



# Smartphone Efficiency Report

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## Introduction

Over the last year, smartphone data usage on wireless networks has surged thanks to powerful, easy-to-use devices, fast networks, and useful, as well as entertaining, applications. Usage is expected to keep increasing as users find ever more ways of applying their devices.

Nielsen reports that average smartphone data consumption increased by 230 percent between the first quarter of 2009 and the first quarter of 2010, from 90 megabytes (MB) per month to 298 MB per month.<sup>1</sup> Validas indicates that Verizon Wireless smartphones currently consume 421 MB per month while iPhones consume 338 MB per month.<sup>2</sup>

There are a number of critical developments that have occurred over the last year. One is that the volume of traffic is beginning to strain wireless-network resources. Another is that operators are making a shift to usage-based data plans. AT&T's new tiered pricing is a prominent example. There is every indication that other operators will follow similar approaches. While flat-rate plans made sense initially to stimulate the market, today's smartphones can consume so much data that such plans will be decreasingly viable for operators.

Deploying more efficient wireless technologies and finding more spectrum will help alleviate congestion. But even as operators slowly expand network capacity, usage will keep pushing against network capacity. For details of this, refer to the Rysavy Research report of February 2010, "Mobile Broadband Capacity Constraints and the Need for Optimization."<sup>3</sup>

Applications that are designed specifically for bandwidth-constrained networks can consume significantly less data than those that are not. As shown in this report, efficient browsers communicate only half the data of other mainstream mobile browsers. Similarly, as previously reported by Rysavy Research in "Wireless E-Mail Efficiency Assessment," e-mail systems such as BlackBerry consume much less data for e-mail communications than alternatives.<sup>4</sup>

In this report, we advise on an efficiency comparison of the BlackBerry 6.0 platform versus iPhone iOS3. We tested across a number of applications including e-mail, Web browsing, instant messaging, and

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<sup>1</sup> [http://blog.nielsen.com/nielsenwire/online\\_mobile/quantifying-the-mobile-data-tsunami-and-its-implications/](http://blog.nielsen.com/nielsenwire/online_mobile/quantifying-the-mobile-data-tsunami-and-its-implications/)

<sup>2</sup> [http://www.fiercetelecom.com/press\\_releases/validas-reports-verizon-wireless-smartphones-consume-more-data-iphones-0](http://www.fiercetelecom.com/press_releases/validas-reports-verizon-wireless-smartphones-consume-more-data-iphones-0)

<sup>3</sup> [http://www.rysavys.com/Articles/2010\\_02\\_Rysavy\\_Mobile\\_Broadband\\_Capacity\\_Constraints.pdf](http://www.rysavys.com/Articles/2010_02_Rysavy_Mobile_Broadband_Capacity_Constraints.pdf)

<sup>4</sup> [http://www.rysavys.com/Articles/2009\\_01\\_27\\_Rysavy\\_EMail\\_Efficiency.pdf](http://www.rysavys.com/Articles/2009_01_27_Rysavy_EMail_Efficiency.pdf)

social networking. The report shows that BlackBerry consumes far less data. As a consequence, many BlackBerry users will be able to choose lower-cost data usage plans.

## Wireless Application Architecture

Although the result provided to the end user is the same, the mechanism by which a BlackBerry device retrieves a Web page and other Internet content is very different from other types of smartphones.

### *Non-BlackBerry Internet Operation*

Web browsers and clients utilizing HTTP (e.g., Facebook) on devices other than BlackBerry function much the same as those on a standard PC. When the browser makes a request for a webpage, it performs the same HTTP requests that a PC browser would. The main difference is not in the HTTP request-response cycle, but rather in the content that is typically returned from the Web server. Most of the popular sites on the Internet have Web pages that are programmed to return different content based on the value of the “User-agent” field in the HTTP GET request. Typically, the returned webpage will be tailored by the site operator to display nicely on the smaller screen of the mobile device and to minimize horizontal scrolling.

Once the browser retrieves the initial page, it will then parse the page and issue requests for the dependent objects just as a standard, non-mobile browser would do.

