2012
DECEMBER

Second-Hand Device Market Report

Disclaimer

Movaluate was founded with the goal of reducing e-waste by providing users with the appraisal tools and resources to help facilitate the transfer of mobile devices in the second-hand market. Movaluate gathers real-time sales data from online auction and merchant sites in the U.S. and applies statistical analyses to transform the raw data into actionable results for the user.

Movaluate seeks to promote awareness of the impact of the over 100 million devices that are retired every year, and educate users on how they can reduce our reliance on non-renewable resources by reusing and recycling the devices we have today.

This data can be distorted and biased by the prosperity analysis method or technical issues. The information should only be for reference puposes.

Movaluate is located in Bellevue, WA, USA.
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movaluate
Know Your Mobile Value

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Introduction

Movaluate is a service that facilitates the exchange of used mobile devices on the second-hand market by giving buyers and sellers an accurate pricing guide for their devices. By giving users the tools and resources necessary to navigate the second-hand device market, we can reduce e-waste and our environmental impact.

The Fair Market Value is determined by data collected from completed eBay listings which has been refined with statistical analysis and reviewed by industry experts. We hope our price guide will help you buy and sell your mobile devices with ease and confidence.

This report is published weekly and will provide insight into which models have:

- The highest sales volume
- The highest search requests
- Biggest price gainers and losers

During the period lasting from November 29th to December 30th, we analyzed data from over 2.8 million transactions made on over 300 of the most popular smartphones and tablets being bought and sold in the U.S.

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SUMMARY

1

During this month of holiday festivities, we saw an eclectic mix of devices rise into the top 30 bestsellers.

2

Although the AT&T iPhone 4 16GB accounted for a quarter of the total top 30 sales, Motorola and Samsung make up the majority of remaining devices.

3

Apple's 3rd Generation 16GB iPad took the final spot in the top 30, having seen its sales boosted by the release by its iterative replacement, the iPad 4th generation.

4

In another ominous figure for Microsoft's ever-fledgling operating system, The HTC Tropy and Nokia Lumia 820 took the first and second spots by quite some margin in our top depreciation list.

5

The dark horse manufacturer of the month is Pantech, with their Marauder and Breakout Android smartphones increasing in value a 15.8% and 8.64% respectively.

6

Google's Nexus lineup has historically performed well against its competitors in resale value, and the Nexus shows no signs of dropping below its MSRP.

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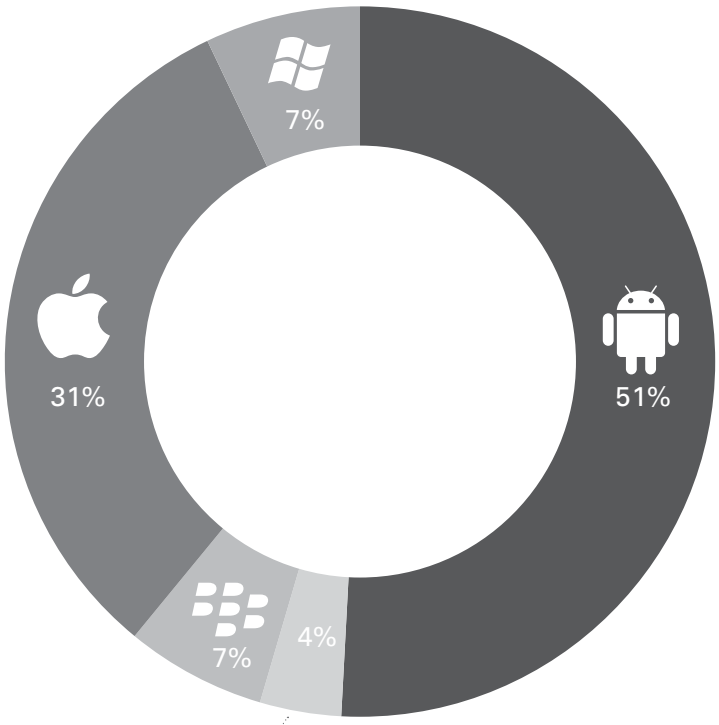
Overall View

December is typically the peak of retail shopping, but figures from the second hand market have shown that market has ballooned this month, with over 2.8 million sales grossing $730,000,000.

