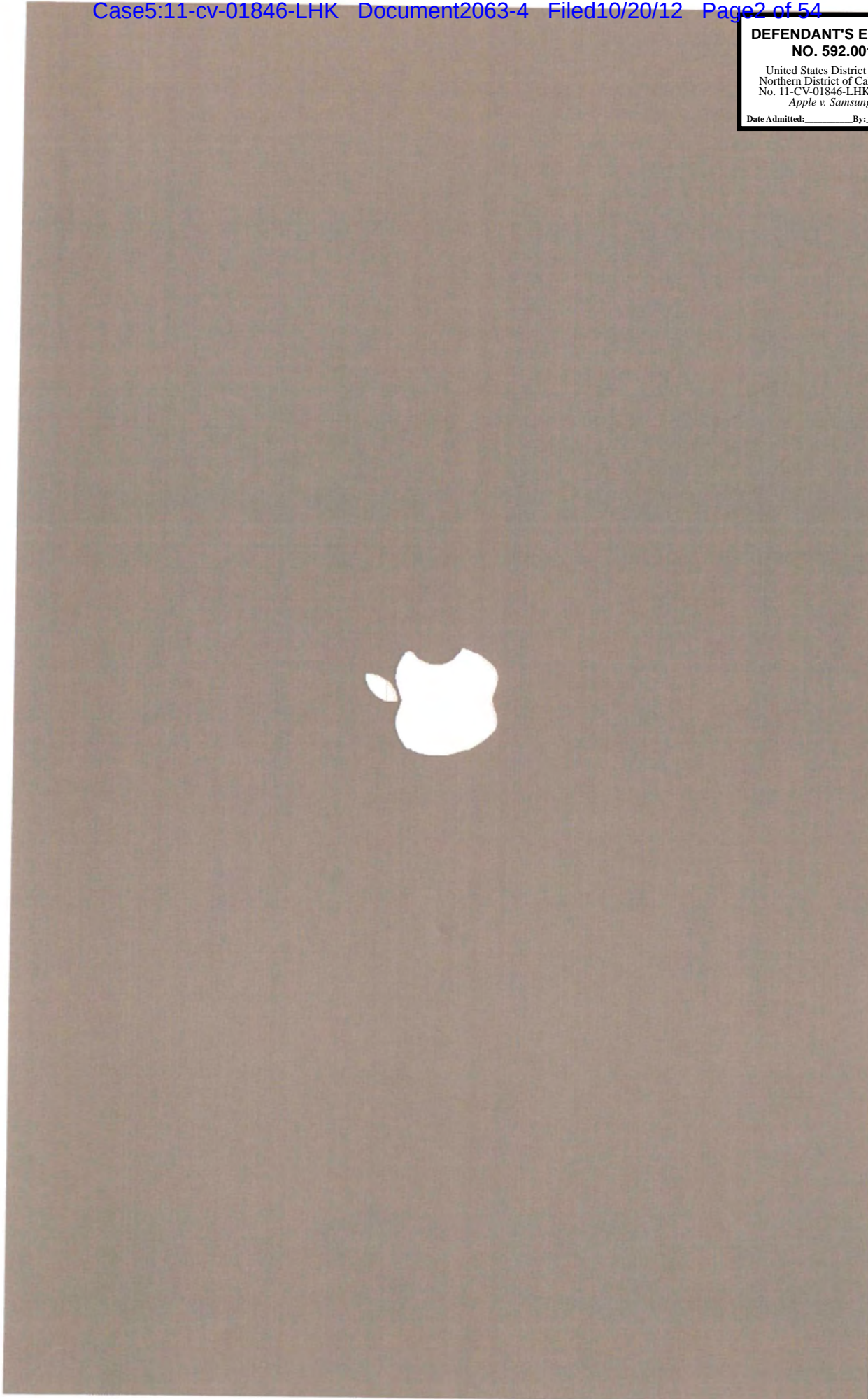


# EXHIBIT 4

**DEFENDANT'S EXHIBIT  
NO. 592.001**  
United States District Court  
Northern District of California  
No. 11-CV-01846-LHK (PSG)  
*Apple v. Samsung*  
Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_

APLNDC00010809



*Luttw*  
EXHIBIT NO. 17  
*7.26.11*  
Andrea Ignacio, CSR 9830

Highly Confidential – Attorneys' Eyes Only



# ComTech United States Report Q410

The information in this and related documents is strictly  
Apple Confidential • Internal Use Only • Need to Know Basis

Apple Market Research & Analysis  
February 11, 2011

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## Why this report?

**Purpose:** The purpose of this study is to provide a comprehensive view of consumer behavior trends in the United States mobile phone market.

### Key areas include:

- Market introduction
- Brand and model
- Operating system
- Demographics
- Usage
- Pricing
- Carrier and channel

# Consumer Panel Methodology

Country	Methodology	Coverage	4 weekly panel size	Total Q410 Interviews
 Australia	Web	Nationally representative, age 16+	10,000	30,358
 Italy	Face-to-face	Nationally representative, age 8+	24,000	81,780
 France	Web & Postal	Nationally representative, age 15+	10,700	25,536
 Germany	Web	Nationally representative, age 16+	10,000	41,652
 Great Britain	Web	Nationally representative, age 12+	15,000	42,482
 India	Web	Nationally representative of online population, age 16+	7,000	31,632
 Japan	Web	Nationally representative, age 16+	10,000	31,478
 Mexico	Face-to-face	Nationally representative, age 8+	22,500	68,647
 Spain	Web & Telephone	Nationally representative, age 16+	8,000	21,456
 USA	Web	Nationally representative, age 16+	20,000	67,204

Q410 data period for all countries: 04 Oct - 26 Dec 2010 Inclusive

# Understanding the Mobile Phone Market

## Collect

Consumer interviews amongst the same people every 4 weeks over time

## Measure

- Mobile Ownership
- Carrier Connections
- Mobile Sales
- Device and Bill spend
- Usage
- Trends

## Profile

- Mobile phone owners
- Smartphone owners
- Carriers
- High value groups
- Devices
- Usage groups

## Examine

- Market make-up
- Performance
- Consumer behavior
- Threats
- Opportunities

Method: Kantar Worldpanel ComTech is an independent market research service conducting longitudinal consumer surveys, measuring ownership and purchasing of device, carrier connections, billing and usage in the mobile phone market. Respondents are recruited to represent each country's population by demographic and region and screened to exclude those who complete other mobile phone related surveys. Respondents are incentivised through a redeemable points system which, combined with a simple interview, leads to high panel retention rates (on average circa 80% per year) and improved data quality.

The Enterprise market is not covered within this study. Surveys are conducted at least once per month amongst all consumers belonging to the survey - enabling short recall, accurate trending and brand loyalty/switching analysis.