### *BlackBerry*

When the BlackBerry browser accesses a Web site, it sends a request to a server at the RIM network operations center (NOC). The data server in the NOC retrieves the requested resource either via its own cache or directly from the Web server and returns the requested content to the device. The server also saves bandwidth by compressing the information being passed to the device.

One advantage with respect to efficiency that BlackBerry offers is that client applications do not communicate directly with end sites, but communicate with the RIM-hosted proxies that communicate with services on the mobile system’s behalf. This allows for optimization of communication between the proxy and the mobile system. It also enables longer-term logins, because the proxy has a stable connection with the service. In contrast, mobile connections directly to end services are vulnerable to connection losses and can result in session renegotiation.

## Overview of Testing

To quantify the amount of data used by typical consumer-oriented applications in representative usage scenarios, Rysavy Research, in a project sponsored by RIM, worked in conjunction with Quality in Motion to conduct a series of detailed and methodical tests. These tests included the latest BlackBerry 6.0 device—the BlackBerry 9800, and the iPhone 3GS with iOS3. Although the iPhone 4 is now available,

the amount of data consumed by the two phones is similar, because it is generally the application that dictates data usage, not the operating system.

We used an Agilent network emulator, which simulates connectivity to a real wireless network. In this approach, the device connects exactly as it would with a live network connection, but it enabled us to capture all the data traffic for analysis.

We performed tests on the following applications: e-mail, Web-browsing, instant messaging, and social networking.

### ***E-mail Efficiency***

This series of tests measured the amount of data consumed in sending data to mobile devices. We used both text messages and messages with attachments:

- 1K text body only
- 5K text body only
- 10K text body only
- 20K text body only
- 44K HTML body
- 5K text body + 150K JPG
- 5K text body + 355K PDF
- 5K text body + 500K DOC
- 5K text body + 1MB PPT
- 5K text body + 50K XLS

The following messaging systems were used.

- BlackBerry accessing Gmail via BlackBerry Internet Service (BIS).
- iPhone accessing Gmail using the ActiveSync protocol in conjunction with SSL. (We used this configuration, because it represents a push e-mail format that provides functionality similar to BlackBerry.)

We captured data for the device to receive the message, to open and view the message, and to download attachments, when necessary.

### ***Web Browsing***

This series of tests measured efficiency accessing ten popular Web sites. We hosted these on our own servers to ensure consistent and repeatable content. We created the content by taking

snapshots of these popular Web sites: Amazon, Bing, CNN, craigslist, ESPN, Facebook, Google, MSN, Yahoo, and Wikipedia.

Most Web sites will return different content based on the browser and device that is accessing the site, but to be consistent and ensure comparability across the range of devices used in our testing, we produced a single version of each site, which was used with all the devices. We updated the main page and many of the supporting cascading style sheets (CSS) and JavaScript files to point to our hosted version of the content instead of the version on the live site.

### ***Instant Messaging***

These tests measured the amount of data sent and received during the exchange of pre-defined messages and while performing account modifications from the mobile device.

The IM applications we tested were Google Talk on the iPhone (via Safari Web browser) and the Google Talk client on the Blackberry 6.0.

### ***Social Networking***

These tests measured the amount of data uploaded and downloaded while logging in, viewing information feeds, posting updates, exchanging messages, adding friends, and uploading photos. We used a Facebook client on both devices accessing the Facebook service.

### ***Audio and Video Streaming***

We did not perform video streaming tests since the amount of data consumed is consistent across all platforms. Furthermore, the amount of data consumed is almost directly correlated to the bit rate of the stream.

## **Summary of Test Results**

We calculated the ratio of total bytes communicated in both directions relative to the initial message size and called this “percentage of data communicated.” For example, if a 10-Kbyte e-mail message involves 15 Kbytes of data received by the device plus 5 Kbytes of data sent to the device, then that means 20 Kbytes were communicated and the percentage of data communicated would be 20 Kbytes / 10 Kbytes, or 200%. If only 5 Kbytes were sent and received in total to transfer the message, then the percentage of data communicated would be 50%. Lower percentages are clearly desirable since they represent a more efficient system.