We studied all of the major models powered by the following operating systems. iOS, Android, Blackberry, and Windows Phone. The majority of devices we tracked are Android devices, but Apple's hardware makes up 31% of the grant total with WP7/8 and BlackBerry both accounting for an even 7% (each)of our calculations.

Devices Sold By Operating System



Android custom

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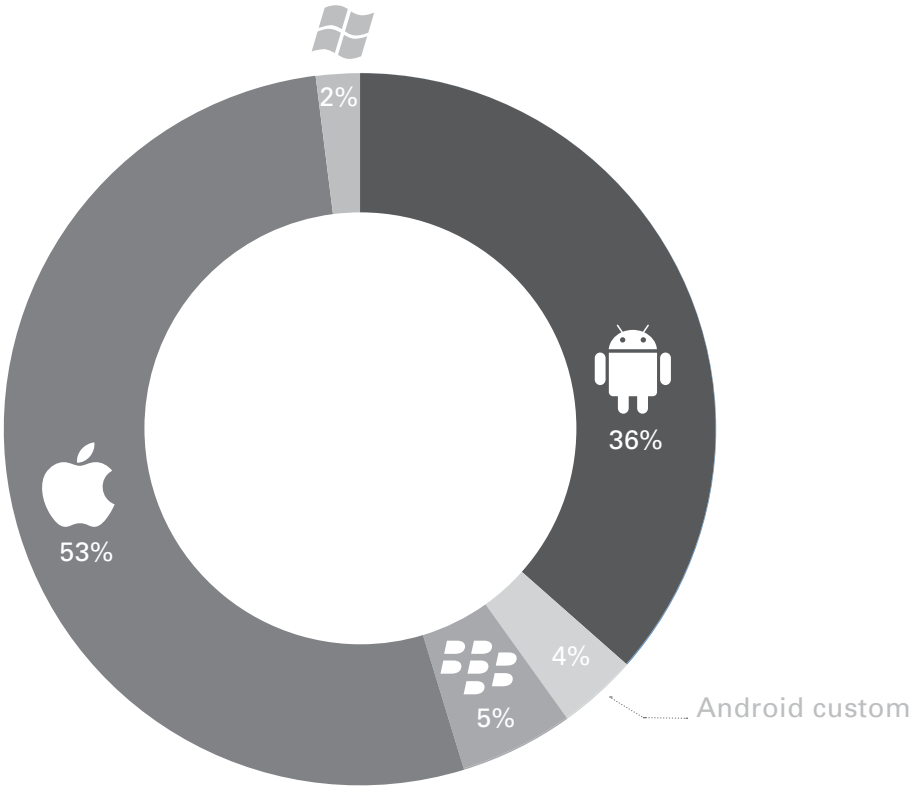
Sales by Operating System

December saw a month-to-month reduction in iOS sales by 3%, which were replaced by a 2% increase in Android devices and 1% increase in Android "custom" devices, which includes such hardware as the Amazon Kindle Fire and Barnes and Noble Nook.

The Number of Sold by OS



It will be interesting to see how sales of custom Android tablets will be affected by the release of Kindle Fire HD and Nook HD, both of which are contending with a very competitive sub-10 inch category occupied by Google's Nexus 7 and Apple's iPad mini.

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Top 30 Bestselling Devices

Atop the leaderboard once again is AT&T's iPhone 4. Nearly 3 years old but chugging along just fine, accounting for well over 20% of all sales in the top 30. Conversely, the relatively nascent Kindle Fire popped in at second place with nearly 60,000 sales in December.

