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Adobe Digital Index Unveils Browser, Device Trends Ahead of Apple Announce

London, UK – 18th March 2016 – In advance of Apple's press conference next week, Adobe has released its latest [Adobe Digital Index](#) data, revealing device-use and browser preferences across the globe. The research, based on aggregated and anonymous consumer data, comprised of 600 billion+ website visits in multiple industries and segments between January 2015 and January 2016, as well as an Adobe survey of 1000 consumers about device use, found that sentiment towards Apple has fallen in the last month, with a decline in iPad use and Apple TV views.

Key findings include:

- **Chrome vs. Safari:** For browser visits, in the last year, smartphone website visits from Chrome outpaced Safari by 127%. When looking specifically at iOS device browser usage, Safari and Chrome saw an increase in visits Year-on-Year (YoY) (34% for Safari, 19% for Chrome). In an Adobe survey, it's been revealed that iPhone users prefer the native Safari browser (43%), whereas a surprising 33% prefer Chrome.
- **Smartphones vs. Tablets:** Smartphone page views have grown by 18% since 2012, while tablet page views have slowed to a 4% growth. Smartphones are now driving 76% of all mobile visits (iPhone 46%, Android 30%), and tablets just 24% (iPad 18%, Android 5%). Visits from iPads and OS X desktops are down YoY, 7% and 5% respectively. In terms of sales, 56% of mobile device sales are through smartphones (38% iPhone, 17% Android phones), and 44% via tablets. (37% iPad, 6% Android tablets).
- **Video:** Apple TV's share of premium video views (authenticated) has dropped 8% since August 2015, whereas during that same time, Roku gained 4%. As 4K support looks to deliver a competitive advantage in streaming videos, it's unsurprising that Samsung 4K TVs were one of the top sellers in Adobe's Holiday Report last year. Roku's latest device supports streaming up to 4K; Apple supports 1080p.
- **Social sentiment:** Across North America, EMEA, and APAC, consumer sentiment towards Apple has been trending towards disappointment, particularly in the last month. Of the rumoured products to be revealed, the iPhone SE is driving the majority of conversations on social.

Adam Lloyd, Adobe Digital Index Analyst said: "iPhone users have to go out of their way to download the Chrome browser. The fact that people are actually doing so is a sign that Chrome offers an experience consumers are interested in. Google has smartly positioned itself with the Chrome application and reinforced consumer's desire to use an integrated multi-device browser"

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*** Adobe survey of 1000 US consumers about their device use, including browser preference. The survey was conducted 19-21 February 2016.*

About Adobe Digital Index

Adobe Digital Index publishes research on digital marketing and other topics of interest to senior marketing and e-commerce

executives across industries. Research is based on the analysis of select, anonymous and aggregated data from over 4,500 major companies worldwide that use Adobe Marketing Cloud to obtain actionable data and analysis of activity on their websites.

These findings are based on consumer data comprised of 600 billion+ visits between Jan 2015 and Jan 2016. Composed of aggregated and anonymous data from visits to websites in multiple industries and segments. Adobe also surveyed 1,000 US consumers about their device use, including browser preference. The survey was conducted Feb 19th – Feb 21st.

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