For some of the tests, it is impossible to do the percentage-of-data calculation since there is no source data size to use for the comparison. In these cases, efficiency is reported as the relative amounts of data that the different clients send and receive. For example, in the social-networking tests, there is no

source media to use as the baseline for a “News Feed” or “Updates” viewing. Thus, a direct comparison of the data transferred for the different test clients is the only available metric.

The tables show separately the bytes downloaded and bytes uploaded for each operation.

### ***E-Mail Comparison***

The following table summarizes the e-mail results between BlackBerry and iPhone.

**Table 1: Comparison of Data Communicated for E-Mail**

Device	Body size	Attach size	Attach type	Total upload	Total download	Total bytes	% Sent
BlackBerry 9800	1024	0	N/A	313	938	1251	122.17%
iPhone 3GS	1024	0	N/A	19942	19683	39625	3869.65%
BlackBerry 9800	5120	0	N/A	444	3093	3537	69.08%
iPhone 3GS	5120	0	N/A	17469	20122	37591	734.21%
BlackBerry 9800	10240	0	N/A	948	6225	7173	70.05%
iPhone 3GS	10240	0	N/A	18033	30881	48913	477.67%
BlackBerry 9800	20480	0	N/A	2163	12494	14657	71.57%
iPhone 3GS	20480	0	N/A	20255	46977	67232	328.28%
BlackBerry 9800	44744	0	HTML	892	11965	12857	28.74%
iPhone 3GS	44744	0	HTML	41746	184428	226174	505.48%
BlackBerry 9800	5120	511488	DOCX	3776	45432	49208	9.53%
iPhone 3GS	5120	511488	DOCX	48228	577593	625820	121.14%
BlackBerry 9800	5120	51200	XLSX	989	5416	6405	11.37%
iPhone 3GS	5120	51200	XLSX	23974	100530	124504	221.07%
BlackBerry 9800	5120	152148	JPG	1674	27678	29352	18.66%
iPhone 3GS	5120	152148	JPG	31433	191425	222858	141.71%
BlackBerry 9800	5120	363139	PDF	10310	345219	355528	96.54%
iPhone 3GS	5120	363139	PDF	41637	417808	459446	124.76%
BlackBerry 9800	5120	966144	PPTX	23962	684175	708137	72.91%
iPhone 3GS	5120	966144	PPTX	73040	1069669	1142709	117.65%

For e-mails without attachments, BlackBerry averaged 7,895 bytes of data communicated, whereas iPhone averaged 83,907 bytes. For e-mails with attachments, BlackBerry averaged 229,726 bytes of data communicated and iPhone averaged 515,067 bytes of data communicated. In almost all cases, BlackBerry communicated fewer bytes than the original message size, whereas iPhone always communicated more bytes than the original message size.

### ***Web Browsing Comparison***

The following table summarizes the Web-browsing results between BlackBerry and iPhone.

**Table 2: Comparison of Data Communicated for Web Browsing**

Device	Website	Website bytes	Download bytes	Upload bytes	TotalBytes	% Sent
BlackBerry 9800	Amazon	209869	10871	129144	140015	66.72%
iPhone 3GS	Amazon	209869	31658	178716	210375	100.24%
BlackBerry 9800	Bing	78226	5546	53103	58649	74.97%
iPhone 3GS	Bing	78226	17183	92663	109846	140.42%
BlackBerry 9800	CNN	145406	5295	85384	90679	62.36%
iPhone 3GS	CNN	145406	16448	156512	172960	118.95%
BlackBerry 9800	Craigslist	122795	2543	43138	45681	37.20%
iPhone 3GS	Craigslist	122795	6483	129313	135796	110.59%
BlackBerry 9800	ESPN	92706	6014	61145	67159	72.44%
iPhone 3GS	ESPN	92706	18284	105258	123542	133.26%
BlackBerry 9800	Facebook	181196	10051	137995	148046	81.71%
iPhone 3GS	Facebook	181196	26787	203468	230254	127.07%
BlackBerry 9800	Google	88375	2877	41930	44807	50.70%
iPhone 3GS	Google	88375	4704	85552	90256	102.13%
BlackBerry 9800	MSN	41268	4925	33606	38531	93.37%
iPhone 3GS	MSN	41268	14424	51829	66253	160.54%
BlackBerry 9800	Wikipedia	141536	3578	54940	58519	41.35%
iPhone 3GS	Wikipedia	141536	9128	151684	160812	113.62%
BlackBerry 9800	Yahoo	90455	3618	41968	45586	50.40%
iPhone 3GS	Yahoo	90455	12708	103776	116484	128.78%