Best Selling Devices

1	AT&T	Apple iPhone 4 16GB	289,910
2	AT&T	Apple iPhone 4S 16GB	60,301
3	WiFi	Amazon Kindle Fire	58,893
4	Sprint	HTC EVO 4G	55,037
5	Verizon	Motorola Droid X	37,105
6	Verizon	Apple iPhone 4 32GB	35,702
7	WiFi	Apple iPad 16GB 1st Generation	35,549
8	AT&T	HTC Inspire 4G	30,758
9	Sprint	Samsung Epic 4G Touch Vortex Black	30,648
10	WiFi	Apple iPad 2 16GB	29,153
11	WiFi	Barnes & Noble Nook Color	26,504
12	Verizon	HTC Droid Incredible	23,270
13	AT&T	Samsung Galaxy S Captivate	22,926
14	AT&T	BlackBerry Torch 9800	22,631
15	Verizon	Motorola DROID RAZR	22,209
16	Verizon	Samsung Galaxy S Fascinate	21,353
17	Verizon	BlackBerry Bold 9650	21,276
18	Verizon	Samsung Galaxy S III	19,238
19	Verizon	Motorola Droid	18,516
20	Verizon	HTC Thunderbolt	17,911
21	AT&T	Samsung Galaxy S Skyrocket	17,525
22	Verizon	Motorola DROID RAZR MAXX	17,332
23	AT&T	Apple iPhone 4S 32GB	17,275
24	AT&T	Samsung Infuse 4G	16,422
25	Sprint	HTC EVO 3D	16,402
26	T-Mobile	Samsung Galaxy S II Titanium	16,390
27	Verizon	Samsung Galaxy Nexus 32GB	15,767
28	T-Mobile	Samsung Galaxy S 4G	15,536
29	Sprint	Samsung Galaxy S Epic 4G	15,126
30	AT&T	Nokia Lumia 900	15,095

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A majority of the top 30 are either Samsung or Motorola devices, which seem to circulate well in the second-hand market. HTC's ever popular EVO 4G seems to have lost favor in the top 30 rankings, but the EVO 3D seems to have taken its place.

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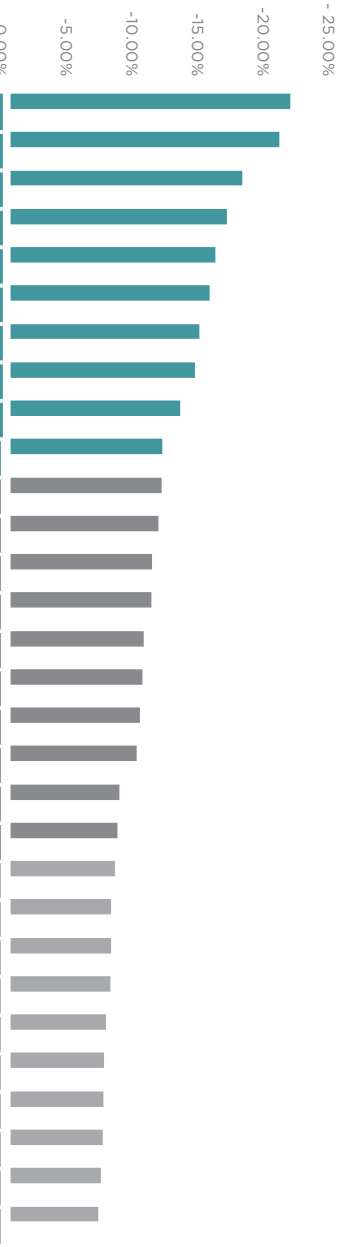
Depreciation

Motorola and Samsung may be the best appreciators, but HTC had 7 devices make the top depreciator list. More telling than the hardware that makes this list is the software and the corporation behind it: Microsoft.

Depreciation

1	HTC Trophy	-22.10%
2	Samsung Droid Charge	-21.26%
3	Nokia Lumia 820	-18.31%
4	LG Optimus Slider	-17.09%
5	Samsung Galaxy S	-16.18%
6	Nokia Lumia 822	-15.72%
7	LG Optimus V	-14.91%
8	HTC Windows Phone 8X	-14.56%
9	HTC One X+	-13.39%
10	Samsung Gravity Smart	-12.00%
11	Microsoft Surface (RT)	-11.94%
12	Apple iPhone 5 64GB Black	-11.70%
13	LG Intuition	-11.18%
14	Nokia Lumia 920	-11.11%
15	HTC EVO Shift 4G	-10.50%
16	Motorola Admiral	-10.43%
17	Motorola Droid 2	-10.22%
18	Motorola DROID X2	-9.95%
19	Motorola Droid RAZR M	-8.59%
20	Samsung Galaxy Nexus 32GB	-8.45%
21	HTC Windows Phone 8X	-8.24%
22	Samsung Galaxy Note II	-7.93%
23	Apple iPhone 5 64GB White	-7.92%
24	Samsung Focus S	-7.88%
25	Casio G'zOne Commando	-7.53%
26	Apple iPhone 5 16GB Black	-7.37%
27	Apple iPhone 5 64GB Black	-7.31%
28	LG Optimus T	-7.25%
29	Google Nexus 4 16GB	-7.11%
30	Apple iPhone 5 32GB White	-6.93%



