024, Apple iPhone devices lead in APAC at 33% SOV of mobile open programmatic traffic, followed by Oppo devices with 17% SOV and Xiaomi at 13% SOV, according to Pixalate's data.

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Mobile Device Brand Name

Brand	SOV
Apple iPhone	33%
Oppo	17%
Xiaomi	13%
Samsung	12%
Vivo	8%
Realme	5%
Huawei	4%
Infinix	2%
Apple iPad	2%
Tecno	1%

Mobile device market share in Asia-Pacific (SOV, %)

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Q2 2024: iOS vs ANDROID, SOV (%)
Based on open programmatic advertising traffic; APAC; June 2024; as measured by Pixalate.

34.4%

As of the end of 2024, Apple iPhone and Apple iPad devices account for 34.4% market share of mobile open programmatic advertising traffic in APAC, according to Pixalate's data.

What this stat means: 34.4% of global open programmatic mobile ads in a given month/quarter, as measured by Pixalate, were delivered to Apple iPhone and Apple iPad devices.

APAC
Mobile device market share (SOV, %)

Apple iPhone & Apple iPad

iOS
34.4%

Android
65.6%
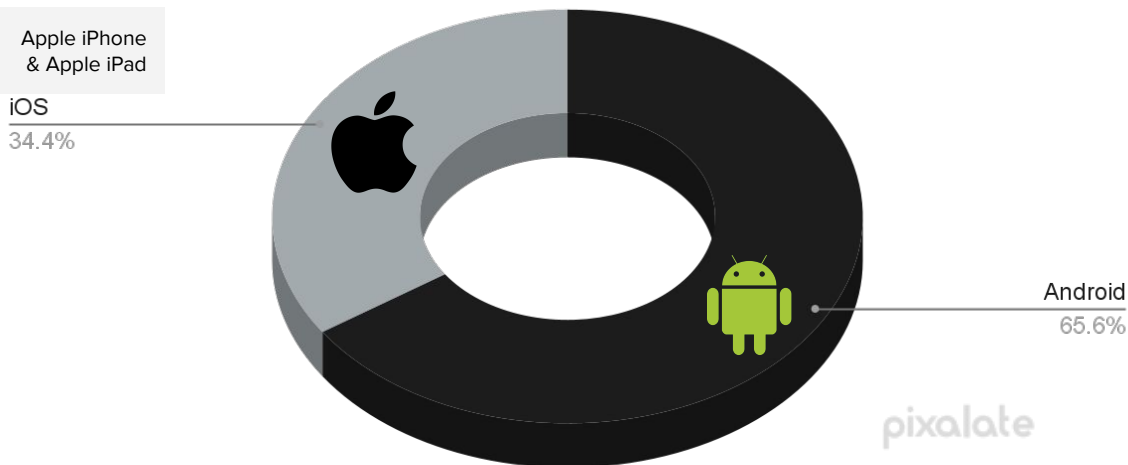
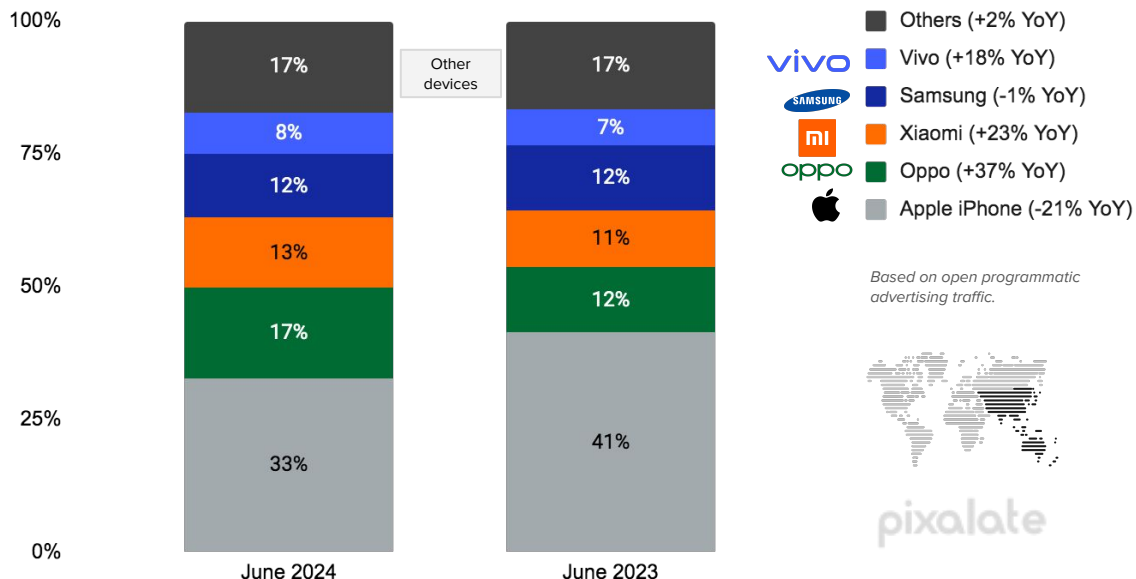# Q2 2024 vs Q2 2023: TOP 5 MOBILE DEVICES BY SOV (%)

Based on open programmatic advertising traffic; APAC; June 2023- June 2024; as measured by Pixalate.

Apple iPhone devices lead APAC, but lose market share: SOV in Q2 2024 at 33%, drops -21% YoY from 41% in Q2 2023, according to Pixalate's data.