Across all test Web sites, BlackBerry communicated an average of 73,767 bytes, whereas iPhone communicated an average of 141,548 bytes. In calculating the efficiency advantage for each test site, BlackBerry had an average efficiency advantage of 2.1 times over iPhone.

**Google Talk IM Comparison**

For Google Talk instant-messaging, testing measured bytes communicated for sign-in, sending a text message, including an emoticon, and changing status.

**Table 3: Comparison of Data Communicated for Sign-In**

Device	Sign-in Upload	Sign-in Download	Total Bytes Sign-in
BlackBerry 9800	2149	11412	13561
iPhone 3GS	69897	304502	374399

**Table 4: Comparison of Data Communicated for Sending Text-Only Messages**

Device	Text Size	Upload Text exchange	Download Text exchange	Total Bytes Text Exchange	% Sent
BlackBerry 9800	362	6687	9176	15864	4382.21%
iPhone 3GS	362	45450	47461	92911	25665.97%

**Table 5: Comparison of Data Communicated for Exchanging Emoticons**

Device	Upload Emoticon Exchange	Download Emoticon Exchange	Total Bytes Emoticon Exchange
BlackBerry 9800	495	1165	1660
iPhone 3GS	8786	14888	23674

**Table 6: Comparison of Data Communicated for Changing Status**

Device	Upload Change Status	Download Change Status	Total Bytes Change Status
BlackBerry 9800	359	597	956
iPhone 3GS	3514	4365	7879

Not only does BlackBerry communicate significantly fewer bytes for each operation, but since its connection is via a proxy, the connection to the server is stable and requires fewer sign-ins than with a direct connection.

### ***Facebook Social Networking Comparison***

For Facebook social-networking, testing measured bytes for a typical activity (including sign-in, obtaining a refresh of feeds and updates, posting a status update, commenting on a post, writing a message, and adding a friend); viewing a photo; and uploading a photo.

**Table 7: Comparison of Data Communicated for Typical Activity**

Device	Typical Activity Upload	Typical Activity Download	Total Bytes Typical Activity
BlackBerry 9800	34485	55944	90428
iPhone 3GS	73906	128986	202892

**Table 8: Comparison of Data Communicated for Viewing a Photo**

Device	View Photo Upload	View Photo Download	Total Bytes View Photos
BlackBerry 9800	4051	26917	30968
iPhone 3GS	13882	182690	196572

**Table 9: Comparison of Data Communicated for Uploading a Photo**

Device	Photo Size	Caption Size	Upload Photo	Photo Download	Total Bytes Photo
BlackBerry 9800	255139	17	149567	4862	154429
iPhone 3GS	255139	17	133796	12205	146001

For most operations, BlackBerry again communicated far fewer bytes. For uploading photos, results are comparable. This is because both Facebook clients adjust image quality to achieve a relatively consistent file size, regardless of the size of the source photo.

## Implications of Test Results

To understand the implications of the test results, this section presents different usage-scenarios and the resulting number of bytes consumed per month.

For what Rysavy Research considers typical usage scenarios, the following table projects the amount of data consumed per month.