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Looking at the top half of our depreciation rankings might be alarming for Microsoft execs, seeing as how the Windows powered Trophy, Lumia 820, Lumia 822, Windows Phone 8X and Microsfot Surface RT occupy the top 11 spots. If you are looking for a good deal on a new phone and aren't particularly loyal or picky about the OS, Microsoft powered hardware may be the way to go.

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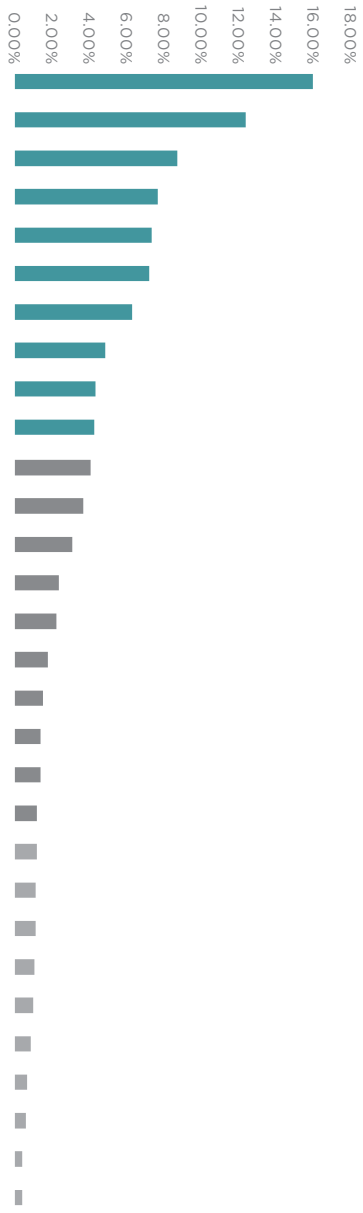
Appreciation

After topping the depreciation charts last month, we declared the 'QWERTY Slider' a dead form factor, but the Pantech Marauder has come back with a vengeance, increasing in value 15.8%, selling from $61.17 to $70.83. The top half of the appreciation rankings is filled with a slew of med-tier Android devices, whereas the smaller gains were seen in higher end devices such as the Nexus 7, iPad 2, and Galaxy Note.

Appreciation

1	Pantech Marauder	15.80%
2	Sony XPERIA Play 4G	12.21%
3	Pantech Breakout	8.64%
4	T-Mobile Prism	7.57%
5	Samsung Transform Ultra	7.22%
6	Samsung Galaxy Stellar	7.11%
7	Google Nexus One	6.24%
8	Barnes & Noble Nook Color	4.80%
9	Barnes & Noble Nook Tablet 8GB	4.30%
10	HTC Status	4.22%
11	LG Doubleplay	4.02%
12	Samsung Conquer 4G	3.66%
13	Apple iPad 3rd Gen 16GB	3.05%
14	Google Nexus 7 32GB	2.33%
15	LG Thrill 4G	2.21%
16	BlackBerry Curve 3G 9300	1.75%
17	Samsung Galaxy Note 16GB	1.50%
18	Apple iPad 2 16GB	1.36%
19	Samsung Focus	1.34%
20	Apple iPad 2 16GB	1.19%
21	Google Nexus 7 16GB	1.17%
22	Google Nexus 7 8GB	1.13%
23	Motorola Citrus	1.08%
24	Samsung Galaxy Tab 2 7.0	1.04%
25	Apple iPhone 4 32GB	1.01%
26	Apple iPad 2 16GB White	0.87%
27	Sony XPERIA Play	0.67%
28	Samsung Nexus S 4G	0.61%
29	LG Marquee	0.41%
30	Samsung Infuse 4G	0.38%



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Why You Should Buy Nexus

The official Nexus 4 bumper was being sold on eBay for a whopping 400% mark up the first week or two of its scarcity. Although prices have settled down to around a 200% markup, the value of Google products is clearly demonstrated.