Charts with sample sizes that fall below 50 (where % share and data become less significant) are clearly indicated in the data. Consumer survey panel data should be used to inform on ranking/trend movements and (as with all research) is liable to some statistical error, depending on sample size and consumer response.

Charts containing monetary values are as standard presented in USD\$. Where local currencies are presented, this report has used the following exchange rates: 1 USD\$ = 0.623 GBP£, 0.734 EUR€, 82,899 JPY¥, 1.010 AUD\$, 12.288 MXN\$, 1.723 BRL R\$, Exchange rates from [www.xe.com](http://www.xe.com) on 11/15/10. 5



# Consumer Panel Definitions

Data	Time period	Explanation
Ownership	Latest 4 weeks	Provides the market size in terms of installed base. This represents the number of handsets owned in a snapshot of the market over the latest 4 weeks. This includes multiple handset ownership for those panelists who own 2+ handsets.
Purchasing	Latest quarter	Provides the latest snapshot of consumer purchasing. Each 4 weeks our panelists are asked to whether they bought a handset, either for themselves or another person. This covers replacement, additional handsets and gift purchases summed up to represent purchasing for the latest quarter. The report includes data for total mobile, but mainly focusses on smartphone.
Switching	Latest 6/ 12 months	When a panelist purchases a replacement handset, we are able to identify the previously owned handset in order to calculate brand switching. This analysis is calculated on a continuous panel over the course of a year in order to provide consistency in sample and provide robust data.
Churn & loyalty	Latest 6/ 12 months	Churn & loyalty analysis is run in a similar way to switching (on a continuous panel) and identifies the proportion of a brands owners that have churned (left) away from the brand over the course of the last year. Loyalty is the inverse of this figure. For churn, loyalty and switching, base size depends on the brand and is representative of how many panelists have switched or churned from it relative to the brand size.
ARPU	Latest quarter	Panelists tell us the value of the bill they paid (for contract) or top up value (for pre-pay) every 4 weeks, therefore the ARPU figure is representative of all those who paid a bill, whether for themselves or another person. As panelists answer our survey multiple times each quarter, the ARPU figure presented is an average of all the bills paid during that quarter.
Usage	Latest 4 weeks	Panelists are asked what they have used on their phone in the last four weeks from a list including things such as 'Downloading/ using an application' and 'Sending/ receiving email'. Our penetration figure shows what proportion of the population have used each feature. As panelists

# Time periods

Time period	Purchasing	Ownership (4 w/e)
Q409	05 October - 27 December 2009	30 November - 27 December 2009
Q110	28 December - 21 March	22 February - 21 March 2010
Q210	22 March - 13 June 2010	17 May - 13 June 2010
Q310	14 June - 03 October 2010	06 September - 03 October 2010
Q410	03 October - 26 December 2010	28 November - 26 December 2010

- Purchase data is run on a quarterly basis in order to provide the most significant base size for robust analysis and represents the majority of the data contained in this report.
- Ownership data is used for measurement of market size (installed base) during a 4 week snapshot in time, and a few select additional analyses.
- As our panelists complete the questionnaire repeatedly every 4 weeks, if the ownership data were run on a quarterly basis it would count each panelists ownership multiple times and hence over-read the market.
- Using ownership rather than purchasing for additional analysis (e.g. demographic profiling) provides a larger base size which allows deeper granularity, but is also not restricted to recent purchasers providing the most holistic understanding of the brand or OS being analyzed.





## What We Learned Q410

Smartphone ownership continues to increase in Q410, up to 26% of all mobile phones owned from 22% in Q210.

- Consumer purchasing in Q410 continues to be driven by smartphones, which now account for 36% of all sales.
- Samsung and HTC have gained a significant share of the smartphone market; however, Apple maintains the number one position.
  - Samsung takes 16% of the market, up from 3% in Q310
  - HTC's growth has continued this quarter, reaching a share of 19% from 12% in Q210
  - BlackBerry's share has been impacted the most by Samsung and HTC growth, declining for the second quarter in a row to 18%.
- The iPhone 4 remains the top selling smartphone in the United States.
  - However, since last quarter its share declined by 4% from 15.3%.
  - Other iPhone models have slipped outside of the top 5, further denting Apple's overall share of the smartphone market.
  - Furthermore, Android handsets now accounts for four of the five top selling smartphones: HTC Evo, HTC Droid Incredible, Motorola Droid X and Motorola Droid 2, taking a combined 19.8% share.



## What We Learned Q410

Android partnerships with multiple manufacturers has proved successful, with the OS accounting for 50% of all consumer purchasing in Q410.

- Of all Verizon connections this quarter, 77% are Android handsets.
  - Motorola and HTC hold the largest smartphone sales share within the carrier (54% jointly), predominantly driven by the Droid models of both brands.
- The average handset spend on iOS models is higher than Android, \$183 versus \$151, while the average ARPU is similar, at \$129 and \$123 respectively.
  - iOS has a strong leaning towards the premium market, with 66% of sales over \$170 versus 50% for Android.
  - Leading the over \$170 segment is the iPhone 4 (29%), while several Android models follow some way behind: HTC Evo 4G (11%), Samsung Epic 4G (6%), Motorola Droid X (5%) and Droid (4%).
- Android is driving more feature phone owners to the smartphone category:
  - 67% of Android owners switched into Android since June 2010. 71% of them previously owned a non smartphone.
  - 82% of Android switchers upgraded within their current carrier, likely to be due to Android availability on different brands and networks.
  - During the same period, 23% of iOS owners switched into iOS, of which 73% were previously non smartphone owners.
  - 31% of iOS switchers were willing to move carrier in order to complete the switch.





## What We Learned Q410

With the growth of the smartphone sector, usage among smartphone owners increases across all categories.

- Sending and receiving emails leads with 66% of all smartphones owners using this function on their mobile in the last 4 weeks, closely followed by downloading or using an app at 61%.
- The usage profile of iOS and Android owners is remarkably similar across all usage categories except for music: Android owners are far less likely to use their mobile phone as a music playing device than iOS owners (38% versus 57%).
- Apple leads on all key usage categories (apps, games, email and Internet), while HTC takes the largest share of usage of all the Android brands.
- In terms of age profile, 25 to 49 is the largest user group across the four usage categories.
  - A key target for iOS, this age group makes up 63% of its owners.
- The primary purchasing reason (across all OS's) is to upgrade from another phone and get a more modern one. This is seen most among owners of iOS and Android phones (each 69%).
  - Brand is the overwhelming reason for choice among iOS owners (44%), followed by multimedia functions (30%).
  - For Android owners multimedia functions hold the greatest importance (41%), while brand follows at 24%. likely a result of the different brands Android is available on.





## What We Learned Q410

50% of AT&T consumers spend over \$170 on their handset versus 26% at Verizon.

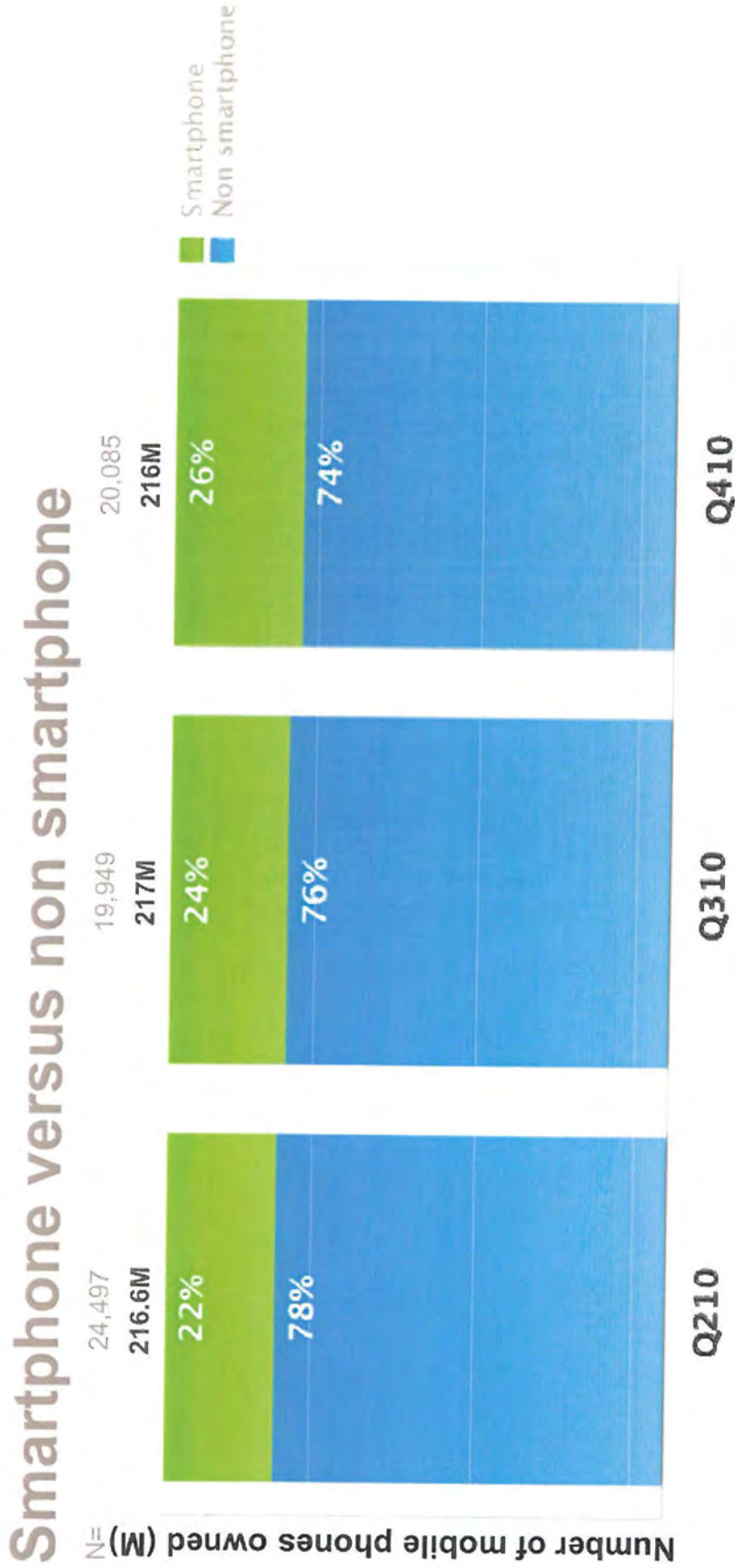
- Sprint's share of the smartphone market increases to 18% from 12% last quarter, while AT&T see a decline, from 40% to 35% quarter on quarter.
- Apple continues to dominate AT&T's smartphone offer.
  - The iPhone 4 is by far the top selling model, and the price points of Apple products deliver higher value customers to the carrier.
- Verizon has maintained its share, both within the overall and smartphone market, despite Sprints increasing share.
  - Verizon top smartphones are HTC, Motorola and Samsung Android models.
- Carrier storefront remains the main channel to purchase a smartphone, also delivering the highest handset sales value (\$165).

11

# Market introduction

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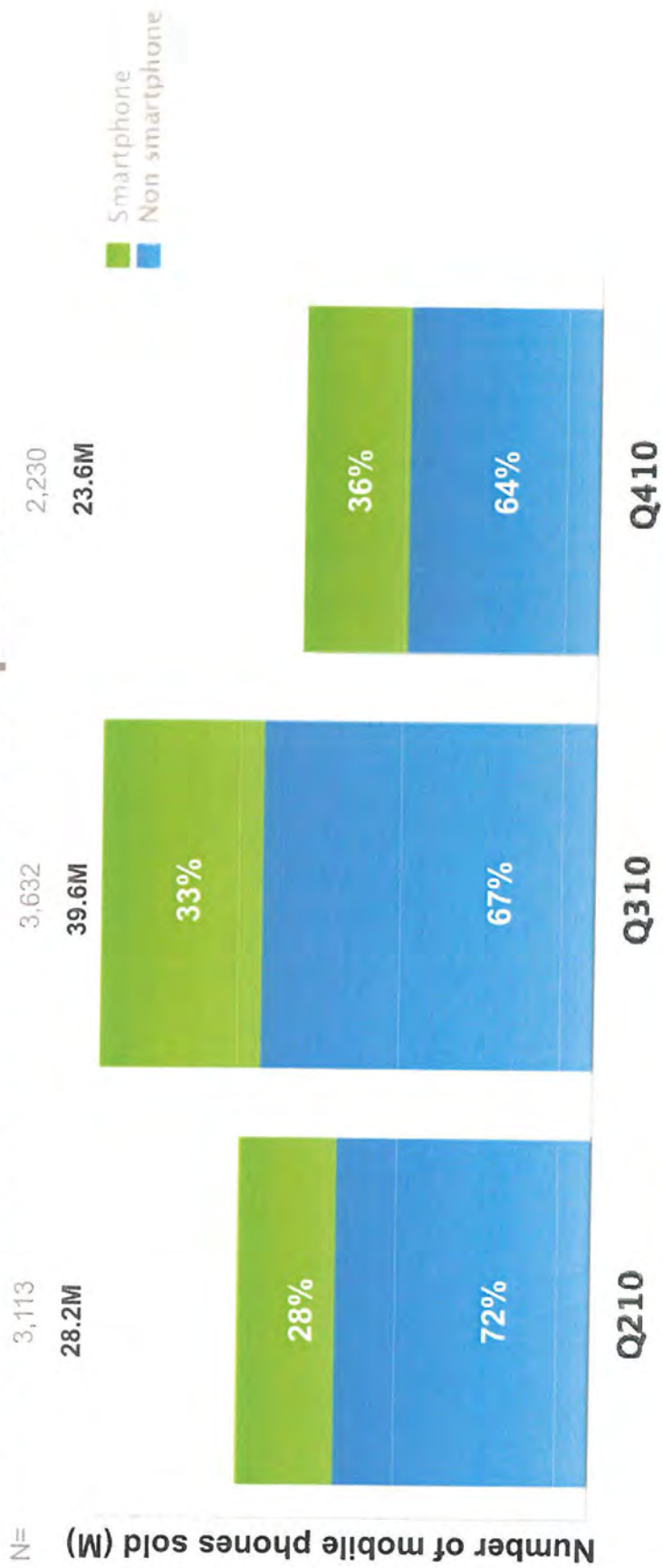
Mobile phone ownership (installed base) is calculated based on the last 4 w/e period of each quarter and includes main and additional handsets owned  
 For data collection dates in each quarter, please see slide 7





# Mobile phone purchasing

## Smartphone versus non smartphone

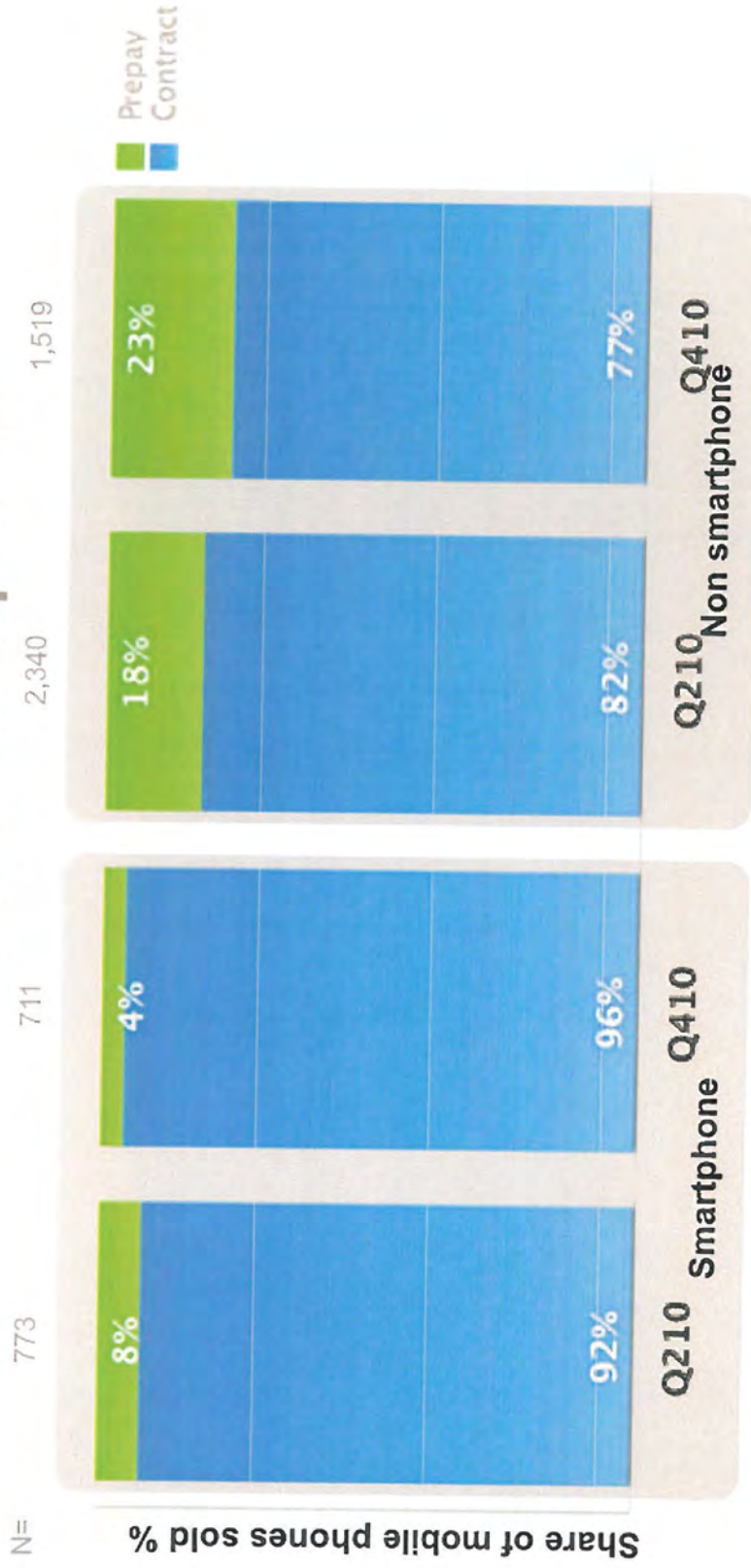


Consumer purchasing of mobile handsets (new, replacement, additional or gift handset purchase)  
For data collection dates in each quarter, please see slide 7



# Prepay versus contract shares

## Smartphone versus non smartphone



Tariff type selected for mobile handset purchased by consumers  
For data collection dates in each quarter, please see slide 7