**Table 10: Usage per Month in Megabytes for Typical Usage Scenarios**

iPhone 3GS	E-Mail	Web	IM	Social Networking	Total MB per month
	Low Usage	19	14	44	9
Medium Usage	57	42	86	29	215
High Usage	191	142	233	88	653
BlackBerry 9800	E-Mail	Web	IM	Social Networking	Total MB per month
	Low Usage	5	7	4	4
Medium Usage	14	22	10	13	59
High Usage	45	74	34	38	191

The assumptions made in deriving the values in the table are as follows:

- **Email.** Low usage is 150 e-mails per month, medium is 450, high is 1500. 10% of messages have attachments.
- **Web Browsing.** Low usage is 100 pages viewed per month, medium is 300, and high is 1000.
- **Google Talk IM.** Low usage is 200 messages, 100 emoticons, and 30 status changes per month. Medium is 600 messages, 300 emoticons, and 60 status changes. High is 2000 messages, 1000

emoticons, and 90 status changes. iPhone has 60 sign-ins per month. BlackBerry has 30 sign-ins per month, a lower number than iPhone due to a more reliable proxy connection.

- **Social Networking.** Low usage is 30 typical actions, 10 photo views, and 5 photo uploads per month. Medium is 100 actions, 33 photo views, and 17 photo uploads. High is 300 actions, 100 photo views, and 50 photo uploads.

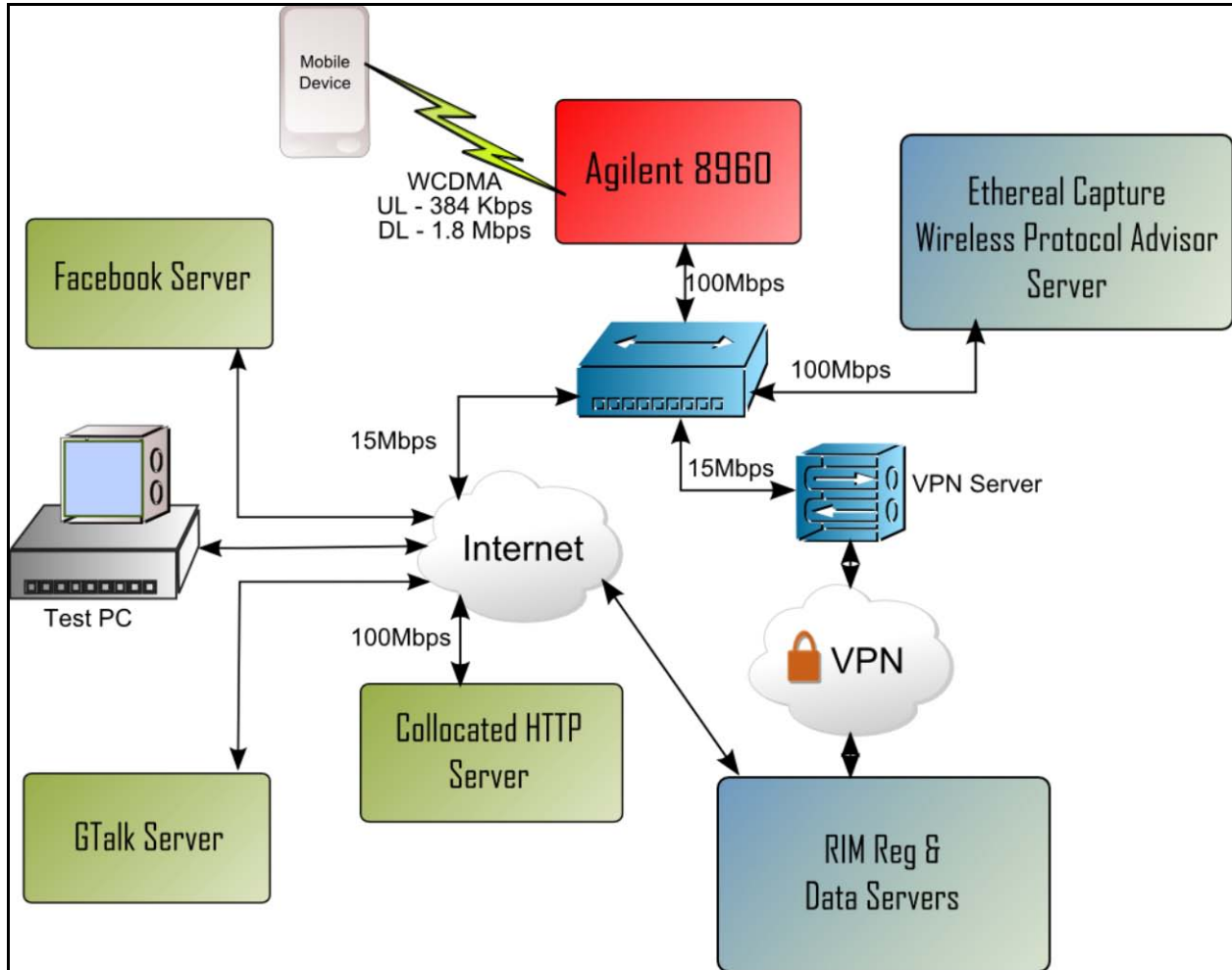
For each of these representative scenarios, BlackBerry users would consume less than 200 Mbytes per month whereas medium- and heavy-usage iPhone users would consume more than 200 Mbytes.

