

Mobile Market Calendar 2016

Be sure to plan ahead to get maximum test coverage.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
DEVICES	HTC One X9 Xiaomi Redmi 3	Honor Holly 2 Plus LG K7 ASUS Live G500TG	Samsung GALAXY Galaxy S7 Galaxy S7 Edge Galaxy J7 iPad Air 3 iPad Pro 9.7" iPhone SE SONY Sony Xperia X HUAWEI Media Pad M2	LG LG G5 Xiaomi Mi 5 htc HTC One M10 HUAWEI P9		Samsung GALAXY Galaxy A9 SONY Sony Xperia X hp HP Elite X3 (Win 10)	MOTOROLA Moto E 3rd Gen	Samsung GALAXY Note 6 ONEPLUS OnePlus 3	iPhone 7 iPhone 7 Plus iPad Mini 5 Watch 2 Samsung GALAXY Tab S3 LG V20	iPad Pro 2 Nexus HTC Marlin (M1) Nexus HTC Sailfish (S1)	LG V11 MOTOROLA Droid Turbo 3		Microsoft Surface Phone
OS	iOS 9.2.1	iOS 9.3 Beta public availability	iOS 9.3 iOS 9.3.1	iOS 9.3.2 Beta	iOS 9.3.2	iOS 10 announcement	iOS 9.3.3	iOS 9.3.4 release iOS 9.3.5 release Android 7 release	iOS 10 release	iOS 10.1 Beta	Windows 10 iOS 10.1 release		iOS 10.2 release
PROJECTED TYPICAL ADOPTION OF MAJOR OS	Android 6 2% share	Samsung GALAXY Galaxy Note S6/Edge/Note 5 Upgrade available Android 6.0 iOS 9 = 77% iOS 8 = 17% Other = 6%	Samsung GALAXY Galaxy Note 4 Upgrade available Android 6.0	Samsung GALAXY Galaxy S4/S5 Upgrade available Android 6.0		Android 6 10% share			Android 6 15% share		iOS 10 = 35% iOS 9 = 60% Other = 5%		