# Brand and model

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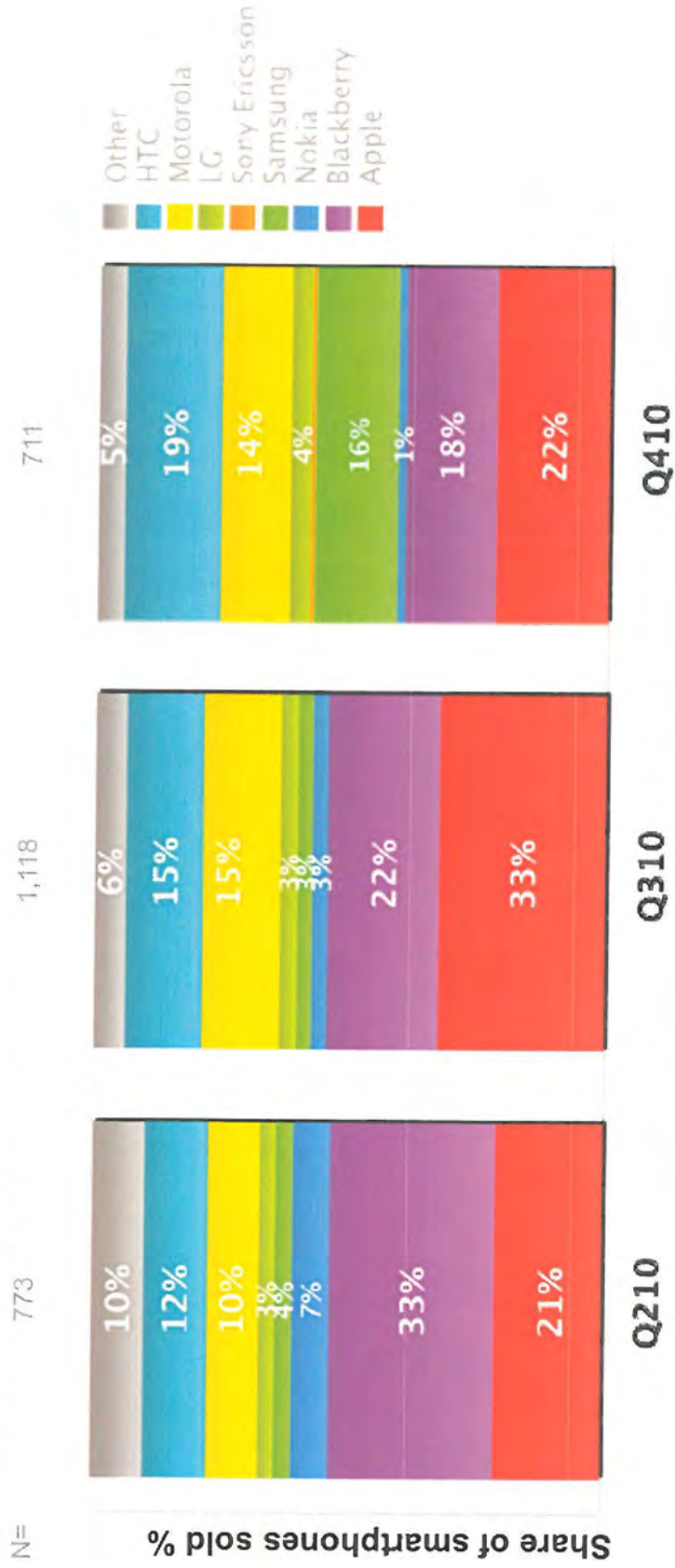
# Manufacturer share



For data collection dates in each quarter, please see slide 7



# Manufacturer share



For data collection dates in each quarter, please see slide 7



# Mobile phone churn (past 6 months)

## By manufacturer



% of brand owners churned away during Q210 - Q410. For further explanation, please see definitions in slide 6. For data collection dates in each quarter, please see slide 7.





# By model with share and average price paid

N= 773 1,118 711

Top selling smartphones

Q210 Q310 Q410

	Q210	Q310	Q410
#1	<p>n=82</p> <p><b>Apple iPhone 3GS</b> 9.3% \$186</p>	<p>n=211</p> <p><b>Apple iPhone 4</b> 19.2% \$201</p>	<p>n=104</p> <p><b>Apple iPhone 4</b> 15.3% \$204</p>
#2	<p>n=60</p> <p>BlackBerry Curve 8520 8.4% \$75</p>	<p>n=158</p> <p><b>Motorola Droid</b> 13.7% \$148</p>	<p>n=35</p> <p>HTC EVO 4G 5.5% \$199</p>
#3	<p>n=75</p> <p><b>Apple iPhone 3G</b> 16GB 6.3% \$117</p>	<p>n=83</p> <p><b>Apple iPhone 3GS</b> 7.4% \$133</p>	<p>n=43</p> <p>HTC Droid Incredible 5.1% \$100</p>
#4	<p>n=59</p> <p><b>Motorola Droid</b> 6.7% \$176</p>	<p>n=52</p> <p><b>Apple iPhone 3G 16GB</b> 4.2% \$159</p>	<p>n=37</p> <p><b>Motorola Droid X</b> 4.8% \$161</p>
#5	<p>n=27</p> <p><b>BlackBerry 9630 Tour</b> 1.0% \$167</p>	<p>n=43</p> <p><b>BlackBerry Curve 8530</b> 3.9% \$84</p>	<p>n=32</p> <p><b>Motorola Droid 2</b> 4.4% \$132</p>

#5 210 and Q310 Motorola Droid X  
For data collection dates in each quarter please refer to the table below  
Low base size warning - please use this data with caution, indicative results only

# Operating systems

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# Operating system overview

## Shares over time, by carrier, handset spend and ARPU



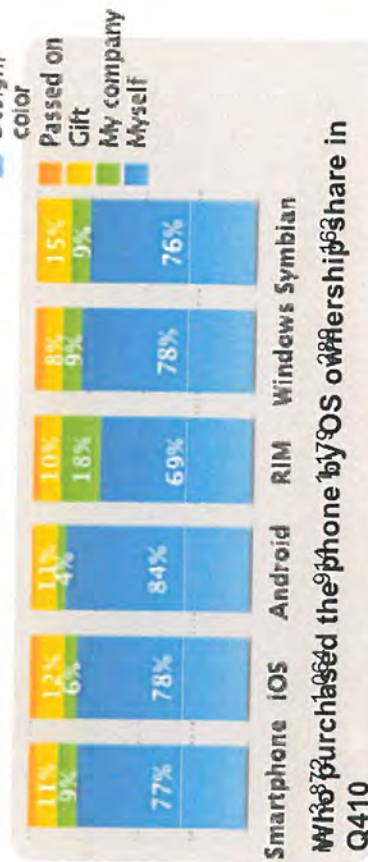
Handset acquisition spend based upon subsidized purchasing, figures are the average price paid by the consumer and not RRP. Monthly ARPU is total spend on calls, sms and dataplans - average of all bills paid, 04 Oct - 19 Dec 2010. For data collection dates in each quarter, please see slide 7.

Low base size warning - please use this data with caution, indicative results only