Another way that users can consume data is with streaming applications. In this case, iPhone and BlackBerry users are likely to consume the same amount of data since they receive identical streams. One can argue that low-usage scenarios would not involve audio and video streaming. With a 250 kbps video stream and 25 kbps audio stream, a medium-usage user consuming 300 minutes of audio and 30 minutes of video per month would consume an additional 113 MB per month. At this level, the medium usage BlackBerry user could still stay under 200 MB per month. Higher levels of streaming, for example 1000 minutes of audio and 300 minutes of video would consume an additional 750 MB in a month, necessitating a higher-usage plan.

## Test Configuration

This section provides details on the test configuration, as shown in Figure 1.

Figure 1: Test Configuration



The test environment consisted of five main components: the test devices, the Agilent 8960, the Ethernet analyzer capture server, the collocated HTTP Server, and a PC connected to the internet. For the BlackBerry testing, we also had to establish a VPN connection to the RIM NOC. For all devices except the BlackBerry, the Web browser on the device would establish a TCP connection to the HTTP Web server, via the Agilent 8960 and the Internet, and retrieve the Web site content directly from the site. In this environment, no links in the system were slower than the radio link, ensuring that any bandwidth limitations were caused by the radio link. For the BlackBerry, the request would actually be issued over the VPN tunnel that was established between the test network and the RIM NOC. The RIM NOC then

retrieved the Web site elements from the collocated Web server and returned the elements to the BlackBerry device via the VPN tunnel.

The network emulation test equipment was an Agilent 8960, a highly sophisticated wireless test system. This equipment combines a UMTS (Universal Mobile Telecommunications System) radio interface with a Serving GPRS Support Node (SGSN) and Gateway GPRS Support Node (GGSN). In other words, it emulates an entire cellular operator network. Communications with the handheld device occur over a wireless connection provided by the network emulator, with all protocols identical to those used by a commercial network. The wireless device under test cannot differentiate between this and a commercial operator network. The Agilent equipment is able to capture the data traffic and make the traffic available for analysis.

The next element of the test architecture was an Ethereal capture server. The Ethereal, as described further in the next section, actively captured—via the Agilent equipment—all the data traffic being sent to and from the handheld device. In this test environment, we analyzed the data traffic captures to ensure that the devices were not utilizing cached data, were properly returning all HTTP requests and were not receiving any data from sources external to the test sites.

For the instant messaging and social network tests, we utilized a PC that was connected to the controlled test environment via the Internet and served as the source for exchanges between contacts.

The final element was the test Web server used to serve the static test Web sites. This Web server was hosted on Windows 2003 Server version using IIS 6.0. The server was located in a collocation facility with a 100Mbps, full-duplex connection and configured to serve no other traffic than the test Web sites.

We repeated each test configuration five times for each device. Given the high degree of consistency in the measurements, we achieved a high level of confidence in the test results.