

## Touch Interfaces Touch on Europeans

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European consumers prefer phones with an advanced OS and touchscreens, GFK reports.



The market share for handsets with an advanced OS is now 26.9%, up from 13 months ago's 13.8%. The UK leads the trend in Europe, with 43.% of handsets carrying an advanced OS.

Google's Android comes in 20% of handsets sold in September 2010.

Meanwhile over 33% of handsets sold in September 2010 are touchscreen-based, up 21% from the same month a year ago.

GFK says this only means the mobile web and OS markets will be even more competitive this year.

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