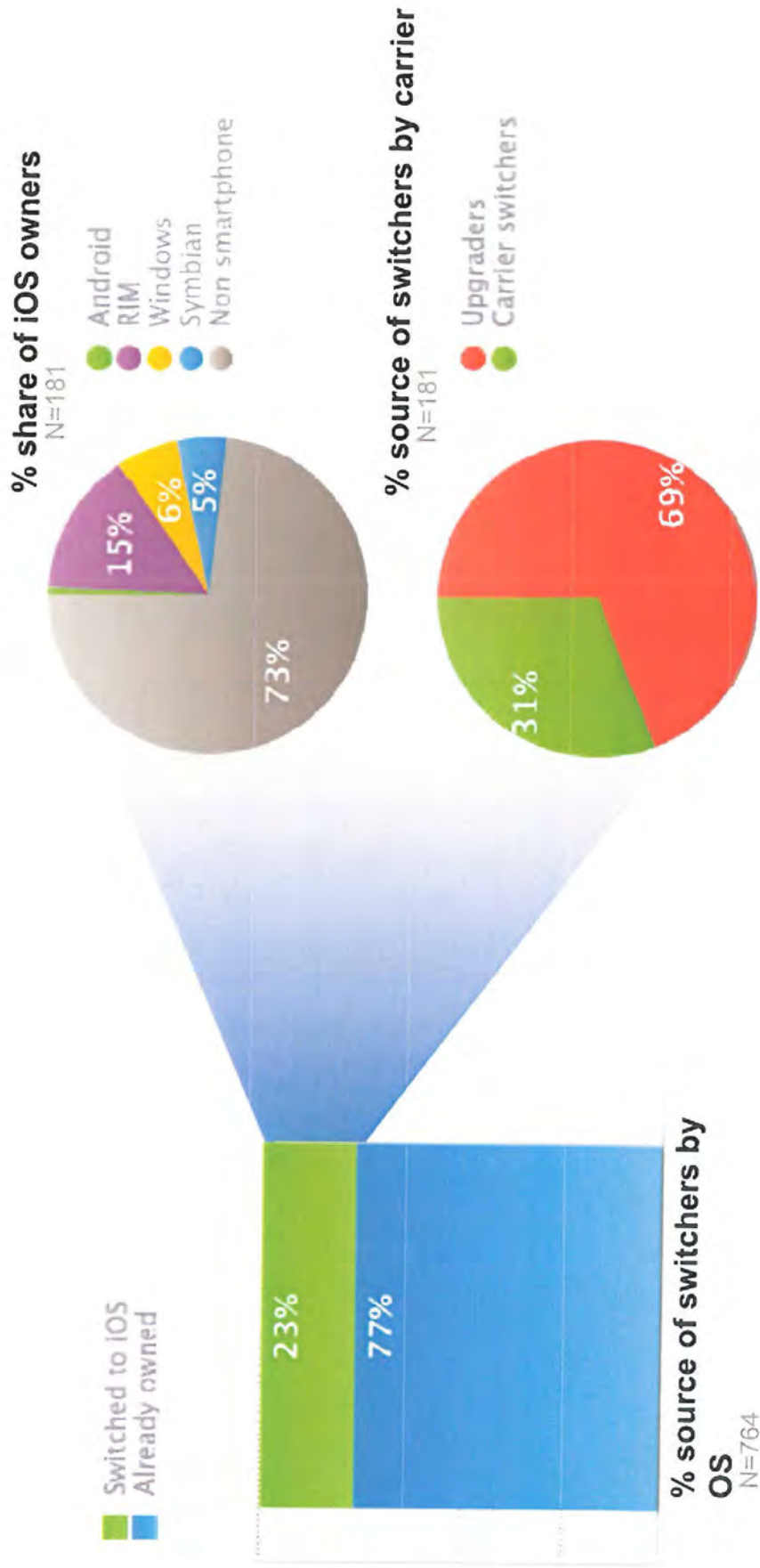
# Reason for purchase (ownership) By OS



Data periods covered 4 w/e 26 December 2010



# Switchers into iOS (past 6 months)



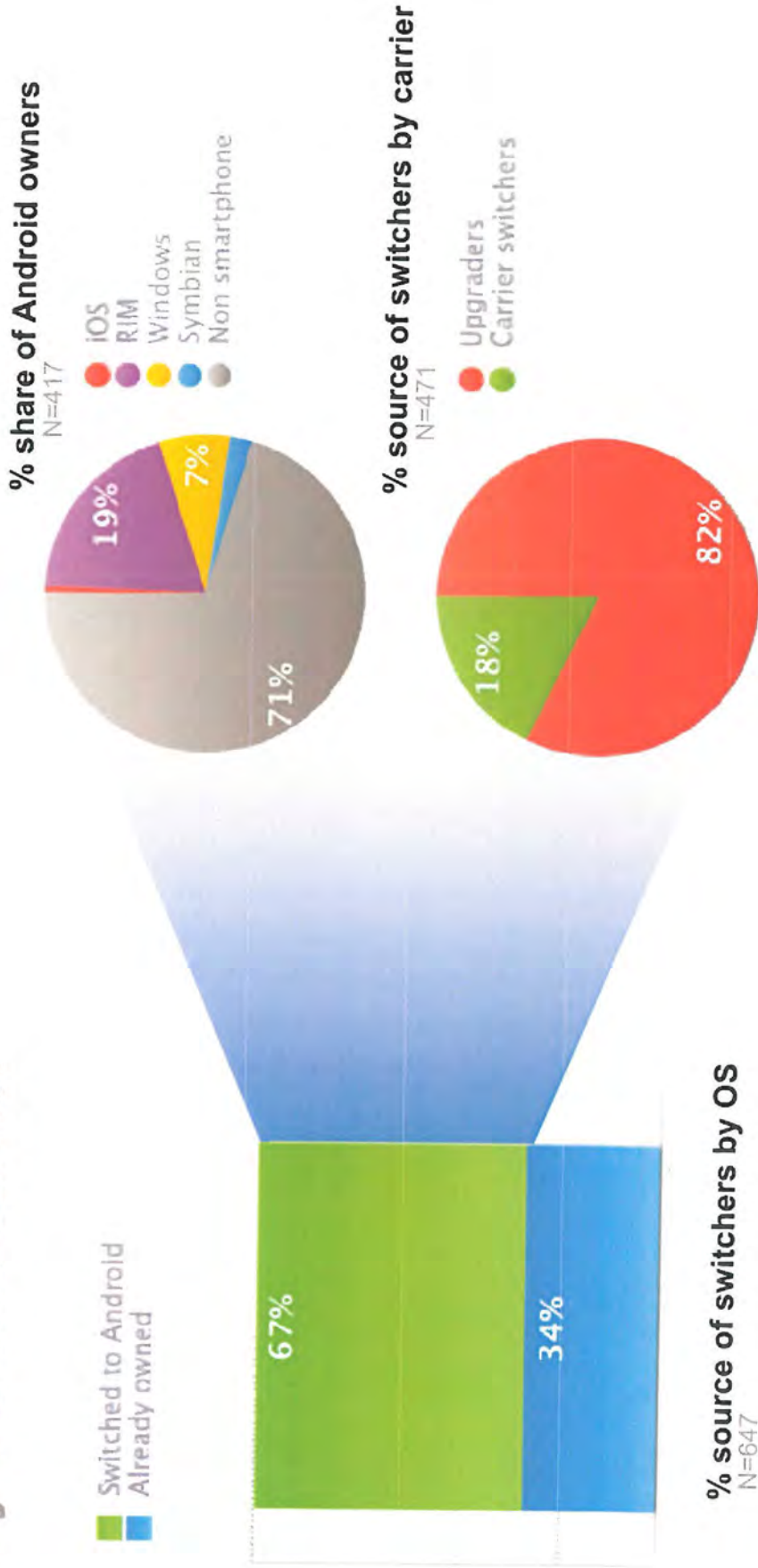
Switching analysis shows consumer movements between OS among those replacing their handset. Analysis conducted on those consumers who were new to iOS in 4 w/e 26 December 2010 compared to 4 w/e 13 June 2010