Average Sales Value of all Nexus Device

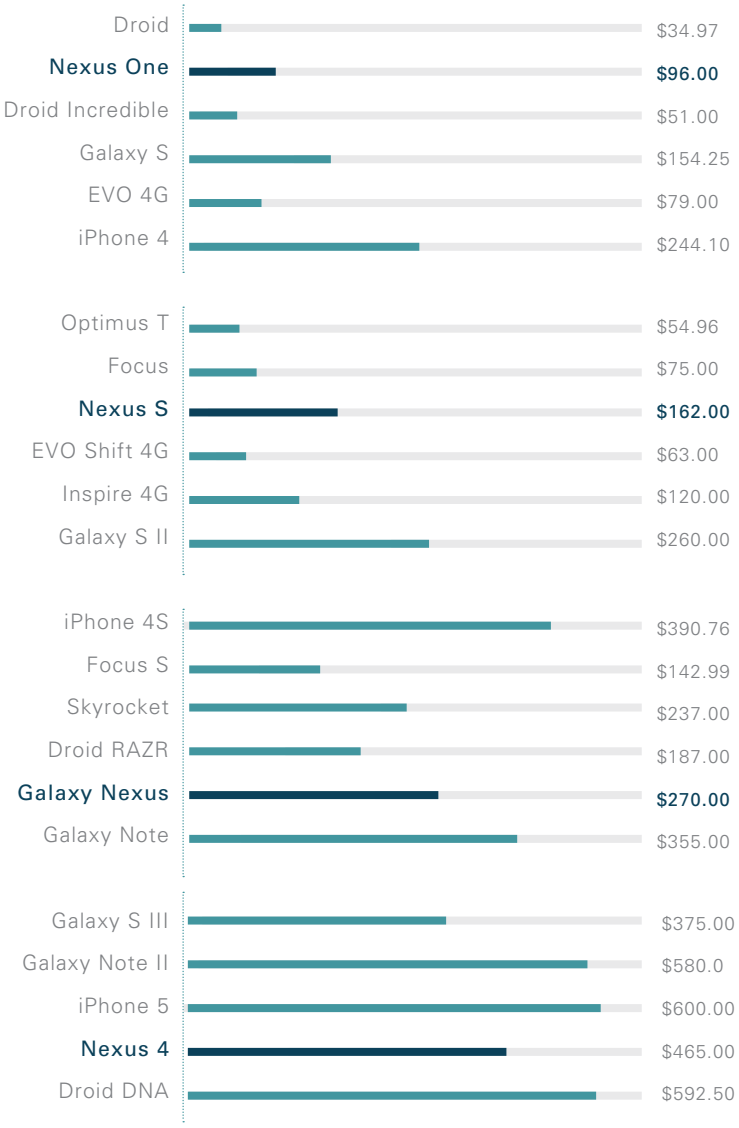
As of December 2012

Q1/Q2 2010

Q4 2010 / Q1 2011

Q4 2011

Q4 2012



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If you look at the chart above, you'll find that Google's Nexus devices consistently retain their value better than their competitors, in some cases competing with smartphone from a newer generation.

It's quite interesting to think that with the Jelly Bean update, the Nexus S from 2010 is still a relevant piece of hardware—no other Android devoice can say that. To find out what other reasons help increase the value of the Nexus devices, check out the post on our blog (http://blog.movaluate.com).

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About Movaluate.com

Movaluate is the definitive price guide for used smartphones.

The explosive popularity of smartphones has led to a flourishing second-hand market for these devices. As tech bloggers and smartphone enthusiasts, we've been able to take advantage of this exchange for years, but the research required to successfully navigate the second-hand market can be a prohibitive barrier for the typical consumer—that is why we created Movaluate.

Movaluate is a service that facilitates the exchange of second hand mobile devices by giving users an accurate pricing guide for their devices. The Fair Market Value is determined by data collected from completed eBay listings which has been refined with statistical research and review from industry experts. We hope our price guide will help you buy and sell your mobile devices with ease and confidence.

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Appendix

List of phones used in our research

Carrier	Make and Model
Unlocked	Samsung Galaxy S II
AT&T	Samsung Galaxy S II
Sprint	Samsung Epic 4G Touch Vortex Black
T-Mobile	Samsung Galaxy S II Titanium
Verizon	Samsung Galaxy S III Pebble Blue
Sprint	Samsung Galaxy S III Pebble Blue
T-Mobile	Samsung Galaxy S III Pebble Blue
AT&T	Samsung Galaxy S III Pebble Blue
Unlocked	Samsung Galaxy S III Pebble Blue
AT&T	HTC One X Black
Unlocked	HTC One X Black
AT&T	Apple iPhone 4S 16GB White
AT&T	Apple iPhone 4S 16GB Black
AT&T	Apple iPhone 4S 32GB White
AT&T	Apple iPhone 4S 32GB Black
AT&T	Apple iPhone 4S 64GB White
AT&T	Apple iPhone 4S 64GB Black
Verizon	Apple iPhone 4S 16GB White
Verizon	Apple iPhone 4S 16GB Black
Verizon	Apple iPhone 4S 64GB White
Sprint	Apple iPhone 4S 16GB White
Sprint	Apple iPhone 4S 16GB Black
Sprint	Apple iPhone 4S 64GB White
AT&T	Apple iPhone 4 8GB White
AT&T	Apple iPhone 4 8GB Black
AT&T	Apple iPhone 4 16GB White
AT&T	Apple iPhone 4 16GB Black
AT&T	Apple iPhone 4 32GB White
AT&T	Apple iPhone 4 32GB Black
Verizon	Apple iPhone 4 8GB White
Verizon	Apple iPhone 4 8GB Black
Verizon	Apple iPhone 4 16GB White
Verizon	Apple iPhone 4 16GB Black

Carrier	Make and Model
Verizon	Apple iPhone 4 32GB White
Verizon	Apple iPhone 4 32GB Black
WiFi	Apple iPad 16GB 1st Generation
WiFi	Apple iPad 32GB 1st Generation
WiFi	Apple iPad 64GB 1st Generation
AT&T	Apple iPad 16GB 1st Generation
AT&T	Apple iPad 32GB 1st Generation
AT&T	Apple iPad 64GB 1st Generation
Verizon	Apple iPad 16GB 1st Generation
Verizon	Apple iPad 32GB 1st Generation
Verizon	Apple iPad 64GB 1st Generation
WiFi	Apple iPad 2 16GB White
WiFi	Apple iPad 2 16GB Black
WiFi	Apple iPad 2 32GB White
WiFi	Apple iPad 2 32GB Black
WiFi	Apple iPad 2 64GB White
WiFi	Apple iPad 2 64GB Black
AT&T	Apple iPad 2 32GB White
AT&T	Apple iPad 2 32GB Black
AT&T	Apple iPad 2 64GB White
AT&T	Apple iPad 2 64GB Black
Verizon	Apple iPad 2 16GB White
Verizon	Apple iPad 2 16GB Black
Verizon	Apple iPad 2 32GB White
Verizon	Apple iPad 2 32GB Black
Verizon	Apple iPad 2 64GB White
Verizon	Apple iPad 2 64GB Black
WiFi	Apple iPad 3rd Gen 16GB White
WiFi	Apple iPad 3rd Gen 16GB Black
WiFi	Apple iPad 3rd Gen 32GB White
WiFi	Apple iPad 3rd Gen 32GB Black
WiFi	Apple iPad 3rd Gen 64GB White
AT&T	Apple iPad 3rd Gen 16GB White

