

CHINA KEY TO APPLE'S SUCCESS

« Android's still the dominant platform in China, but nevertheless Apple's sales are increasing extraordinarily.”

“That's China, but what about the rest of Asia? There is indeed a fierce battle between the Apple and the Android phone users;”

“In Asia, Android's share is comparatively high compared to North America, for example. But nevertheless, the product is growing at such a fast rate, it is very important for Apple in the same way that it is for other handset makers.”

“With Microsoft now coming into the picture, will they put up a tough fight with Apple and Android users in Asia?”

“We think increasingly they will, because we think that a lot of the manufacturers will want to, let's say, hedge their bets and work with more than one platform, namely Androids, or will look for working with more than one, obviously Microsoft is a very attractive one to many of them as well.”

“What about these ongoing blatant disputes between Apple against Samsung, HTC and Google? Could this impact the market ability, the image of Apple here in Asia? And they could sell less units, sell less iPhones, iPads, iPods and vis-à-vis Android and the Microsoft users.”

“Potentially, but I think Apple's still got an emergence, a kind of high end. It's positioned at the high end of obviously the smart phone and tablet market in Asia. So I don't think it will have too big an impact on buying behaviour in this part of the world.”

BBC NEWS