Oppo Growth in APAC: SOV increases +37% YoY; from 12% in Q2 2023 to 17% in Q2 2024, according to Pixalate's data.

Want to see the mobile device rankings at the country level? Schedule a demo here https://www.pixalate.com

Mobile device market share in Asia-Pacific
SOV (%), June 2024 vs June 2023

	June 2024	June 2023
Others	17%	17%
Vivo	8%	7%
Samsung	12%	12%
Xiaomi	13%	11%
Oppo	17%	12%
Apple iPhone	33%	41%

Legend:
- Others (+2% YoY)
- Vivo (+18% YoY)
- Samsung (-1% YoY)
- Xiaomi (+23% YoY)
- Oppo (+37% YoY)
- Apple iPhone (-21% YoY)

Based on open programmatic advertising traffic.

APPENDIX
GLOBAL BENCHMARKS

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Q2 2024: TOP 10 MOBILE DEVICES BY SOV (%)
Based on global open programmatic advertising traffic; June 2024; as measured by Pixalate.
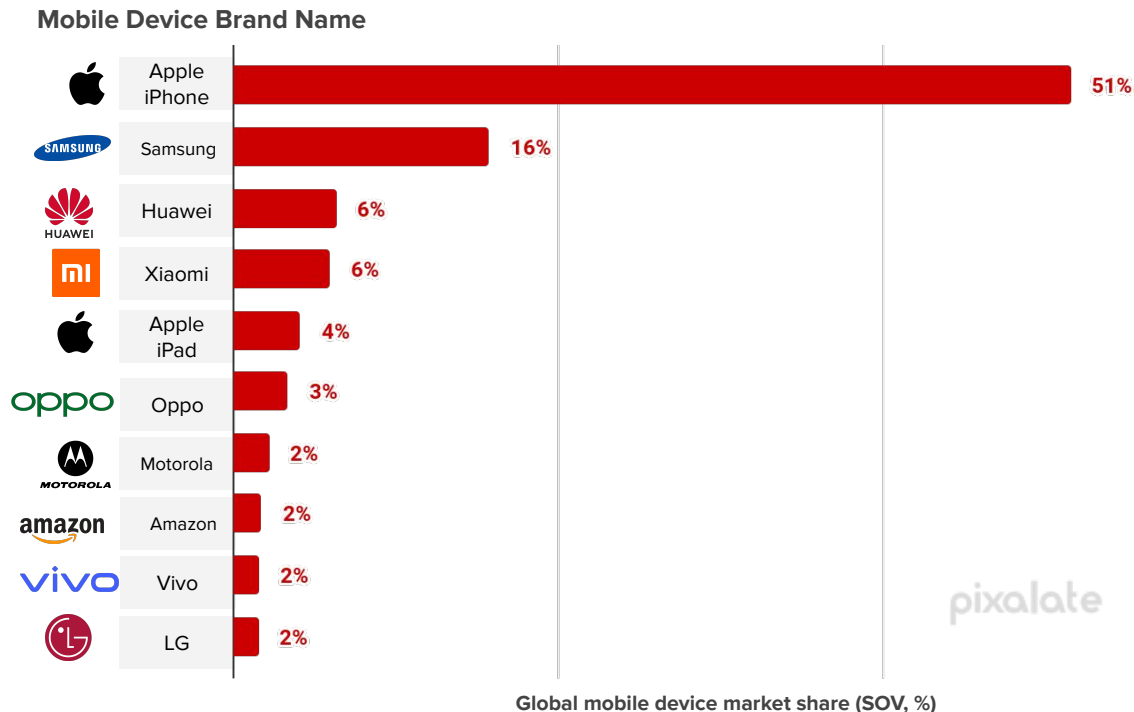
51%

Apple iPhone ranks 1st among devices with 51% SOV of global mobile programmatic advertising traffic in Q2 2024, according to Pixalate's data.

What this stat means: 51% of global open programmatic mobile ads in a given month/quarter, as measured by Pixalate, were delivered to Apple iPhone devices.

Mobile Device Brand Name

Brand	SOV
Apple iPhone	51%
Samsung	16%
Huawei	6%
Xiaomi	6%
Apple iPad	4%
Oppo	3%
Motorola	2%
Amazon	2%
Vivo	2%
LG	2%

Global mobile device market share (SOV, %)

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METHODOLOGY

Pixalate's data science team analyzed over 10 million mobile apps (including delisted) and billions of mobile in-app open programmatic advertising impressions to compile this research. The research contained herein represents global monthly data collected by Pixalate from Q1 2023 to Q2 2024. This Q2 report represents market share as of the end of June; Pixalate measured nearly 20 billion global mobile in-app open programmatic ad impressions, excluding invalid traffic, in June 2024. Pixalate excludes invalid traffic from this research.

In the context of this report, open programmatic ad transactions, as measured by Pixalate, are proxied for advertising share of voice (SOV, %). Generic and/or unidentified devices are included in the pull of open programmatic ad transactions when computing the advertising share of voice (SOV, %) but present less than 0.05% SOV.

Ad market share / share of voice (SOV,%):

Based on the proportion of sold programmatic ads associated with a given operating system, category, etc. For example, if Device type X received 20 of 100 total ads one quarter, its market share would be 20% SOV. If Device type X then received 36 of 120 total ads the next quarter, its market share would have increased by 50% (from 20% SOV to 30% SOV).

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Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).

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