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Carrier	Make and Model
AT&T	Apple iPad 3rd Gen 16GB Black
AT&T	Apple iPad 3rd Gen 32GB White
AT&T	Apple iPad 3rd Gen 32GB Black
AT&T	Apple iPad 3rd Gen 64GB White
AT&T	Apple iPad 3rd Gen 64GB Black
Verizon	Apple iPad 3rd Gen 16GB White
Verizon	Apple iPad 3rd Gen 16GB Black
Verizon	Apple iPad 3rd Gen 32GB White
Verizon	Apple iPad 3rd Gen 32GB Black
Verizon	Apple iPad 3rd Gen 64GB White
Sprint	Samsung Epic 4G Touch White
T-Mobile	Samsung Galaxy S II White
Verizon	Samsung Galaxy S III Marble White
Sprint	Samsung Galaxy S III Marble White
T-Mobile	Samsung Galaxy S III Marble White
AT&T	Samsung Galaxy S III Marble White
Unlocked	Samsung Galaxy S III Marble White
AT&T	HTC One X White
Unlocked	HTC One X White
Verizon	Samsung Galaxy Nexus 32GB
Unlocked	Samsung Galaxy Nexus 16GB
Sprint	Samsung Galaxy Nexus 32GB
AT&T	Samsung Galaxy Note LTE 16GB
Unlocked	Samsung Galaxy Note 16GB
AT&T	Samsung Focus
AT&T	Samsung Focus S
AT&T	Samsung Focus Flash
Verizon	LG Lucid
Verizon	LG Spectrum
Verizon	LG Enlighten
Verizon	LG Revolution
Verizon	LG Vortex
Verizon	LG Ally

Carrier	Make and Model
Verizon	Motorola DROID 4
Verizon	Motorola DROID RAZR MAXX
Verizon	Motorola DROID RAZR
Verizon	Motorola DROID Bionic
Verizon	Motorola DROID 3
Verizon	Motorola DROID X2
Verizon	Motorola DROID Pro
Verizon	Motorola Citrus
Unlocked	Samsung Nexus S
T-Mobile	Samsung Nexus S
AT&T	Samsung Nexus S
Sprint	HTC EVO 4G
Sprint	HTC EVO 4G LTE
WiFi	Samsung Galaxy Tab 2 7.0
T-Mobile	HTC HD2
AT&T	Samsung Galaxy S Captivate
T-Mobile	Samsung Galaxy S Vibrant
Verizon	Samsung Galaxy S Fascinate
Unlocked	Samsung Galaxy S
Sprint	Samsung Galaxy S Epic 4G
Verizon	Samsung Droid Charge
AT&T	Samsung Infuse 4G
Verizon	BlackBerry Bold 9650
Verizon	BlackBerry Bold 9930
AT&T	BlackBerry Bold 9900
AT&T	BlackBerry Curve 9360
Sprint	BlackBerry Curve 3G 9330
AT&T	BlackBerry Curve 3G 9300
AT&T	BlackBerry Torch 9800
Verizon	Motorola Droid 2
AT&T	Motorola Atrix 2
AT&T	Motorola Atrix HD
Sprint	Motorola Photon Q 4G

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List of phones used in our research

Carrier	Make and Model
Virgin Mobile	Motorola Triumph
AT&T	LG Thrill 4G
Sprint	LG Viper 4G LTE
Sprint/Boost	LG Marquee
AT&T	LG Quantum
AT&T	LG Nitro HD
Metro PCS	LG Esteem
Virgin Mobile	LG Optimus V
Sprint	LG Optimus S
T-Mobile	LG Optimus T
T-Mobile	T-Mobile MyTouch
AT&T	HTC Inspire 4G
Verizon	HTC Droid Incredible
Unlocked	Google Nexus One
Verizon	HTC Thunderbolt
Sprint	HTC EVO 3D
T-Mobile	T-Mobile G2
AT&T	HTC Titan
AT&T	HTC Aria
Verizon	HTC Droid Incredible 2
T-Mobile	T-Mobile MyTouch 4G
T-Mobile	HTC HD7
AT&T	HTC 7 Surround
T-Mobile	HTC Sensation 4G 1GB
T-Mobile	HTC Sensation 4G 4GB
Sprint/Boost	HTC EVO Design 4G
AT&T	HTC Vivid
T-Mobile	HTC One S
Verizon	HTC Rezound
AT&T	HTC Status
T-Mobile	HTC Radar 4G
T-Mobile	HTC Amaze 4G
T-Mobile	HTC Wildfire S

