

Reference: 578271

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11 September 2018

**Freedom of Information: Right to know request**

Thank you for your request for information where you asked about smartphone handset sales.

This was received by Ofcom on 29 August and it has been considered under the Freedom of Information Act 2000.

You asked:

*If possible, I would like data on the following: (if not, anything similar/next best alternative)*

*1. Total UK smartphone handset sales over time (by iOS and Android if possible)*

We do not collect this data; however we would advise you to contact GfK Retail and Technology UK Limited directly as they are the relevant organisation to enquire about this.

*2. Total UK smartphone sales over time by network operator*

Same as part 1.

*3. New connections over time by category:*

*- SIM only postpaid*

We do not hold this data.

*- SIM only prepaid*

We do not hold this data.

*- Handset with sim postpaid*

We do not hold this data.

*- Handset only*

We do not hold this data.

*4. Total sales of sim only post paid by contract length:*

*- 30 months*

- 24 months

- 18 months

- 12 months

- 1 month

This data, the source of which is from GfK Retail and Technology UK Limited, is included in the Communications Market Report Interactive tool under “Telecoms & networks”:

<https://www.ofcom.org.uk/research-and-data/multi-sector-research/cmr/cmr-2018/interactive>.

If you have any queries, then please contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk). Please remember to quote the reference number above in any future communications.

Yours sincerely,

**Jerin John**

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

#### **Timing**

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Jacqui Gregory  
The Secretary to the Corporation  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner’s Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF