

Exhibit S

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00176203	37	Jinna Yoon	6/4/2009	Report on consumer survey entitled "Japanese market mobile phone: Trend and function studies." Contains touch phone market trend understanding, and internet surveys. Includes graph showing type of phone usage broken down by phones (Omnia, iPhone, Smart Phone, Touch, Touch + QWERTY).	12/9/2011
SAMNDCA00176899	107	Jinna Yoon	No Date	Report entitled "CIF US Results Report Final" from the ICONMOBILE group. Includes a comparison between the types of uses for the iPad in Los Angeles and New York City.	12/9/2011
SAMNDCA00177006	56	Jinna Yoon	Jun-10	Report entitled Global Segmentation 2.0 - 2010 June by Strategy & MI Part/ Mobile Marketing Group. Includes a short summary of the media usage habits of Apple users.	12/9/2011
SAMNDCA00177062	100	Jinna Yoon	4/30/2009	J. D. Power and Associates 2009 Wireless Consumer Smartphone Satisfaction Study, Volume 1. Apple and iPhone included in the survey. Graph showing overall consumer smartphone CSI rating.	12/9/2011
SAMNDCA00177162	120	Jinna Yoon	4/30/2009	Report from JD Power and Associates entitled, "2009 Wireless Traditional Mobile Phone Satisfaction Study, Volume 1." Report mentions that AT&T market shares are higher in part due to the iPhone.	12/9/2011
SAMNDCA00177282	25	Jinna Yoon	No Date	Report on smartphone consumers by gravitytank entitled, "Relect - Tailored versatility." Contains a profile of an iPhone user.	12/9/2011
SAMNDCA00177307	94	Jinna Yoon	May-09	Presentation by Millward Brown entitled, "Samsung Marketing Effectiveness Measure - 2008 2H France - HHP Country Report." Apple, iPhone and iPhone 3G included in the survey.	12/9/2011
SAMNDCA00177401	111	Jinna Yoon	May-09	Presentation by Millward Brown entitled, "Samsung Marketing Effectiveness Measure - 2008 2H Germany - HHP Country Report." Apple and iPhone included in the survey study.	12/9/2011
SAMNDCA00177512	223	Jinna Yoon	No Date	Spreadsheet by Millward Brown on Green Brands Awareness. Spreadsheet contains survey data for Apple users.	12/9/2011
SAMNDCA00177755	45	Jinna Yoon	Jul-09	Research presentation from gravitytank with studies on smartphone consumers. Slide on the iPhone's cut, copy and paste feature of the 3.0 OS.	12/9/2011
SAMNDCA00177898	25	Jinna Yoon	Jul-09	Research presentation from gravitytank with studies on smartphone consumers. Appears to be mostly duplicative of SAMNDCA00177755.	12/9/2011
SAMNDCA00177923	49	Jinna Yoon	Jul-09	Research presentation from gravitytank with studies on smartphone consumers. Appears to be mostly duplicative of SAMNDCA00177755.	12/9/2011
SAMNDCA00177972	16	Jinna Yoon	5/11/2007	Quantitative research report authored by Michael Mace of Rubicon Consulting entitled, "Segmenting Mobile Data: The Myth of the Smartphone Market." Report mentions plans for the Apple iPhone "to deliver a phone combined with music player, video player, and web browser."	12/9/2011
SAMNDCA00177988	33	Jinna Yoon	No Date	FGD analysis report by Treum entitled, "2011 Phone & Tablet User Insight." Focus group study mentioning what connotations users relate to the iPad.	12/9/2011
SAMNDCA00178021	177	Jinna Yoon	12/17/2008	Report on smartphone consumers by gravitytank entitled, "touch portfolio rollout strategy - recommendation based on consumer insight." Section containing iPhone consumer Feedback and analysis	12/9/2011

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SAMNDCA00178214	101	Jinna Yoon	Feb-11	Market research draft questionnaire entitled, "HHP Customer Segmentation 2011." Draft questionnaire containing questions about customer opinions of Apple.	12/9/2011
SAMNDCA00178315	75	Jinna Yoon	No Date	Report on smartphone consumers by Gravitytank entitled, "Apps get real - perspectives on the phenomenon." Slide containing screenshots of an iPhone users phone.	12/9/2011
SAMNDCA00178390	38	Jinna Yoon	Oct-09	Market research draft questionnaire entitled, "HHP Customer Segmentation 2009 - Universal question for 9-country short research." Draft questionnaire containing questions about customer opinion of Apple.	12/9/2011
SAMNDCA00178428	829	Jinna Yoon	No Date	Spreadsheet entitled, "HHP Customer Segmentation 2009 - Cell Phone Survey" containing survey data on Brazil. Apple and iPhone included in the survey study.	12/9/2011
SAMNDCA00181374	1023	Jinna Yoon	No Date	Spreadsheet entitled, "HHP Customer Segmentation 2009 - Cell Phone Survey" containing survey data on Brazil. Apple and iPhone included in the survey study. Appears to be mostly duplicative of SAMNDCA00178428.	12/9/2011
SAMNDCA00182397	174	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00182571	67	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00182638	446	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00183084	77	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00183161	129	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00183290	117	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00183407	262	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00183669	64	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00183733	427	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00184160	119	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00184279	47	Jinna Yoon	8/18/2009	Market research draft questionnaire entitled, "HHP Customer Segmentation 2009 - Universal question for 9-country short research." Appears to be mostly duplicative of SAMNDCA00178390.	12/9/2011
SAMNDCA00184326	52	Jinna Yoon	9/8/2009	Market research draft questionnaire entitled, "HHP Customer Segmentation 2009 - Universal question for 9-country short research." Appears to be mostly duplicative of SAMNDCA00178390.	12/9/2011

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SAMNDCA00184378	87	Jinna Yoon	No Date	Report on smartphone consumers from gravitytank entitled, "One Plus One Equals Eleven" containing global survey results. Quote from an iPhone user describing their phone usage.	12/9/2011
SAMNDCA00184465	31	Jinna Yoon	8/1/10	Consumer report from Digieco entitled, "Ecosystem Analysis - Changes and Opportunities Brought by the iPad." Graphs showing ipad app downloads.	12/9/2011
SAMNDCA00184554	39	Jinna Yoon	3/17/2010	Consumer survey titled, "Mobile phones 3. 17. 10 GRP1" containing questions and answers of cellphone owners in interview format. Surveys on brand recognition and phone usages.	12/9/2011
SAMNDCA00184593	62	Jinna Yoon	3/18/2010	Consumer survey titled, "Mobile phones 3. 18. 10 GRP2" containing questions and answers in interview format. Surveys on brand recognition and phone usages.	12/9/2011
SAMNDCA00184655	50	Jinna Yoon	3/18/2010	Consumer survey titled, "Mobile phones 3. 18. 10 GRP3" containing questions and answers in interview format. Surveys on brand recognition and phone usages.	12/9/2011
SAMNDCA00184892	29	Jinna Yoon	Aug-09	Questionnaire from Gravity Tank titled "TN- Samsung Intl Concept." Appears to be a draft of survey questions. Mentions Apple and iPhone.	12/9/2011
SAMNDCA00184938	14	Jinna Yoon	Oct-09	Smartphone consumer report from Strategy & MI entitled, "Segmentation 2 0 Target Usage Scenario." Report looks at a survey takers decision to buy a new iPhone.	12/9/2011
SAMNDCA00184952	51	Jinna Yoon	Jul-08	Executive presentation from Gravity Tank entitled, "Workstream 1." Focus group participant talks about his iPhone.	12/9/2011
SAMNDCA00185083	97	Jinna Yoon	Jul-07	Consumer report from GFK Roper Consulting entitled, "Samsung Brand Image Study: US Young Consumers." Chart showing what percentage of Apple users like Samsung products.	12/9/2011
SAMNDCA00185180	470	Jinna Yoon	No Date	Spreadsheet is untitled and mostly unintelligible because of formatting. Spreadsheet contains survey data including data on some iphone users.	12/9/2011
SAMNDCA00185752	182	Jinna Yoon	Jun-10	Report entitled "Global Segmentation 2. 0 - 2010 June" by Strategy & MI Part/ Mobile Marketing Group. Mostly duplicative of SAMNDCA00177006.	12/9/2011
SAMNDCA00186116	79	Jinna Yoon	Jun-10	Report entitled "Global Segmentation 2. 0 - 2010 June" by Strategy & MI Part/ Mobile Marketing Group. Mostly duplicative of SAMNDCA00177006.	12/9/2011
SAMNDCA00222973	78	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: France." Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223051	78	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: Germany." Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223129	78	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: Italy." Contains a chart of consumer intent to purchase Apple.	12/29/2011

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SAMNDCA00223207	78	Jinna Yoon	8/14/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: Russia." Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223285	79	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: South Africa." Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223364	77	Jinna Yoon	8/13/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: Turkey." Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223441	81	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: UK" Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223522	77	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: USA" Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223599	77	Jinna Yoon	8/10/2009	Consumer survey report from the Market Intelligence Group entitled, "Brand Attitude Survey H1 2009 - Country Report: Vietnam." Contains a chart of consumer intent to purchase Apple.	12/29/2011
SAMNDCA00223676	56	Jinna Yoon	Nov-11	Interview script entitled "11178 befeater interview 1 3pm" discussing opinions regarding smartphones and features. Discusses iPhone and Apple.	12/29/2011
SAMNDCA00223733	39	Jinna Yoon	No Date	Interview script with no title discussing opinions regarding smartphones and features. Discusses iPhone and Apple.	12/29/2011
SAMNDCA00223771	42	Jinna Yoon	Nov-11	Interview script entitled "Audio File name 11178 befeater interview 3 10am" discussing opinions regarding smartphones and features. Discusses iPhone and Apple.	12/29/2011
SAMNDCA00223813	52	Jinna Yoon	Nov-11	Interview script entitled "11178 Beefeater interview 4" discussing opinions regarding smartphones and features. Discusses iPhone and Apple.	12/29/2011
SAMNDCA00223865	64	Jinna Yoon	Nov-11	Interview script entitled "11178 befeater interview 5 3pm" discussing opinions regarding smartphones and features. Discusses iPhone and Apple.	12/29/2011
SAMNDCA00223929	42	Jinna Yoon	Nov-11	Interview script entitled "11178 befeater interview 6 6pm" discussing opinions regarding smartphones and features. Discusses iPhone and Apple.	12/29/2011
SAMNDCA00223971	2	Jinna Yoon	No Date	Consumer survey report entitled "Socializer (12%)" describing survey participants' personality, phone usage, use of media, preferences, competitor brand perception, attitude, needs and behaviours. Mentions Apple.	12/29/2011
SAMNDCA00223973	8	Jinna Yoon	No Date	Consumer survey report entitled "Digital Tribe (12%)" describing survey participants' lifestyle, values, mobile needs and preferences. Mentions Apple.	12/29/2011
SAMNDCA00223981	11	Jinna Yoon	No Date	Consumer survey report entitled "Social Media Tribe (12%)" describing survey participants' lifestyle, work/life balance, and communication behaviour. Mentions Apple.	12/29/2011
SAMNDCA00223992	20	Jinna Yoon	No Date	Consumer survey report entitled "Voice-Centrics (24%)" describing survey participants' lifestyle, values, attitude towards phone and usage, and mobile phone needs and preferences. Mentions Apple.	12/29/2011

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SAMNDCA00224012	16	Jinna Yoon	No Date	Consumer survey report entitled "Basic Productivity (13%)" describing survey participants' lifestyle, values, attitude towards phone and usage, and mobile phone needs and preferences. Mentions Apple.	12/29/2011
SAMNDCA00224028	123	Jinna Yoon	Dec-09	Consumer report by Market Intelligence Group (GMO) entitled "Brand Attitude Survey H2 2009 Country Report Estonia" measuring consumer attitude on brand status, dynamics, and key drivers on brand health. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00224151	119	Jinna Yoon	Dec-09	Consumer survey report by Market Intelligence Group (GMO) entitled "Brand Attitude Survey H2 2009 Country Report Latvia" measuring consumer attitude on brand status, dynamics, and key drivers on brand health. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00224270	120	Jinna Yoon	Dec-09	Consumer report by Market Intelligence Group (GMO) entitled "Brand Attitude Survey H2 2009 Country Report Latvia" measuring consumer attitude on brand status, dynamics, and key drivers on brand health. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00224462	6	Jinna Yoon	No Date	Survey of spreadsheet entitled "Corporate Brand Index" listing awareness and brand attitude for corporate brand index, CTV brand index, and HHP Brand Index. Apple included in corporate brand index.	12/29/2011
SAMNDCA00224468	9	Jinna Yoon	No Date	Survey preparation document entitled "Screener: Campaign Evaluation Study" listing screener questions for study in US, UK and Singapore. Mentions Apple.	12/29/2011
SAMNDCA00224818	1	Jinna Yoon	7/20/2009	Survey spreadsheet by Research International entitled "Samsung Brand Attitude Study 2009 1st" listing survey results for products ownership, intention to buy in one year, top of mind, unaided awareness, etc. Apple are part of survey questions.	12/29/2011
SAMNDCA00225721	109	Jinna Yoon	Mar-10	Report on consumer surveys by Strategy and MI Part/Mobile Marketing Group entitled "Global Segmentation 2.0 Global Report" analyzing change in market/consumer trend, global segmentation scheme, and global target profile. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00225898	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225899	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Germany, France, and UK. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225900	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of US, Germany, France, and UK. Apple and iPhone are part of survey questions.	12/29/2011

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SAMNDCA00225901	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of South Africa, Thailand, Indonesia, Brazil, Russia, China, and India. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225902	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of France. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225903	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Germany. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225904	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of South Africa, Thailand, Indonesia, Brazil, Russia, Poland, Germany, France, UK, China, and India. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225905	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of India. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225906	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Indonesia. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225907	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Poland. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225908	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Russia. Apple and iPhone are part of survey questions.	12/29/2011

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SAMNDCA00225909	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of South Africa. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225910	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Thailand. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225911	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of UK. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00225912	17	Jinna Yoon	No Date	Report on iPad consumer entitled "iPad & P1 install base Just before iPad2*" analyzing iPad and P1 demographics, iPhone, iPad, and iPod Touch. Analyzes Apple products.	12/29/2011
SAMNDCA00225929	19	Jinna Yoon	No Date	Market report by YuDu media entitled "The Apple iPad Trends and Statistics" outlining key trends that have emerged since the launch of iPad. Analyzes iPad.	12/29/2011
SAMNDCA00226108	1	Jinna Yoon	No Date	Spreadsheet entitled, "HHP Customer Segmentation 2009 - Cell Phone Survey" containing survey data on Brazil. Apple and iPhone included in the survey study. Appears to be a near duplicate of SAMNDCA00178428. Spreadsheet containing survey data about phone users service plan types.	12/29/2011
SAMNDCA00226110	1	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of US. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00226111	1	Jinna Yoon	No Date	Spreadsheet entitled "9-Cluster Models" including survey questions and results on general lifestyle preferences and phone preferences. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00226328	41	Jinna Yoon	No Date	Spreadsheet of survey results entitled "HHP Customer Segmentation 2009 - Cell Phone Survey" listing survey results of China on knowledge of phone brands, attitude, and current phone used. Appears to be a near duplicate of SAMNDCA00225898. Contains analysis of Brazil. Apple and iPhone are part of survey questions.	12/29/2011
SAMNDCA00226448	75	Jinna Yoon	Sep-10	Reports on consumers by TNS entitled "Dealer Attitude Survey 2010 Latvia - HHP" identifying brand status of Samsung's Various marketing activities in comparison with its competitors. Mentions Apple.	12/29/2011
SAMNDCA00226523	66	Jinna Yoon	Feb-10	Report on consumers by Strategy and MI Part/Mobile Marketing Group entitled "Global Segmentation 2.0 Global Report Country Report: India" analyzing global scheme, country scheme and target profile. Mentions Apple.	12/29/2011

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SAMNDCA00226589	228	Jinna Yoon	Feb-10	Report on consumers by Strategy and MI Part/Mobile Marketing Group entitled "Global Segmentation 2.0 Global Report Country Report: Russia" analyzing global scheme, country scheme and target profile. Mentions Apple.	12/29/2011
SAMNDCA00226817	54	Jinna Yoon	Apr-10	Smartphone consumer report by GfK Custom Research entitled "Qualitative Research of Mobile Phone and Smartphone Consumers Samsung Estonia" studying mobile phones market, phone consumer behaviour and preferences in Estonia. Mentions Apple products including iPhone and iPad.	12/29/2011
SAMNDCA00226871	44	Jinna Yoon	Aug-10	Smartphone consumer report by GfK Custom Research entitled "Qualitative Research of Mobile Phone and Smartphone Consumers Samsung Latvia" studying mobile phones market, phone consumer behaviour and preferences in Latvia. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00226915	29	Jinna Yoon	Aug-10	Market research by GfK Custom Research entitled "Study of Mobile Phone and Market in Lithuania" discussing phone market and Samsung's position in the market. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00226944	42	Jinna Yoon	Sep-10	Smartphone research market report by GfK Custom Research entitled "Study of Mobile Phone and Market in Lithuania" discussing phone market and Samsung's position in the market. Mentions Apple and iPhone.	12/29/2011
SAMNDCA00226986	1	Jinna Yoon	No Date	Excel file entitled "N75053 Global Segmentation" which appears to be demo of survey questions. Mentions Apple.	12/29/2011
SAMNDCA00226990	1	Jinna Yoon	No Date	Survey result spreadsheet file by Research International entitled "Samsung Brand Attitude Study 2009 1st -Brazil" listing survey results for products ownership, intention to buy in 1 year, top of mind, unaided awareness, etc. Mentions Apple.	12/29/2011
SAMNDCA00226991	1	Jinna Yoon	7/20/2009	Survey result spreadsheet by Research International entitled "Samsung Brand Attitude Study 2009 1st" listing survey results for products ownership, intention to buy in 1 year, top of mind, unaided awareness, etc. in Brazil. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00226992	1	Jinna Yoon	2/4/2009	Survey result spreadsheet by Research International entitled "Samsung Brand Attitude Study 2009 1st" listing survey results for products ownership, intention to buy in 1 year, top of mind, unaided awareness, etc. in Australia. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011

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SAMNDCA00226993	1	Jinna Yoon	11/25/2010	Survey result spreadsheet by Research International entitled "Samsung Brand Attitude Study 2010 2nd" listing survey results for products ownership, intention to buy in 1 year, top of mind, unaided awareness, etc. in China. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00226994	1	Jinna Yoon	11/25/2010	Survey result spreadsheet by Research International entitled "Samsung Brand Attitude Study 2010 2nd" listing survey results for products ownership, intention to buy in 1 year, top of mind, unaided awareness, etc. in China. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00226999	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study conducted in Algeria in 2009 measuring brand images of Samsung, Nokia, Apple, Sony, and LG. Contains a chart measuring brand awareness, preferred brand, and purchase intention, between Samsung, Nokia, Apple, Sony, LG, etc.	12/29/2011
SAMNDCA00227001	28	Jinna Yoon	12/22/2008	Survey results spreadsheet of brand attitude study conducted in Algeria 2009 measuring brand images of Samsung, Nokia, Apple, Sony, and LG. Duplicate of SAMNDCA00226999.	12/29/2011
SAMNDCA00227029	1	Jinna Yoon	12/22/2008	Survey results spreadsheet of brand attitude study conducted in Algeria 2009 measuring brand images of Samsung, Nokia, Apple, Sony, and LG. Duplicate of SAMNDCA00226999.	12/29/2011
SAMNDCA00227030	23	Jinna Yoon	12/22/2008	Survey results spreadsheet of brand attitude study conducted in Algeria 2009 measuring brand images of Samsung, Nokia, Apple, Sony, and LG. Near duplicate of SAMNDCA00226999.	12/29/2011
SAMNDCA00227076	17	Jinna Yoon	12/22/2008	Survey results spreadsheet of brand attitude study conducted in Algeria 2009 measuring brand images of Samsung, Nokia, Apple, Sony, and LG. Near duplicate of SAMNDCA00226999.	12/29/2011
SAMNDCA00227110	1	Jinna Yoon	7/13/2009	Survey results spreadsheet of brand attitude survey asking the participants about key buying factor, market experience, and awareness of the brands (France 2009). Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227162	28	Jinna Yoon	12/22/2008	Survey results spreadsheet of brand attitude study conducted in Algeria 2009 measuring brand images of Samsung, Nokia, Apple, Sony, and LG. Near duplicate of SAMNDCA00226999. Contains a chart concerning brand awareness, most preferred brand, purchase intention, and current phone ownership, including such brands as Samsung, Apple, LG, Motorola, etc.	12/29/2011

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SAMNDCA00227192	1	Jinna Yoon	7/9/2009	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Germany-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart concerning brand awareness, most preferred brand, purchase intention, and current phone ownership, including such brands as Samsung, Apple, LG, Motorola, etc.	12/29/2011
SAMNDCA00227193	28	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart concerning brand awareness, most preferred brand, purchase intention, and current phone ownership, including such brands as Samsung, Apple, LG, Motorola, etc.	12/29/2011
SAMNDCA00227221	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227225	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227227	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227228	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227229	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains evaluations of brand image including attributes such as innovative, prestigious, optimistic, sensual design, premium, and enjoyment.	12/29/2011

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SAMNDCA00227231	24	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Asks the participants about brand awareness, most preferred brand, purchase intention, and current phone ownership, including such brands as Samsung, Apple, LG, Motorola, etc.	12/29/2011
SAMNDCA00227255	38	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains evaluations of brand image including attributes such as innovative, prestigious, optimistic, sensual design, premium, and enjoyment.	12/29/2011
SAMNDCA00227331	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227332	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring the key buying factor and market experience index for Samsung, Nokia, Motorola, Apple, etc.	12/29/2011
SAMNDCA00227333	24	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Asks the participants about brand awareness, most preferred brand, purchase intention, and current phone ownership, including such brands as Samsung, Apple, LG, Motorola, etc.	12/29/2011
SAMNDCA00227359	30	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Mostly duplicate of SAMNDCA00227255.	12/29/2011
SAMNDCA00227419	17	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc.	12/29/2011
SAMNDCA00227530	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2008 2nd -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring unaided brand awareness, most preferred brand, purchase intention, ownership of the phone, post purchase satisfaction, and key buying factor.	12/29/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00227582	1	Jinna Yoon	7/13/2009	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -India-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227583	1	Jinna Yoon	7/9/2009	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Italy-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227584	29	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand awareness, purchase intention, brand equity power, and market experience for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227613	1	Jinna Yoon	12/22/2008	Survey results of brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227615	1	Jinna Yoon	7/13/2009	Brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Italy-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227616	1	Jinna Yoon	7/9/2009	Brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Mexico-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227618	1	Jinna Yoon	7/9/2009	Brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Russia-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011

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SAMNDCA00227619	31	Jinna Yoon	12/22/2008	Brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains charts showing unaided product awareness and current brand of phone owned by the participants.	12/29/2011
SAMNDCA00227650	1	Jinna Yoon	12/22/2008	Brand attitude study by Research International entitled "SAMSUNG Brand Attitude Study 2009 1st -Algeria-" measuring brand image of Samsung, Nokia, Apple, Sony, etc. Contains a chart measuring brand attachment, most preferred brand, preference, post purchase satisfaction, market experience, key buying factor, and brand purchase motivation for companies such as Samsung, Apple, LG, Sony, Motorola, etc.	12/29/2011
SAMNDCA00227651	1	Jinna Yoon	7/13/2009	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Russia" measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00227652	1	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeriaa" measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00227653	1	Jinna Yoon	7/9/2009	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: South Africa" measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00227654	31	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227688	1	Jinna Yoon	7/9/2009	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Turkey" measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00227689	26	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227718	1	Jinna Yoon	7/9/2009	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: UK" measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00227719	17	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227736	25	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00227762	29	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227792	17	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227860	29	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227892	1	Jinna Yoon	7/9/2009	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: USA" measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00227895	18	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227914	27	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227941	18	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00227977	34	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00228012	23	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00228058	18	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00228130	34	Jinna Yoon	12/22/2008	Brand attitude survey by Research International entitled "Samsung: Brand Attitude Study 2009 1st: Algeria" measuring brand image of many competitors. Appears to be near duplicate of SAMNDCA00227652.	12/29/2011
SAMNDCA00228883	1	Jinna Yoon	No Date	Brand attitude survey of USA, United Kingdom, France, and China, measuring brand image of many competitors. Includes customer survey comparing brand attitudes, including Apple.	12/29/2011
SAMNDCA00186489	37	Sung Wook Kwon	6/4/2009	Report on smartphone consumers entitled "Japanese market mobile phone Trend and function studies" discussing touch phone market trends and internet surveys.	12/9/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00186572	37	Sung Wook Kwon	No Date	Consumer research entitled "Social Media & Mobile Internet Use Among Teens and Young Adults" studying the attitude and behavior of the Millennial generation (age 18-29) mentions iPhone as a cell phone. Internet and social media use among your adults.	12/9/2011
SAMNDCA00186658	19	Sung Wook Kwon	Dec-08	Report on mobile phone consumers entitled "Touchscreen Experience: 10 Lessons for Next Generation Mobile Devices" mentioning that iPhone owners are new hardcore brand loyalists. Discusses what people look for in a wireless device.	12/9/2011
SAMNDCA00186677	22	Sung Wook Kwon	2010	Consumer survey study entitled "Japanese User's iPhone 4 and iPad Usability Study." Discusses how iPad and iPhone are being used.	12/9/2011
SAMNDCA00186927	1	Sung Wook Kwon	10/9/2009	Excerpt from consumer report entitled "CFI Group Smartphone Satisfaction Study 2009" dated 10/09/09. iPhone has highest satisfaction.	12/9/2011
SAMNDCA00186976	10	Sung Wook Kwon	No Date	Market research article entitled "iPad's Competition in Korea Based on Research." Discusses what functions people use the most and iPad preference over netbooks.	12/9/2011
SAMNDCA00187015	149	Sung Wook Kwon	Aug-08	Market research report entitled "Research Insights and Recommendations final report" by Gravitytank discusses survey on upcoming Samsung phones (Acme, Bresson, Tjet, Solomon, Techno). States that people frequently compare these Samsung phones to iPhone.	12/9/2011
SAMNDCA00187164	30	Sung Wook Kwon	Aug-08	Appears to be a part of SAMNDCA00187015. States that people think Bresson (Samsung phones) is similar to iPhone. Usability tests show that it is not as good as the iPhone.	12/9/2011
SAMNDCA00187480	18	Sung Wook Kwon	5/8/2009	Article titled "The Day Game Console iPhone Dominates the Market" from Business Online. iPhone is an emerging video game console.	12/9/2011
SAMNDCA00187799	8	Sung Wook Kwon	Feb-10	Online buzz research "Initial consumer reaction to Samsung Wave and Bada OS" containing overview of consumer reaction to the launch and how consumers think it will compete with iPhone and other smartphones. Compares iPhone with Wave.	12/9/2011
SAMNDCA00187807	20	Sung Wook Kwon	3/12/2010	Online buzz research "Buzz check report: pre-launch attitudes toward the Samsung Wave" by Wavematrix; appears to be an expansive report of SAMNDVA00187799. Compares iPhone with Wave.	12/9/2011
SAMNDCA00188192	31	Sung Wook Kwon	8/4/2010	Article titled "Tablet, Not a PC" analyzing the iPad. Contains survey on consumer perception of iPad.	12/9/2011
SAMNDCA00188499	107	Sung Wook Kwon	12/14/2010	Online buzz research "Helping Samsung understand consumer reaction to the Galaxy Tab" by Wavematrix gaging consumer reaction to the newly launched Galaxy Tab. Galaxy Tab has positive points but draws negative comparisons to iPad.	12/9/2011
SAMNDCA00188831	22	Sung Wook Kwon	9/22/2011	Article titled "Thoroughly Checking All Functions of Windows Phone" by Japan HQ electronics planning. Compares Windows Phone vs. Android vs. Iphone.	12/9/2011
SAMNDCA00189127	15	Sung Wook Kwon	No Date	Report "iPhone version 2.0 Is Apple ready for business?" by Dominique Roussel discussing how Apple is growing in the phone market. Contains Apple satisfaction survey.	12/9/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00189147	26	Sung Wook Kwon	Jul-08	Report "Media Device User Evaluation: Apple iPhone 3G" by Strategy Analytics containing user evaluation of iPhone 3G device. Contains survey stating the percentage of respondents who use specified features at least weekly.	12/9/2011
SAMNDCA00189173	30	Sung Wook Kwon	Jul-08	Report "Media Device User Evaluation: Samsung Instinct" by Strategy Analytics containing user evaluations of devices. Mentions Apple and the iPhone. Contains survey stating the percentage of respondents who use specified features at least weekly.	12/9/2011
SAMNDCA00189590	32	Sung Wook Kwon	Jul-08	Report "Media Device User Evaluation: LG Dare" by Strategy Analytics containing user evaluations of devices. Mentions Apple and the iPhone. Contains survey stating the percentage of respondents who use specified features at least weekly.	12/9/2011
SAMNDCA00189627	34	Sung Wook Kwon	Dec-08	Report "Media Device User Evaluation: Samsung Omnia" by Strategy Analytics containing user evaluations of devices. Mentions Apple and the iPhone. Contains survey stating the percentage of respondents who use specified features at least weekly.	12/9/2011
SAMNDCA00189858	14	Sung Wook Kwon	Feb-09	Report entitled "Content Delivery Mechanisms: User Experience Insights on Mobile Widgets" by Strategy Analytics. Respondents name advantages of widgets and browsers. The report mentions the iPhone.	12/9/2011
SAMNDCA00189977	6	Sung Wook Kwon	3/23/2009	Report entitled "iPhone Users Install Most Applications but Blackberry Owners Pay for More" by Strategy Analytics. Survey contains analysis of iPhone users downloading applications.	12/9/2011
SAMNDCA00190003	7	Sung Wook Kwon	8/14/2009	Equity research of Apple, Inc. by RBC Capital Markets. The document analyzes Apple, Inc.'s performance and contains a survey of 200 iPhone 3GS owners showing high satisfaction.	12/9/2011
SAMNDCA00190010	31	Sung Wook Kwon	Aug-09	Report entitled "Retaining and Attracting New Customers: Profiling the Apple iPhone User" by Strategy Analytics. The report discusses how iPhone owners are more likely to be concentrated in the 25-44 age range, have a higher avg. income, and are more likely to be in full-time employment compared to non-iPhone owners.	12/9/2011
SAMNDCA00190144	100	Sung Wook Kwon	4/30/2009	JD Power report entitled "2009 Wireless Consumer Smartphone Satisfaction Study Vol 1" discussing consumer satisfaction and market share. The report states that customer satisfaction with Apple is high.	12/9/2011
SAMNDCA00190395	15	Sung Wook Kwon	9/20/2010	Samsung Mobile report entitle "Weekly Android Competition Report" gauging brand and consumer sentiments. The iPhone is mentioned as a competitor.	12/9/2011
SAMNDCA00190418	22	Sung Wook Kwon	11/22/2010	Samsung Mobile report entitled "Weekly STA Online Buzz Analysis." Contains surveys comparing the Galaxy Tab to the iPad.	12/9/2011
SAMNDCA00190457	203	Sung Wook Kwon	7/3/1905	2011 1st Quarter Competitor marketing communication analysis discussing Apple, Nokia, HTC, Motorola, Sony Ericsson, Blackberry, LG Mobile. Analyzes Apple's marketing and campaigns.	12/9/2011
SAMNDCA00190673	80	Sung Wook Kwon	6/13/2011	Samsung Galaxy Tab Global Campaign Plan stating that the tablet market has high potential to attract consumers' interest. The document makes a few comparison between Tab and iPad.	12/9/2011

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SAMNDCA00190762	17	Sung Wook Kwon	2011	Report entitled "iPad & P1 install base just before iPad 2" showing iPad's market growth. The report also discusses demographics of iPad and P1 buyers.	12/9/2011
SAMNDCA00191155	10	Sung Wook Kwon	No Date	Report entitled "Advantages of Daumsoft" containing analysis of consumer sentiments regarding the Galaxy S, iPhone 4, Desire, iPhone 3GS, and Evo.	12/9/2011
SAMNDCA00191305	10	Sung Wook Kwon	4/7/2010	ROA 'Expert Quick Poll (EQP)' Report entitled "Survey on Apple iPad's National (Korea) Launch and Potential Success" notes that Apple's iPad had mediocre reviews before launch but has explosive popularity after launch.	12/9/2011
SAMNDCA00191410	45	Sung Wook Kwon	7/1/2009	Workshop agenda and presentation for research on mobile phones mentioning the iPhone.	12/9/2011
SAMNDCA00191686	9	Sung Wook Kwon	7/1/2008	Report by Nielsen Mobile entitled "Critical Mass the Worldwide State of the Mobile Web" relating to surveys on demographics of mobile internet users, devices, costs and sites. Discusses top devices for mobile internet users in US and EU. iPhone is included in the survey.	12/9/2011
SAMNDCA00191695	25	Sung Wook Kwon	Jul-09	Research presentation by Gravitytank describing how people customize their phones. Some of the interviewees in the study discuss their iPhones.	12/9/2011
SAMNDCA00191722	24	Sung Wook Kwon	2008	Gartner research entitled "Recession, Segmentation and Communications Consumer: 2020" by Nick Ingelbrecht. The report discusses the effects of the recession on telecom market and contains quotes from consumers that mention iPhones.	12/9/2011
SAMNDCA00191746	49	Sung Wook Kwon	Jul-09	Research presentation by Gravitytank describing how people customize their phones. Duplicate of SAMNDCA00191695 with additional section discussing "people's expectation for the phone exceed its capabilities." Some of the interviewees in the study discuss their iPhones.	12/9/2011
SAMNDCA00191811	177	Sung Wook Kwon	12/17/2008	Report entitled "Touch Portfolio Rollout Strategy Recommendation Based on Consumer Insight" by Gravitytank containing analysis of the iPhone. Includes surveys showing intent to purchase Samsung devices and consumer sentiment regarding the iPhone.	12/9/2011
SAMNDCA00191988	14	Sung Wook Kwon	No Date	Document containing what appears to be quotes from consumers on a Samsung phone. One consumer mentions that "there are more camera settings on this phone than on my iPhone4."	12/9/2011
SAMNDCA00192074	14	Sung Wook Kwon	May-11	Document entitled "Galaxy Tab 10.1 Usability Testing Task Guide" by Mobile Marketing containing plans for upcoming survey. The document mentions the iPad and iPad2.	12/9/2011
SAMNDCA00192088	3	Sung Wook Kwon	No Date	Document containing what appears to be consumer comments regarding a Samsung tablet (model not identified). Consumers compare this product with the iPad.	12/9/2011
SAMNDCA00192091	16	Sung Wook Kwon	No Date	Document entitled "Galaxy Tab 8.9 Usability Testing Task Guide" containing plans for upcoming survey. Mentions the iPad and iPad2.	12/9/2011
SAMNDCA00192232	75	Sung Wook Kwon	No Date	Report entitled "Apps Get Real" by Gravitytank containing consumer research on app usage. Some interviewees mention apps for their iPhones.	12/9/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00192518	55	Sung Wook Kwon	12/17/2008	Report entitled "Touch Portfolio Rollout Strategy Recommendation Based On Consumer Insight" by Gravitytank. Contains analysis and branding survey of the iPhone. Near duplicate of SAMNDCA00191811.	12/9/2011
SAMNDCA00192583	88	Sung Wook Kwon	7/24/2011	Report entitled "Senior Target Smartphone Concept Development Study" by Hankook discussing smartphones for seniors. Mentions an iPhone study.	12/9/2011
SAMNDCA00192770	29	Sung Wook Kwon	Jan-11	Report entitled "In-Depth Analysis Us Consumer's Attitudes And Behaviors Toward The Emerging Tablet Market" by In-Stat discussing how the iPad launch drove up consumer awareness of tablet market. Survey analyzes current owners and future purchasers of tablets.	12/9/2011
SAMNDCA00192804	87	Sung Wook Kwon	Jul-09	Workshop presentation entitled "One Plus One Equals Eleven" by Gravitytank studying smartphone user needs and trends. Contains consumer quotes mentioning what they like about their iPhones.	12/9/2011
SAMNDCA00192904	31	Sung Wook Kwon	Aug-10	Report entitled "Ecosystem Analysis And Trend And Opportunities iPad Will Bring Based On Consumer Research" by Digieco, which includes survey on iPad usage.	12/9/2011
SAMNDCA00192950	25	Sung Wook Kwon	Nov-10	Report entitled "Usage Pattern, Platform View, Coping Strategies Of E-Book On iPad" studying e-Book devices and comparing these devices to the iPad.	12/9/2011
SAMNDCA00192990	1	Sung Wook Kwon	11/23/2010	Article entitled "Consumer Research On iPad Usage Pattern" describing how much consumers are using iPads.	12/9/2011
SAMNDCA00192994	2	Sung Wook Kwon	8/28/2009	Article entitled "Appstore Usage Of Iphone User Status" by Atlas showing what apps are being downloaded. Includes consumer survey on iPhone app usage.	12/9/2011
SAMNDCA00193001	4	Sung Wook Kwon	10/12/2009	Article entitled "iPhone, Verizon Lead in Smartphone Satisfaction" by CFI Group noting that the iPhone garners high satisfaction ratings and loyalty.	12/9/2011
SAMNDCA00193027	18	Sung Wook Kwon	Sep-09	Report entitled "My iPhone of Creators" by Samsung discussing iPhone usage and accessories.	12/9/2011
SAMNDCA00193297	20	Sung Wook Kwon	No Date	Report entitled "Gizmo Controlled Freedom" discussing consumer targets. Discusses iPhone usage.	12/9/2011
SAMNDCA00193381	130	Sung Wook Kwon	2011	Report entitled "Competitor Marketing Communication Analysis Jan-Feb 2011" by Samsung Marketing IMC analyzing the marketing efforts of LG, HTC, Apple, etc. Lists what functions consumers are looking for in their phones.	12/9/2011
SAMNDCA00193511	23	Sung Wook Kwon	5/12/2009	MI Flash Report entitled "eBook evolution" discussing US consumer interest in eBooks. Mentions Apple and the iPhone.	12/9/2011
SAMNDCA00193564	40	Sung Wook Kwon	Jan-10	Report entitled "Media Device User Evaluation: Samsung H1 (Vodafone 360)" by Strategy Analytics discussing user evaluation of the device. Mentions Apple and the iPhone.	12/9/2011
SAMNDCA00193637	40	Sung Wook Kwon	Jun-11	Report entitled "Mobile Internet Insights" by Mike Mascott discussing consumer usage of the mobile internet. Mentions the iPhone.	12/9/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00194290	111	Sung Wook Kwon	6/18/2009	Report by STA entitled "North American GUI Archetype Study" dated June 18, 2009 describing a survey on users' mobile phone usage, satisfaction, and preference. Mentions Apple, iPhone and iPhone 3G. This survey reveals users' preference on GUI Themes, Fonts, Wallpaper, Icons, Icon Metaphors, and Main Menu.	12/9/2011
SAMNDCA00194415	35	Sung Wook Kwon	3/31/2008	Study by Rubicon entitled "The Apple iPhone: Successes and Challenges for the Mobile Industry" dated March 31, 2008 on iPhone users in the United States. Rubicon conducted a detailed survey of 460 randomly-selected iPhone users in the United States.	12/9/2011
SAMNDCA00194675	43	Sung Wook Kwon	May-09	Evaluation report by Strategy Analytics entitled "Mobile Device User Evaluation: LG Versa" dated May, 2009 on the LG Versa's performance. Individual comments on the style of the LG includes "looks similar to an iPhone."	12/9/2011
SAMNDCA00194718	20	Sung Wook Kwon	Nov-09	Report by Strategy Analytics entitled "Mobile Internet and Social Networking Usage Booms" dated November 2009 providing an overview of social networking service and mobile usage. This report shows that the US mobile service penetration and usage are both on the rise and also states that iPhone owners report the highest service usage for web browsing, social networking and maps and directions.	12/9/2011
SAMNDCA00194738	3	Sung Wook Kwon	No Date	Untitled and undated chart appears to be survey questions and results regarding mobile service usage for web browsing and social networking. Mentions the iPhone.	12/9/2011
SAMNDCA00194913	35	Sung Wook Kwon	9/23/2009	Marketing report by Hakan Gustafsson entitled "Introduction to Strategy Analytics" dated September 23, 2009 on smartphone owners' use of services and features. Mentions iPhone.	12/9/2011
SAMNDCA00194948	46	Sung Wook Kwon	Feb-09	Report by Chris Schreiner entitled "Smartphones: Consumer Priorities and Best Practices for Differentiating the User Experience" dated February 2009 on the Smartphone market's continued growth. Apple iPhone included as one benchmarking smartphone device. This report shows the features and services which smartphone users most frequently use and for which they are most willing to pay.	12/9/2011
SAMNDCA00195054	11	Sung Wook Kwon	7/30/2010	Report by ROA entitled "Expert Quick Poll (EQP)' Report" dated July 30, 2010 on smartphone users' app usage. Mentions Apple and iPhone.	12/9/2011
SAMNDCA00195189	60	Sung Wook Kwon	7/19/2010	Report by Samsung entitled "User Experience Benchmarking & Evaluation Report" dated July 19, 2010 conducting a competitive design and UX benchmark study with Samsung Vegas, Garnett and Cetus using iPhone 4G. This report shows and compares Samsung phones to iPhone's physical size, weight, system usability scores, and overall satisfaction scores.	12/9/2011
SAMNDCA00195249	80	Sung Wook Kwon	6/7/2010	Report by Samsung entitled "User Experience Benchmarking & Evaluation Report" dated June 7, 2010 on user experience and strategic marketing research. This report compares Samsung phones to the iPhone and HTC devices in terms of size, bulkiness, touch performance, display, usability, and more.	12/9/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00195514	2	Sung Wook Kwon	No Date	Document containing what appears to be survey questions for iPhone and other smartphone users, including demographics, touch phone probe, and value propositions.	12/9/2011
SAMNDCA00195516	2	Sung Wook Kwon	No Date	Document contains what appears to be survey questions to compare iPhone users to HTC Touch Diamond and LG Viewty users.	12/9/2011
SAMNDCA00195518	5	Sung Wook Kwon	No Date	Document appears to contain survey questions including questions on the user's background, reason for buying a touch phone, etc. Mentions Apple and iPhone.	12/9/2011
SAMNDCA00195523	28	Sung Wook Kwon	4/1/2010	Report by Christopher Dodge entitled "User Evaluation: Apple iPad" dated April 2010 on iPad user evaluation and experience, focusing on browsing and media consumption. Most participants in the study would choose to purchase the iPad.	12/9/2011
SAMNDCA00196839	3	Sung Wook Kwon	8/25/2010	Report by ChangeWave entitled "Iphone 4 Users' Satisfaction Report In The US." This report compares user satisfaction amoong iPhone 4 and 3GS users.	12/9/2011
SAMNDCA00196850	11	Sung Wook Kwon	11/5/2009	Report by Samsung entitled "Changing World, Changing Customers" containing research done on older women. This report shows that 25% of babyboomers bought iPhones.	12/9/2011
SAMNDCA00229820	38	Tim Benner	6/15/2009	"Post Launch Consumer Insights Summary" by STA mentioning customer choice of iPhone over SS Jack. The document states that the SS Jack compete most closely with the iPhone. Brand loyalty and desire for touchscreen are top reasons why customers chose iPhone over Jack.	12/30/2011
SAMNDCA00229937	11	Tim Benner	No Date	Portion of survey comparing satisfaction level. Mentions Apple and iPhone.	12/30/2011
SAMNDCA00229961	43	Tim Benner	6/1/2009	"SS Airport Charging Station Research" by Hall and Partners discussing branding impact of iPhone.	12/30/2011
SAMNDCA00230143	3	Tim Benner	6/17/2009	Email re: Omnia 2 pre-user trial usability study progress report, comparing the Omnia 2 and iPhone. Users overall prefer the iPhone over the Omnia.	12/30/2011
SAMNDCA00230157	11	Tim Benner	6/19/2009	"Marketing Update" by SS discussing Apple's recent iPhone enhancements. The enhancements solidify Apple as provider of premier UX, but misses out on broadening iPhones appeal among other segments which provides opportunity for competitors.	12/30/2011
SAMNDCA00230188	6	Tim Benner	No Date	Survey of text usage of iPhone users compared to other phones.	12/30/2011
SAMNDCA00230340	6	Tim Benner	6/17/2009	Email re: Omnia 2 pre-user trial usability study progress report, dated 6/17/2009 compares Omnia 2 and iPhone overall and in terms of keyboard. Mostly duplicate of SAMNDCA00230143.	12/30/2011
SAMNDCA00230346	4	Tim Benner	6/17/2009	Email re: Omnia 2 pre-user trial usability study progress report, comparing the Omnia 2 and iPhone. Mostly duplicate of SAMNDCA00230143.	12/30/2011
SAMNDCA00230367	7	Tim Benner	3/10/2009	Survey questionnaire titled "SS Handset Replacement Questionnaire" dated 3/10/2009, The iPhone is one of the choices in the questionnaire.	12/30/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00230429	38	Tim Benner	6/15/2009	"Post Launch Consumer Insights Summary" by Samsung Telecommunications America. Contains survey information regarding Samsung's Alias 2, Jack, Trance, and Smooth and how these Samsung devices compete against Apple's iPhone.	12/30/2011
SAMNDCA00230467	1	Tim Benner	Jun-09	Email discussing SS tracking week 24 Topline, noting iPhone's status in Week 24 of 2009.	12/30/2011
SAMNDCA00230468	37	Tim Benner	No Date	Marketing report entitled "Weekly Topline-SS Continuous Tracking." Tracks iPhones first and second mentions.	12/30/2011
SAMNDCA00230519	15	Tim Benner	Jun-09	"Marketing Update" by SS, dated 6/25/2009, mentions iPhone in research findings. Notes that competitors should focus on usability to compete more fully with iPhone.	12/30/2011
SAMNDCA00230534	1	Tim Benner	6/19/2009	Email re: 2009 brand architecture study that briefly compares SS umbrella brand to Apple. SS umbrella brand falls short of Apple.	12/30/2011
SAMNDCA00230647	13	Tim Benner	10/27/2009	"Local MP Improvement Pre-read Update" by SS Mobile, mentions comparison of Apple and SS brand imagery. Most consumers believe that Apple, not SS sells the most phones in the US, and this did not change after the local programs.	12/30/2011
SAMNDCA00230660	12	Tim Benner	No Date	Spreadsheet, "Mobile Phone Brand Preference" survey charting consumer brand awareness for iPhone.	12/30/2011
SAMNDCA00231140	3	Tim Benner	No Date	Spreadsheet entitled "Measuring Consumers' Unaided Awareness, Purchase Intent" comparing iPhone awareness to competitors. Testing is for passengers who were exposed to in-flight programming.	12/30/2011
SAMNDCA00231333	10	Tim Benner	6/10/2009	Analysis report "Competitive Spending Update" by SS, compares ad spending between Apple and competitors.	12/30/2011
SAMNDCA00231343	3	Tim Benner	No Date	Survey comparing consumer satisfaction between Apple and other competitors.	12/30/2011
SAMNDCA00232104	1	Tim Benner	No Date	Survey of preferred brand preference between iPhone and other competitors.	12/30/2011
SAMNDCA00232190	101	Tim Benner	Jan-10	Brand attitude survey by Market Intelligence Group (GMO) entitled, "Brand Attitude Survey H2 2009 Country Report:USA" dated January 2010, measuring consumer attitudes regarding Samsung, Apple, Motorola, LG, and Blackberry.	12/30/2011
SAMNDCA00232773	9	Tim Benner	2/8/2010	Customer survey by Market Tools entitled "SS STA-Mobile Finance Study Questionnaire" dated 2/8/2010 lists iPhone as choice of brand of current mobile phone.	12/30/2011
SAMNDCA00232785	37	Tim Benner	1/21/2009	Survey by Samsung entitled "Samsung Continuous Tracking" targeting male and females ranging from 18-60 who have purchased or intend to purchase a mobile phone. The iPhone is listed among the choices of phones.	12/30/2011
SAMNDCA00232824	1	Tim Benner	No Date	Excel file that appears to contain information regarding various mobile phone manufacturers including Apple.	12/30/2011
SAMNDCA00232825	1	Tim Benner	No Date	Excel file that appears to contain consumer survey information with respect to different mobile phones, including the Apple iPhone.	12/30/2011

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SAMNDCA00232892	65	Tim Benner	Jan-10	Report by Mobile Marketing Group-Product Planning Group/Mobile Communications Division entitled, "Global Segmentation 2.0 Country Report:US" provides a detailed survey overview of specifically categorized consumers and their choice of phone, including the iPhone. Survey divides report into separate target profiles and surveys measuring detailed lifestyle and personality, usage and attitude as well as need, and preferences.	12/30/2011
SAMNDCA00232995	3	Tim Benner	2/8/2010	Customer survey by Market Tools entitled "SS STA-Mobile Finance Study Questionnaire" dated 2/8/2010 lists iPhone as choice of brand of current mobile phone. Partial duplicate of SAMNDCA00232773.	12/30/2011
SAMNDCA00233020	4	Tim Benner	No Date	Customer survey by Market Tools entitled "SS STA-Mobile Finance Study Questionnaire" dated 2/8/2010 lists iPhone as choice of brand of current Mobile phone. Partial duplicate of SAMNDCA00232773.	12/30/2011
SAMNDCA00233025	37	Tim Benner	1/21/2009	Survey by Samsung entitled, "Samsung Continuous Tracking" analyzing consumer intent to purchase phones priced at \$50 or more. The iPhone ist listed as an answer choice. Partial duplicate of SAMNDCA00232785.	12/30/2011
SAMNDCA00233163	79	Tim Benner	Aug-08	Report by Tim Benner entitled, "Samsung Q4 2009 Deep Dive" surveying brand awareness of Samsung and other competitors including Apple. Survey of brand imagery, changes in awareness and equities, ad performance, and MP local program.	12/30/2011
SAMNDCA00233248	33	Tim Benner	Jan-10	Brand attitude survey by Market Intelligence Group (GMO) entitled, "Brand Attitude Survey H2 2009 Country Report:USA" dated January 2010, measuring consumer attitudes on Samsung, Apple, Motorola, LG, and Blackberry. Part duplicate of SAMNDCA00232190.	12/30/2011
SAMNDCA00233290	29	Tim Benner	Aug-09	Survey entitled, "Global Calibration Study- US HHP" on topics such as consumer preference between touchscreen phones, QWERTY phones, and Smartphones. The iPhone is one of the choices listed.	12/30/2011
SAMNDCA00233811	5	Tim Benner	No Date	Consumer survey in which the Apple iPhone is listed as an answer choice for one of the questions.	12/30/2011
SAMNDCA00233922	83	Tim Benner	Jan-09	Report by Tim Benner entitled, "Samsung Q4 2009 Deep Dive" surveying brand awareness of Samsung and other competitors including Apple. Mostly duplicate of SAMNDCA00233163.	12/30/2011
SAMNDCA00234012	87	Tim Benner	Jan-09	Report by Tim Benner entitled, "Samsung Q4 2009 Deep Dive" surveying brand awareness of Samsung and other competitors including Apple. Mostly duplicate of SAMNDCA00233163.	12/30/2011
SAMNDCA00234174	4	Tim Benner	No Date	Spreadsheet by Samsung tracking brand preference, MPSA, brand purchase intent, model awareness, and Ad recognition of consumers with iPhone being one of the brands.	12/30/2011
SAMNDCA00234248	83	Tim Benner	8/4/2010	Report by Tim Benner for Samsung Mobile entitled, "Samsung Q2 2010 Deep Dive- Continuous Tracking (5/16/08-7/4/2010)."	12/30/2011

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SAMNDCA00234369	37	Tim Benner	8/4/2010	Report by Compete entitled, "Understanding the iPad market" dated 8/4/2010 studying consumer perception, competition, and overall satisfaction with iPad.	12/30/2011
SAMNDCA00234444	13	Tim Benner	9/10/2010	Email re: Daily Galaxy Buzz Report provides an overview of consumer sentiment for 9/9/2010 for various devices including iPhone and Samsung Galaxy S models.	12/30/2011
SAMNDCA00234459	8	Tim Benner	9/9/2010	Report by Tim Benner entitled, "Marketing Update" providing an overview of current Samsung market trends in comparison to Apple and other competitors. Gives update of handset retail promotions, buzz report on Galaxy S models, and update on projects ongoing within Samsung.	12/30/2011
SAMNDCA00234469	12	Tim Benner	9/14/2010	Email re: Daily Galaxy Buzz Report provides an overview of consumer sentiment for various devices including iPhone and Samsung Galaxy S models. Email re: Weekly Android Competition Report (mostly duplicate of SAMNDCA0023444).	12/30/2011
SAMNDCA00234556	1	Tim Benner	11/15/2010	Email re: Tab Update. Provides overview of Verizon inventory and feedback. States that the iPad does not have as much brand recognition as Tab	12/30/2011
SAMNDCA00234557	6	Tim Benner	11/15/2010	Report entitled, "FMO Report: Galaxy Tab Update" provides overview of Verizon and T-Mobile inventory status and feedback.	12/30/2011
SAMNDCA00234908	1	Tim Benner	11/12/2010	Email from Kim Titus to Dale Sohn re: Galaxy S/Galaxy Tab placements and reviews. Lists pros and cons from reviewers for Tab and iPad.	12/30/2011
SAMNDCA00234909	2	Tim Benner	11/12/2010	Survey including reviews of the Galaxy Tab and the iPad. Reviewers were asked to list pros and cons of the two products.	12/30/2011
SAMNDCA00235001	5	Tim Benner	11/15/2010	Email between John Plakmeyer and Tim Benner re: requesting a product awareness survey. The iPhone is listed as one of the devices in the survey.	12/30/2011
SAMNDCA00235061	22	Tim Benner	No Date	Report without title or author mentioning the iPhone.	12/30/2011
SAMNDCA00235247	2	Tim Benner	11/22/2010	Email including article about survey participants' satisfaction with the iPhone. According to ChangeWave survey, Apple has the most satisfied customers, and 34% of users would have used the iPhone if it was available on their carrier.	12/30/2011
SAMNDCA00235391	4	Tim Benner	11/23/2010	Email from Tim Benner re: the ChangeWave article which compares user satisfaction with the iPhone and Samsung Galaxy S. Email includes breakdown of the ChangeWave summary, side by side charts of Apple and Samsung in terms of Satisfaction Breakdown, key likes and dislikes of consumers, reason for selection, likelihood of return, and likelihood to purchase an iPhone if available.	12/30/2011
SAMNDCA00235395	25	Tim Benner	No Date	Report by ChangeWave Research titled, "New Smart Phone Owners Survey" dated 11/4/2010 measuring consumer satisfaction of iPhone vs. Samsung phones. 1212 consumers who had purchased smart phones within the past six months were asked to rate their new models.	12/30/2011

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SAMNDCA00235424	2	Tim Benner	11/22/2010	Email from Tim Benner requesting survey. The document contains discussion regarding a ChangeWave survey that provides information regarding satisfaction of Apple's products and Apple's iOS operating system.	12/30/2011
SAMNDCA00235426	4	Tim Benner	11/23/2010	E-mail by Tim Benner entitled "Apple, Motorola beat Samsung and RIM in customer satisfaction" discussing a survey where Apple and Motorola beat out Samsung by significant margin in consumer satisfaction ratings.	12/30/2011
SAMNDCA00235430	3	Tim Benner	11/23/2010	E-mail by Ji-Ung Park replying to SAMNDCA00235426 saying article is being released in Korean media.	12/30/2011
SAMNDCA00235433	3	Tim Benner	11/22/2010	E-mail by Tim Benner replying to SAMNDCA00235426, saying he will inform the others with more details about the survey.	12/30/2011
SAMNDCA00235439	3	Tim Benner	11/22/2010	E-mail by Ji-Ung Park replying to SAMNDCA00235426 saying he would like more details from Tim Benner.	12/30/2011
SAMNDCA00235442	2	Tim Benner	11/22/2010	E-mail by Paul Golden replying to SAMNDCA00235426 commenting Tim Benner's explanation of the survey in question is good.	12/30/2011
SAMNDCA00235456	4	Tim Benner	11/30/2010	E-mail by Tim Benner entitled "Main_2010_2H_HHP Module_0902. doc" describing customer survey questions and formats. Apple is one of the brands being surveyed.	12/30/2011
SAMNDCA00235460	36	Tim Benner	No Date	Customer survey by tns research international surveying mobile phone brand recognition and impression. The survey contains questions on whether the consumer would prefer to have Apple's OS platform on their mobile devices.	12/30/2011
SAMNDCA00235731	3	Tim Benner	12/3/2010	E-mail by Tim Benner entitled "Value Prop for Samsung. v2. pptx" discussing presentation on Apple data.	12/30/2011
SAMNDCA00235734	11	Tim Benner	12/00/2010	Presentation by comScore entitled "iOS Measurement: Value Prop for Samsung" that states Samsung's goal of "crushing" Apple: "Crush Apple and establish Galaxy S as premium Android brand. . . Unseat Apple as Tablet leader."	12/30/2011
SAMNDCA00235766	1	Tim Benner	No Date	Customer survey - untitled - that compares Galaxy Tab, iPad, and Moto Xoom for brand awareness and brand owned.	12/30/2011
SAMNDCA00235804	27	Tim Benner	3/11/2011	Customer survey result by Samsung entitled "Customer Survey Result" that compares Samsung, Apple, and other mobile phone brands in many categories. Survey on brand awareness and design and include Apple among competitors.	12/30/2011
SAMNDCA00235955	60	Tim Benner	11/18/2010	Report entitled "Samsung Q3 '10 Deep Dive: Galaxy S Campaign Review" by Tim Benner reviewing effects of Galaxy S ad campaign. Results of Galaxy S campaign on Samsung brand awareness against backdrop of competitors, including Apple.	12/30/2011
SAMNDCA00236017	96	Tim Benner	6/00/2010	Report entitled "BAS H1 2010 Final Report USA" by Market Intelligence Group describing a survey on Samsung brand awareness. Contains discussion regarding Samsung trailing Apple in the smartphone market and the iPhone showing strength in that market.	12/30/2011

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SAMNDCA00236566	1	Tim Benner	3/11/2011	E-mail by Tim Benner entitled "RE: weekly update" summarizing CRM Brand Survey, CRM Product Survey, and Smartphone Form Factor Validation Research. Samsung Galaxy handset catching up to iPhone 4 in customer preference.	12/30/2011
SAMNDCA00236573	9	Tim Benner	3/11/2011	Survey questionnaire entitled "Mobile Communications Strategy Screener" containing questions regarding whether the consumer owns an iPad.	12/30/2011
SAMNDCA00236641	24	Tim Benner	2/00/2011	Report by STA Market Sensing entitled "Post Launch Consumer Insights Summary" discussing sales data collected on several Samsung phones post-launch. Mentions the iPhone.	12/30/2011
SAMNDCA00236761	4	Tim Benner	No Date	Report entitled "NBA/NHL Survey Action Item" analyzing areas of improvement for Samsung brand/design. Samsung's brand power and design are weaker than Apple/HTC.	12/30/2011
SAMNDCA00236873	2	Tim Benner	3/15/2011	E-mail by Tim Benner entitled "RE: Day one Focus Groups" discussing improving brand image of Samsung after Galaxy S campaign. The email notes that Apple was ruled out for the respondents in the survey.	12/30/2011
SAMNDCA00236875	1	Tim Benner	3/15/2011	E-mail by Tim Benner entitled "RE: Day one Focus Groups" discussing improving brand image of Samsung after Galaxy S campaign. The email notes that Apple was ruled out for the respondents in the survey.	12/30/2011
SAMNDCA00236876	1	Tim Benner	3/15/2011	E-mail by Paul Golden replying to SAMNDCA00236875.	12/30/2011
SAMNDCA00236984	2	Tim Benner	3/14/2011	E-mail by Julien Blin entitled "Tablet Sell-Thru to dave_JB_V12_STA. xlsx; DJKoh_TabletStrategy_v3_jb.ppt" including comparison between the market share of Android versus Apple.	12/30/2011
SAMNDCA00236986	28	Tim Benner	No Date	Untitled excel spreadsheet showing sales and inventory data on various Samsung models. Contains sales data for the iPad 2.	12/30/2011
SAMNDCA00237014	43	Tim Benner	3/16/2011	Presentation by Samsung entitled "DJ Koh Review" analyzing the tablet market. Lists reasons not to purchase iPad next to reasons to purchase Galaxy Tab.	12/30/2011
SAMNDCA00237088	4	Tim Benner	3/15/2011	E-mail by Joanne Lovato entitled "Review and Response Requested: Galaxy S II LMP" discussing changes to presentation on Galaxy S II. Mentions the iPhone.	12/30/2011
SAMNDCA00237092	2	Tim Benner	3/14/2011	E-mail by John Plakmeyer entitled "Samsung Continuous tracking Update 03. 14. 11" commenting that 47% of consumers are aware of Galax S name. Notes that Apple is ahead of Samsung in terms of product consideration when picking a tablet.	12/30/2011
SAMNDCA00237094	1	Tim Benner	3/14/2011	E-mail by John Plakmeyer entitled "Samsung Week 10 Topline 03. 14. 11" describing market share of Apple, Samsung, and other brands. Apple maintains its leadership in MPSA category.	12/30/2011
SAMNDCA00237096	2	Tim Benner	3/14/2011	Report by Tim Benner and Christian Donahue entitled "Samsung Tablet Research Topline" explaining attraction of Samsung tablet. Compares Samsung tablet and iPad.	12/30/2011

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SAMNDCA00237134	1	Tim Benner	3/18/2011	Webpage by Samsung entitled "STA - Market Research Update" discussing Samsung brand attitude survey and market trends. States that iPad challengers have flawed product strategies.	12/30/2011
SAMNDCA00237152	1	Tim Benner	5/9/2011	E-mail by Joanne Lovato entitled "For your review - Revised Galaxy S Strategy Plans" discussing Galaxy S launch plans. Uses Apple competitive information & historical results to develop strategy for Galaxy S.	12/30/2011
SAMNDCA00237153	25	Tim Benner	5/5/2011	Report by Samsung entitled "Galaxy S II Strategy Plan" detailing marketing plans for Galaxy S II. Contains discussion of the sales of iPhone 3GS and iPhone 4.	12/30/2011
SAMNDCA00237209	15	Tim Benner	5/5/2011	Presentation by CEA entitled "CEA Webinar: <State of Tablet Market> presenting detailed study of the tablet market. Contains a slide on iPad market share.	12/30/2011
SAMNDCA00246768	33	Tim Benner	Jan-10	Brand attitude survey by Samsung entitled "Brand Attitude Survey H2 2009: Additional Analysis: USA" containing image analysis of Samsung against LG, Apple, and Blackberry and study of brand name and service provider value/preferences. Comparing image analysis of Apple iPhone to Samsung and studying brand name preferences of iPhone users.	12/31/2011
SAMNDCA00246801	9	Tim Benner	8/19/2008	Consumer survey by Samsung entitled "QWERTY interest across demographic segments" containing study of female shoppers. Mentions the impact of iPhone on qwerty interest.	12/31/2011
SAMNDCA00246814	15	Tim Benner	Jun-08	Report by Samsung entitled "Impact of Keypad on Handset Shopping: Prepared using Individual Device Dashboard Data - June 2008" analyzing consumer interest in qwerty and touch screen phones based on 6 phones, including iPhone and Samsung Glyde. Mentions the impact of iPhone on consumer perception of touch screen phones.	12/31/2011
SAMNDCA00246838	18	Tim Benner	Feb-07	Consumer survey entitled "iPhone Initial Response Survey Results" containing analysis of consumer perception on iPhone and the iPhone market.	12/31/2011
SAMNDCA00246914	2	Tim Benner	12/18/2007	Document entitled "Contract Information Form" for Tim Benner, describing roles of Hall and Partners USA Inc. Notes that respondents to the survey will include iPhone users.	12/31/2011
SAMNDCA00246989	16	Tim Benner	No Date	Document entitled "Time/Samsung Campaign Effectiveness Questionnaire" listing questions about media exposure and consumer interests/perceptions regarding phones. Contains questions about the Apple iPhone.	12/31/2011
SAMNDCA00247079	7	Tim Benner	No Date	Document entitled "HHP" containing questions regarding brand preferences and consumer perceptions/interests. Contains questions about the Apple iPhone.	12/31/2011
SAMNDCA00247087	15	Tim Benner	No Date	Consumer survey by Dynamic Logic entitled "Samsung Galaxy CrossMedia Survey Draft" containing questions of consumer perception of mobile phones and media consumption. Contains questions about the Apple iPhone.	12/31/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00247478	100	Tim Benner	11/8/2010	Report by Samsung entitled "Final Report: Galaxy S (Vibrant) MRS Study (US)" analyzing reviews and competitiveness of Galaxy S owners and behaviors of mobile phone owners. Mentions iPhone users' preferences and behaviors. Compares iPhone users to Vibrant users.	12/31/2011
SAMNDCA00247578	27	Tim Benner	No Date	Consumer survey by Synovate entitled "Latest Mobile Phone Usage and Satisfaction Survey - T-Mobile Vibrant MRS Questionnaire (Online Survey)" containing questions on consumer preference and usage of mobile phones. Contains questions about the Apple iPhone.	12/31/2011
SAMNDCA00247607	7	Tim Benner	3/5/2009	Document entitled "Crosstab Report" containing questions regarding consumer ownership of TV, cell phone, printer, MP3, and laptop/desktop. Contains questions about the Apple iPhone.	12/31/2011
SAMNDCA00247779	2	Tim Benner	No Date	Document analyzing purchase interest in iPhone and barriers to purchase iPhone.	12/31/2011
SAMNDCA00248163	52	Tim Benner	May 2011	Consumer research by Samsung entitled "3 Screen Consumer Research" analyzing N-Screen market trend. Contains comments on the iPhone and iPad.	12/31/2011
SAMNDCA00248215	86	Tim Benner	2/10/2008	Report by Samsung entitled "US Marketplace Assessment" analyzing mobile market trends and carriers. Contains analysis of iPhone purchasers and mentions Apple.	12/31/2011
SAMNDCA00248313	35	Tim Benner	No Date	Survey entitled "Understanding Consumer Purchase Dynamics" on Flat Panel TVs and Smart Phones, discussing what touch points, both online and offline, influence a consumer's purchase process of Samsung or Apple phones, and what roles manufacturer websites play in consumer's decision-making process.	12/31/2011
SAMNDCA00248383	26	Tim Benner	No Date	Online survey questionnaire script by Angus Reid Strategies, regarding the behavior of consumers. Participants will test one of many smartphones including Apple iPhone, Samsung Omnia and/or Instinct.	12/31/2011
SAMNDCA00248411	20	Tim Benner	6/5/2008	Customer survey questionnaire entitled "Samsung Smart Phone A&U Study", regarding the behavior of consumers who will test smartphones including Samsung Blackjack, SCH-i730, SCH-i760 and Apple iPhone.	12/31/2011
SAMNDCA00248506	14	Tim Benner	7/2/2010	Customer survey questionnaire entitled "Samsung Handset Replacement Tracker Survey-Round II Questionnaire" by Market Tools, regarding consumers' brand-loyalty. Survey includes Samsung and Apple.	12/31/2011
SAMNDCA00248520	3	Tim Benner	No Date	Consumer survey questionnaire entitled "Samsung Beyonce Tour: Survey", studying the Beyonce fans' preference/awareness of Samsung phones. One of the survey questions asks about consumer perception of the Apple iPhone.	12/31/2011
SAMNDCA00248526	32	Tim Benner	Jan-12	Survey questionnaire of "Mobile Phone Purchase Study" conducted in UK, regarding the decision making of Samsung Galaxy S2 and Apple iPhone 4S owners.	12/31/2011

Beginning Bates Number	No. of Pgs.	Custodian	Date of Document	Description	Date of Production
SAMNDCA00248682	30	Tim Benner	No Date	Survey results for "Samsung LG Tracking Topline-- Samsung vs. LG Ad Recognition and Response" and "Samsung vs. LG Brand Awareness, Sources of Awareness, and Model Awareness and Association", comparing Samsung and LG phones. Contains consumer awareness results for the iPhone.	12/31/2011
SAMNDCA00248712	20	Tim Benner	No Date	Consumer evaluation report entitled "M810 Research Findings Internal Consumer Panel" by STA Market Sensing, comparing Samsung M810 against Samsung Instinct and LG Dare. Includes consumer statements about the iPhone.	12/31/2011
SAMNDCA00248732	9	Tim Benner	Nov-06	Report entitled "Samsung Music Phone Presentation--Full Version" by Cambridge Group, regarding user impression on Samsung, LG, Sony, and Motorola music phones, and Apple's possible introduction of an iTunes phone. This report states that Samsung must be prepared for Apple's launch of the iPhone (iTunes phone).	12/31/2011
SAMNDCA00248838	26	Tim Benner	No Date	Report entitled "Samsung Sound Lounge--Program Recap 7/20/07-9/2/07" by GMR, describing an activation plan utilizing Beyonce's North American tour. The report compares Samsung brand awareness against the Apple iPhone and other phones.	12/31/2011
SAMNDCA00248865	2	Tim Benner	No Date	Spreadsheet entitled "Weekly Topline--Samsung Continuous Tracking", describing brand awareness and commitment of Samsung on TV and print advertisement. The iPhone is listed as one of the models.	12/31/2011
SAMNDCA00248867	27	Tim Benner	No Date	Continuation of SAMNDCA00248866.	12/31/2011
SAMNDCA00248918	3	Tim Benner	No Date	Continuation of SAMNDCA00248893.	12/31/2011
SAMNDCA00248924	5	Tim Benner	No Date	Continuation of SAMNDCA00248893.	12/31/2011
SAMNDCA00248934	6	Tim Benner	No Date	Continuation of SAMNDCA00248893.	12/31/2011
SAMNDCA00248940	6	Tim Benner	May - June 2008	Survey results on mobile phone brand and model awareness in spreadsheet entitled "Weekly Topline - Samsung Continuous Tracking." The iPhone is included as one of the phone models.	12/31/2011
SAMNDCA00248946	8	Tim Benner	May - June 2008	Survey results on mobile phone brand and model awareness in spreadsheet entitled "Weekly Topline - Samsung Continuous Tracking." The iPhone is included as one of the phone models.	12/31/2011
SAMNDCA00248954	16	Tim Benner	May - July 2008	Survey results on mobile phone brand and model awareness in spreadsheet entitled "Weekly Topline - Samsung Continuous Tracking." The iPhone is included as one of the phone models.	12/31/2011
SAMNDCA00248986	22	Tim Benner	May - July 2008	Survey results on mobile phone brand and model awareness in spreadsheet entitled "Weekly Topline - Samsung Continuous Tracking." The iPhone is included as one of the phone models.	12/31/2011
SAMNDCA00249008	20	Tim Benner	May-08	Survey results on mobile phone brand and model awareness in spreadsheet entitled "Weekly Topline - Samsung Continuous Tracking." The iPhone is included as one of the phone models.	12/31/2011

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SAMNDCA00249029	92	Tim Benner	1/30/2007	Marketing report entitled "Positioning Strategy Recommendation" by The Cambridge Group advising Samsung in their product development. Apple's plan to launch the iPhone in 2007 is mentioned.	12/31/2011
SAMNDCA00249121	12	Tim Benner	No Date	Consumer evaluation for quality testing for various mobile phone companies, including Samsung, Apple, Blackberry, LG, Nokia, etc. Categories include: quality of sound, ability to adjust volume, size of display screen, design, etc.	12/31/2011
SAMNDCA00249395	91	Tim Benner	1/19/2007	"2007 State of the Wireless Union" prepared by the Yankee Group providing Samsung with the mobile phone user demographics and user behaviors. Mentions whether Cingular will expand partnership with Apple and launch the iPhone.	12/31/2011
SAMNDCA00249490	184	Tim Benner	Dec-07	Consumer research report entitled "Q4 2007 US Device Report" by Nielsen analyzing mobile phone user demographics and behaviors for various mobile phones, including Samsung, Sony, Motorola, Nokia, and Apple.	12/31/2011
SAMNDCA00249675	7	Tim Benner	No Date	Blank form entitled "Smart phone product knowledge evaluation and sales presentation" by Samsung surveying the sales of various mobile phone models. Apple's iPhone is mentioned under Verizon Wireless.	12/31/2011
SAMNDCA00254981	32	Tim Benner	1/21/2009	Blank consumer survey form by Samsung targeted to mobile phone purchasers within the past 6 months or who intend to purchase a mobile phone in the next 6 months. Apple's iPhone and iPad are mentioned.	1/5/2012
SAMNDCA00237260	2	Tim Benner	5/6/2011	"New targeting insights: iPad, Moms, and apps," email from Tim Benner dated 5/6/2011, referring to a report by ComScore on iPad owner profiles.	12/30/2011
SAMNDCA00237262	4	Tim Benner	5/6/2011	"Mobilens can help us prepare for new Galaxy Tab launches" by ComScore; a survey report dated 5/6/2011. Profiles iPad owners.	12/30/2011
SAMNDCA00237266	3	Tim Benner	5/5/2011	Email from Wayman Leung referring to Nielsen's research on the tablet market showing iPad's dominance of the market.	12/30/2011
SAMNDCA00237293	53	Tim Benner	5/3/2011	Report entitled "Samsung Q4 '10 Deep Dive: Continuous Tracking (5/16/08-04/03/11)" by STA dated 5/3/2011, containing survey results for awareness/consideration of Apple iPad and Samsung Galaxy Tab.	12/30/2011
SAMNDCA00237349	12	Tim Benner	3/1/2011	"Are we going to take to the tablet?" presentation by Ipsos OTX MediaCT, dated March 2011, analyzing iPad's market dominance.	12/30/2011
SAMNDCA00237361	3	Tim Benner	4/14/2011	Email from Jae Uk Kwon to Tim Benner and other dated 4/14/2011, referring to a recent report on the iPad 2's launch in the US.	12/30/2011
SAMNDCA00237364	8	Tim Benner	4/5/2011	"iPad 2 Launch Report: Mapping the Customer Experience Landscape for the Tablet Market," report by Argus Insights, discussing Apple's launch of the iPad 2 in the US and comparing the iPad 2 to other tablets.	12/30/2011
SAMNDCA00237398	1	Tim Benner	5/4/2011	Email from Ryder Meehan re: "Monthly Online Buzz Monitoring Report (April)," mentioning iPad 2's store availability.	12/30/2011
SAMNDCA00237399	24	Tim Benner	5/4/2011	"Monthly Online Buzz Report" by STA, discussing market buzz for Apple for April 2011. Ipad 2 units continue to outpace supply.	12/30/2011

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SAMNDCA00237438	6	Tim Benner	5/9/2011	Email titled "June 2011 Consumer Report Tablet PC Review Report," containing results from Consumer Report's review of tablets, including the iPad 1 and 2.	12/30/2011
SAMNDCA00237460	23	Tim Benner	No Date	"Epic 4G and Fascinate User Experience Research" by STA, discussing the research results for user experience for Samsung Epic 4G and Fascinate, and comparing them to smartphone average scores (includes iPhone).	12/30/2011
SAMNDCA00237483	27	Tim Benner	No Date	"Captivate and Vibrant Customer Panels" by STA, discussing the research results for user experience for Samsung Captivate and Vibrant and comparing them to smartphone average scores (includes iPhone).	12/30/2011
SAMNDCA00237510	6	Tim Benner	3/18/2011	Email titled "JD Powers V1 2011 Handset Satisfaction Report" containing smartphone ratings by manufacturer, including Apple and Samsung.	12/30/2011
SAMNDCA00237518	2	Tim Benner	4/30/2011	Email titled "Research Data Byte - Tablet Install Base Analysis," analyzing iPad demographics and market reach.	12/30/2011
SAMNDCA00242297	140	Tim Benner	Nov-07	"Samsung Phone Purchase Process FINAL REPORT" prepared by Smart Revenue, containing survey results and ratings regarding the iPhone.	12/31/2011
SAMNDCA00242437	70	Tim Benner	Nov-07	"State of the US Mobile Handset Market and Recommendations for Samsung," by Yankee Group, analyzing the cellular market and comparing iPod to mobile phones.	12/31/2011
SAMNDCA00242507	96	Tim Benner	Nov-07	Report by Hall & Partners entitled "2007 Samsung Umbrella Brand Architecture: How has the brand evolved in the last 12 months as well as over the past 4 years?" describing Apple's introduction to the mobile market. Reports that Apple made a strong introduction to the mobile market; and that the iPhone became a clear leader in most aspects (brand leadership, design & style, technology, brand momentum, and brand involvement).	12/31/2011
SAMNDCA00243381	6	Tim Benner	No Date	Survey by Nielsen entitled "Mobile Insights Survey Q4 2007," containing demographic information for purchasers of iPhone and others.	12/31/2011
SAMNDCA00243688	7	Tim Benner	Feb-08	Report by The NPD Group, Inc. entitled "Mobile Phone Track." Includes iPhone's market share for Oct '07 - Feb '08.	12/31/2011
SAMNDCA00243999	36	Tim Benner	6/5/2008	Survey questionnaire entitled "Samsung LG Tracking," containing questions regarding brand awareness for iPhone and other brands.	12/31/2011
SAMNDCA00244068	34	Tim Benner	6/27/2008	Survey questionnaire entitled "Samsung Continuous Tracking," researching brand awareness for iPhone and other brands. Appears to be updated version of SAMNDCA00243999 - SAMNDCA00244033.	12/31/2011
SAMNDCA00244493	10	Tim Benner	1/9/2008	Survey proposal/questionnaire researching user profiles for phone users, including iPhone.	12/31/2011
SAMNDCA00244504	12	Tim Benner	No Date	Survey by Nielsen entitled "Mobile Insights Survey Q4 2007," containing demographic information for purchasers of the iPhone and other phones.	12/31/2011
SAMNDCA00244561	18	Tim Benner	No Date	Survey questionnaire entitled "Samsung Positioning Study c4140," containing questions regarding brand awareness for the iPhone and other brands.	12/31/2011

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SAMNDCA00244630	9	Tim Benner	2008	Survey by University of Southern California entitled "Wireless Data Services Survey 2008." Mentions the iPhone in one question asking for the model/make of the respondents' current wireless phone.	12/31/2011
SAMNDCA00244639	2	Tim Benner	4/3/2008	Letter by Hall & Partners USA to Tim Benner, dated 4/3/2008, containing a proposal for qualitative research among smart phone business users. States that iPhone users will not qualify for the respondents of the survey.	12/31/2011
SAMNDCA00244692	19	Tim Benner	5/22/2008	Survey questionnaire entitled "Samsung Positioning Study Round 2 c4140," containing questions regarding brand awareness for iPhone and other brands.	12/31/2011
SAMNDCA00244746	12	Tim Benner	6/3/2008	Survey questionnaire entitled "Samsung Airport Charging Stations Study," asking respondents if Apple was sponsoring charging stations at airports. The Apple iPhone is referred to in the questions.	12/31/2011
SAMNDCA00244758	21	Tim Benner	6/5/2008	Survey questionnaire entitled "Samsung Smart Phone A&U Study," asking respondents to identify the O/S on their phones (iPhone OS among the options).	12/31/2011
SAMNDCA00244815	20	Tim Benner	7/25/2008	Survey questionnaire entitled "Samsung Omnia Positioning Study," asking respondents to rate Samsung phones and 3 other brands (including the iPhone).	12/31/2011
SAMNDCA00244940	34	Tim Benner	10/5/2009	Survey questionnaire entitled "HHP Customer Segmentation 2009: Universal question set for 9-country short research Questionnaire1," researching brand awareness / preference / recommendability for iPhone and other phones.	12/31/2011
SAMNDCA00244974	7	Tim Benner	No Date	Undated, untitled chart, containing survey results referring to the iPhone.	12/31/2011
SAMNDCA00245026	16	Tim Benner	No Date	Undated, untitled survey questionnaire asking what O/S respondents will consider for their next smartphone purchase. Apple/iPhone is one of the options.	12/31/2011
SAMNDCA00245042	50	Tim Benner	10/12/2010	Report by J.D. Power and Associates entitled "2010 U. S. Wireless Mobile Phone Study Results Presentation Volume 2," rating Apple and other manufacturers for smartphone satisfaction and performance.	12/31/2011
SAMNDCA00245092	6	Tim Benner	12/3/2010	Report by Device Inside entitled "Consumer Reports Review Summary: Preliminary," rating the iPhone 4 and 3GS along with several other phones.	12/31/2011
SAMNDCA00245166	30	Tim Benner	12/17/2010	Report by Samsung Media QA Lab entitled "Research & Test Results: HTC Surround." Mentions that the HTC Surround doesn't support HTML like the iPhone.	12/31/2011
SAMNDCA00245264	34	Tim Benner	1/21/2009	Survey questionnaire entitled "Samsung Continuous Tracking," containing questionins regarding brand awareness of iPhone and other brands.	12/31/2011
SAMNDCA00245298	14	Tim Benner	No Date	Survey questionnaire by Navigate entitled "Navigate Marketing SURVEY: ESPN-Samsung Questionnaire," including questions on brand/product awareness and recommendability for Apple/iPhone.	12/31/2011
SAMNDCA00245312	172	Tim Benner	Mar-10	Report by Strategy & MI/Mobile Marketing Group entitled "MEM Bi-annual Report for Mobile, Country: United States, Period: May ~ November, 2009," discussing Apple's marketing/advertising for the iPhone.	12/31/2011

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SAMNDCA00245494	118	Tim Benner	Dec-10	Report by Samsung entitled "Brand Attitude Survey 2010 2H -Main Module, USA," discussing Apple's brand attitude/image.	12/31/2011
SAMNDCA00245612	51	Tim Benner	4/12/2011	Report by J.D. Power and Associates entitled "2010 U. S. Wireless Mobile Phone Study Results Presentation Volume 1," rating Apple and other manufacturers for smartphone satisfaction and performance.	12/31/2011
SAMNDCA00245663	56	Tim Benner	11/15/2011	Report by J.D. Power and Associates entitled "2010 U. S. Wireless Mobile Phone Study Results Presentation Volume 2," rating Apple and other manufacturers for smartphone satisfaction and performance.	12/31/2011
SAMNDCA00245740	76	Tim Benner	4/20/2011	Report by Millward Brown entitled "Samsung Galaxy Tab 2(USA): Finished Film TV Link TM Report," comparing Galaxy Tab 2 ads to iPhone commercials.	12/31/2011
SAMNDCA00245845	107	Tim Benner	2011	Report by Samsung entitled "Brand Attitude Survey 2011 1H -Main Module," discussing Apple's brand awareness/preference and growth.	12/31/2011
SAMNDCA00245952	45	Tim Benner	Sep-10	Report by Samsung entitled "2012 Market Trends (CES 2011)," mentions the number of apps offered at Apple's Appstore. Appears to be a draft.	12/31/2011
SAMNDCA00245997	7	Tim Benner	Apr. 2008	Survey questionnaire by Hall & Partners entitled "Mobile Phone Screener." Apple iPhone is listed as one of the choices on the question regarding the brand/model of the respondents' touch screen cell phone.	12/31/2011
SAMNDCA00246021	69	Tim Benner	Jan-08	Report by Hall & Partners entitled "Samsung Telecommunications Wireless Subscribers Study: Insights and Findings for Wireless Subscribers Market- Gender Analysis," mentioning higher familiarity with males for the iPhone.	12/31/2011
SAMNDCA00246294	101	Tim Benner	Jan-10	Report by Samsung entitled "Brand Attitude Survey H2 2009 Country Report: USA," describing awareness for iPhone and identifying iPhone's clear demographic affiliations.	12/31/2011
SAMNDCA00246474	6	Tim Benner	Jan-10	Report by Samsung entitled "Brand Attitude Survey H2 2009 Country Report: USA," describing awareness for iPhone and identifying iPhone's clear demographic affiliations. Near duplicate of SAMNDCA00246294 - SAMNDCA00246394.	12/31/2011
SAMNDCA00246480	29	Tim Benner	7/27/2007	Report by STA entitled "STA Business Strategy: Part II, Brand Perception and 3M Analysis," discussing iPhone's impact on the market and its shortcomings. The iPhone is elevating customer demand for converged devices and setting a new benchmark for comparison in the music & multimedia space.	12/31/2011
SAMNDCA00246540	81	Tim Benner	Sep-07	Report by Samsung entitled "Adidas Athletic Phone Concept Study," includes info on how many respondents have an iPhone.	12/31/2011
SAMNDCA00246621	8	Tim Benner	8/23/2007	Survey questionnaire entitled "Adidas Athletic Phone Concept Test," dated 8/23/2007, includes iPhone as an answer choice for the respondents' mobile phone brand.	12/31/2011
SAMNDCA00246673	3	Tim Benner	6/12/2007	Report/article by In-Stat titled "Are Consumers Really Ready for the Long-Awaited iPhone?" dated 6/12/2007, discussing awareness of the iPhone.	12/31/2011

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SAMNDCA00246676	15	Tim Benner	7/30/2007	Survey result report titled "iPhone Survey from AT&T," including questions related to iPhone use/experience/satisfaction.	12/31/2011
SAMNDCA00246691	2	Tim Benner	No Date	Untitled, undated questionnaire that asks about iPhone awareness and preference.	12/31/2011
SAMNDCA00246693	6	Tim Benner	No Date	Undated charts showing brand awareness of Apple/iPhone.	12/31/2011
SAMNDCA00246699	34	Tim Benner	3/5/2009	Report entitled "Crosstab Report: Samsung Estimation Tool Q4_12. 18. 08 - All Completed Responses," showing what percentage of respondents owned Apple products for different product categories.	12/31/2011
SAMNDCA00246735	7	Tim Benner	Apr-08	Untitled questionnaire by Hall & Partners asking what OS respondents have on their smartphones. Apple is listed as one of the answers.	12/31/2011
SAMNDCA00246749	6	Tim Benner	Apr-08	Untitled questionnaire by Hall & Partners asking what OS respondents have on their smartphones. Apple is listed as one of the answers. Slightly revised duplicate of SAMNDCA00246735.	12/31/2011