Carrier	Make and Model
WiFi	Amazon Kindle Fire
WiFi	Barnes & Noble Nook Color
WiFi	Barnes & Noble Nook Tablet 8GB
WiFi	Barnes & Noble Nook Tablet 16GB
AT&T	Apple iPhone 5 16GB White
AT&T	Apple iPhone 5 16GB Black
AT&T	Apple iPhone 5 32GB Black
AT&T	Apple iPhone 5 64GB White
AT&T	Apple iPhone 5 64GB Black
Verizon	Apple iPhone 5 16GB White
Verizon	Apple iPhone 5 16GB Black
Verizon	Apple iPhone 5 32GB White
Verizon	Apple iPhone 5 32GB Black
Verizon	Apple iPhone 5 64GB White
Verizon	Apple iPhone 5 64GB Black
Sprint	Apple iPhone 5 16GB White
Sprint	Apple iPhone 5 16GB Black
Sprint	Apple iPhone 5 32GB White
Sprint	Apple iPhone 5 32GB Black
Sprint	Apple iPhone 5 64GB White
Sprint	Apple iPhone 5 64GB Black
WiFi	Amazon Kindle Fire HD 7 inch 16GB
Verizon	Sony XPERIA Play
AT&T	Sony XPERIA Play 4G
T-Mobile	Nokia Lumia 710
AT&T	Samsung Double Time
T-Mobile	LG MyTouch Q
T-Mobile	Samsung Gravity Smart
T-Mobile	T-Mobile Comet
T-Mobile	Samsung Galaxy S Blaze 4G
T-Mobile	Samsung Galaxy Exhibit II 4G
T-Mobile	Samsung Dart

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List of phones used in our research

Carrier	Make and Model
WiFi	Samsung Galaxy Note 10.1 16GB
WiFi	Microsoft Surface (RT)
Unlocked	Samsung Galaxy Note II
Unlocked	LG Optimus G
AT&T	LG Escape
Verizon	Motorola Droid RAZR M
Verizon	LG Intuition
Verizon	HTC DROID Incredible 4G LTE
Verizon	Samsung Galaxy Stellar
Verizon	Samsung Stratosphere
Verizon	Pantech Breakout
Verizon	HTC Trophy
Verizon	Casio G'zOne Commando
Sprint	Samsung Conquer 4G
Sprint	Kyocera Rise
Sprint	ZTE Fury
Sprint	Samsung Transform Ultra
Sprint	Motorola Admiral
Virgin Mobile	LG Optimus Slider
T-Mobile	Samsung Sidekick 4G
T-Mobile	LG Doubleplay
WiFi	BlackBerry PlayBook 16GB
WiFi	BlackBerry PlayBook 32GB
WiFi	BlackBerry PlayBook 64GB
Unlocked	Google Nexus 4 8GB
Unlocked	Google Nexus 4 16GB
WiFi	Google Nexus 7 8GB
WiFi	Google Nexus 7 16GB
WiFi	Google Nexus 7 32GB
AT&T	Google Nexus 7 32GB
WiFi	Google Nexus 10 32GB

Carrier	Make and Model
AT&T	Nokia Lumia 920
AT&T	Nokia Lumia 820
Verizon	Nokia Lumia 822
T-Mobile	HTC Windows Phone 8X
AT&T	HTC Windows Phone 8X
Verizon	HTC Windows Phone 8X
Sprint	LG Optimus G
AT&T	LG Optimus G
Unlocked	LG Optimus 4X HD
WiFi	Amazon Kindle Fire HD 8.9 16GB
WiFi	Amazon Kindle Fire HD 8.9 32GB
AT&T	Samsung Galaxy Note II
T-Mobile	Samsung Galaxy Note II
Verizon	Samsung Galaxy Note II
Sprint	Samsung Galaxy Note II
AT&T	HTC One X+

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