24



# Switchers into Android (past 6 months)

## By OS and carrier



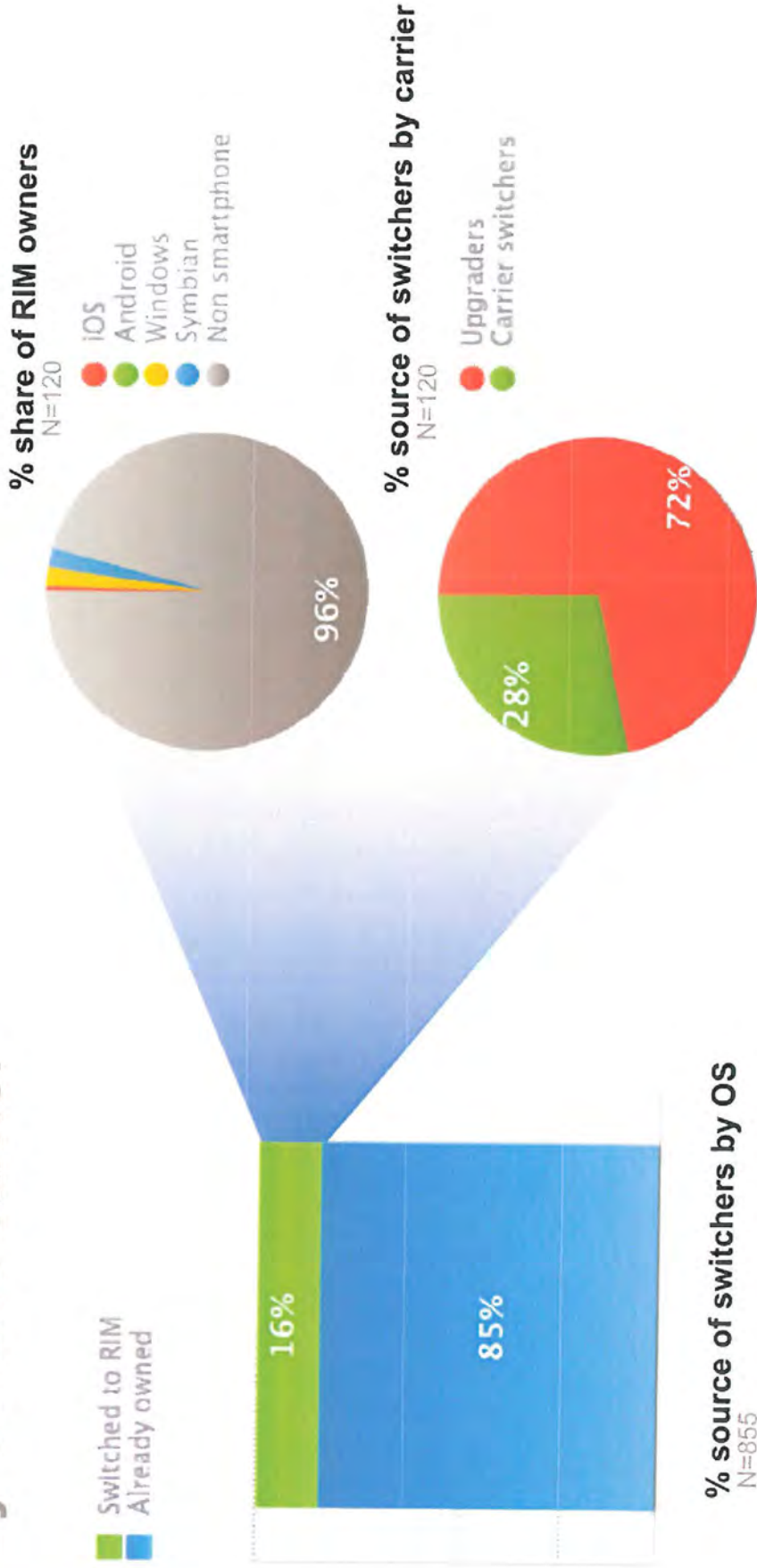
Switching analysis shows consumer movements between OS among those replacing their handset. Analysis conducted on those consumers who were new to Android in 4 w/e 26 December 2010 compared to 4 w/e 13 June 2010





# Switchers into RIM (past 6 months)

## By OS and carrier



Switching analysis shows consumer movements between OS among those replacing their handset. Analysis conducted on those consumers who were new to RIM in 4 w/e 26 December 2010 compared to 4 w/e 13 June 2010

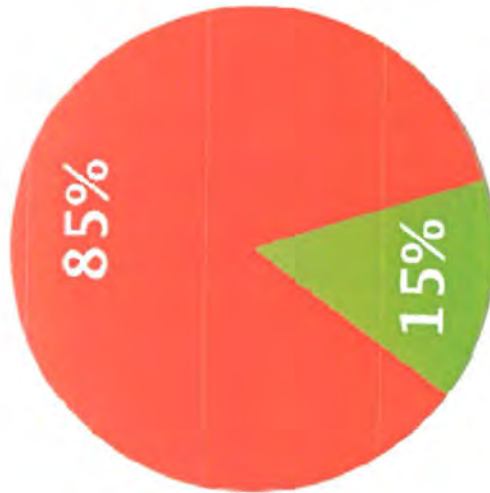


# Switchers from non smartphone (past 6 months) by carrier switchers versus upgraders

● Upgraders  
● Carrier switchers



**Into iOS (73%)**  
N=143



**Into Android (71%)**  
N=305



**Into RIM (96%)**  
N=113

Switching analysis shows consumer movements between OS among those replacing their handset. Analysis conducted on those consumers who were new to iOS, Android, RIM in 4 w/e 26 December 2010 compared to 4 w/e 13 June 2010

# Demographic

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# Gender shares by smartphone and OS



For data collection dates in each quarter, please see slide 7



# Age shares by smartphone and OS



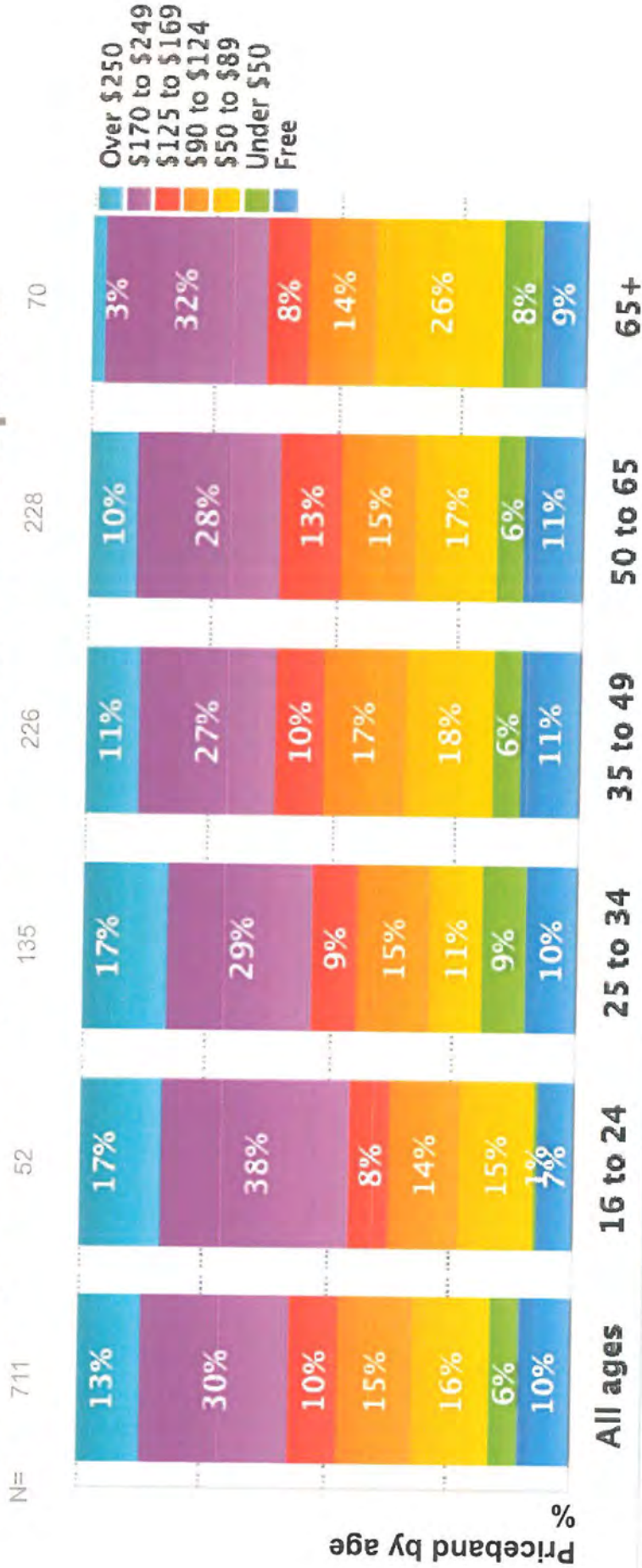
For data collection dates in each quarter, please see slide 7





# Demographic overview

## Age by priceband, ARPU and handset spend



Average ARPU	\$116	\$102	\$113	\$122	\$124	\$108
Average handset spend	\$141	\$167	\$148	\$134	\$130	\$115

Handset acquisition spend based upon subsidized purchasing. Figures are the average price paid by the consumer and not RRP. For data collection dates in each quarter, please see slide 7.



# Usage

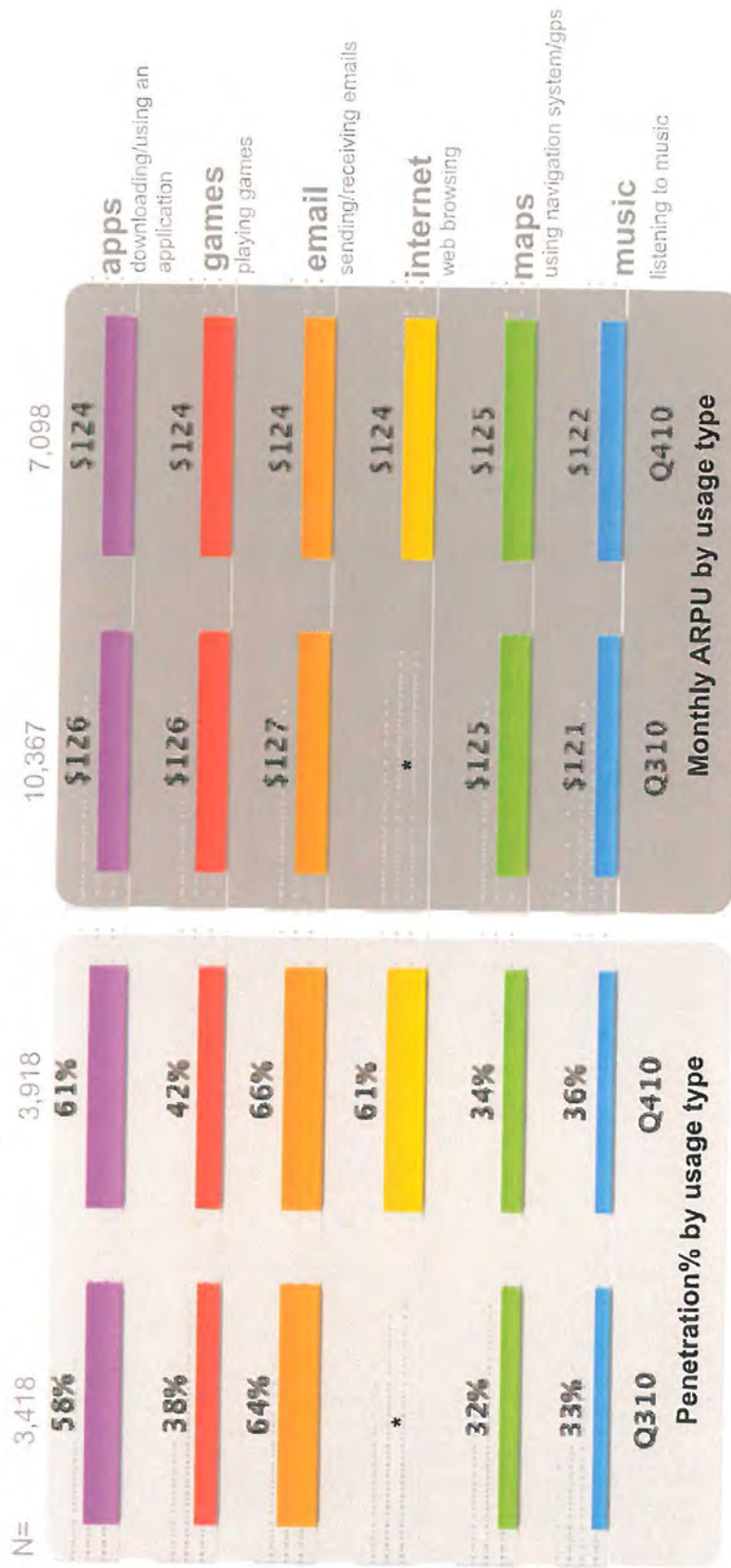
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# Usage penetration and ARPU

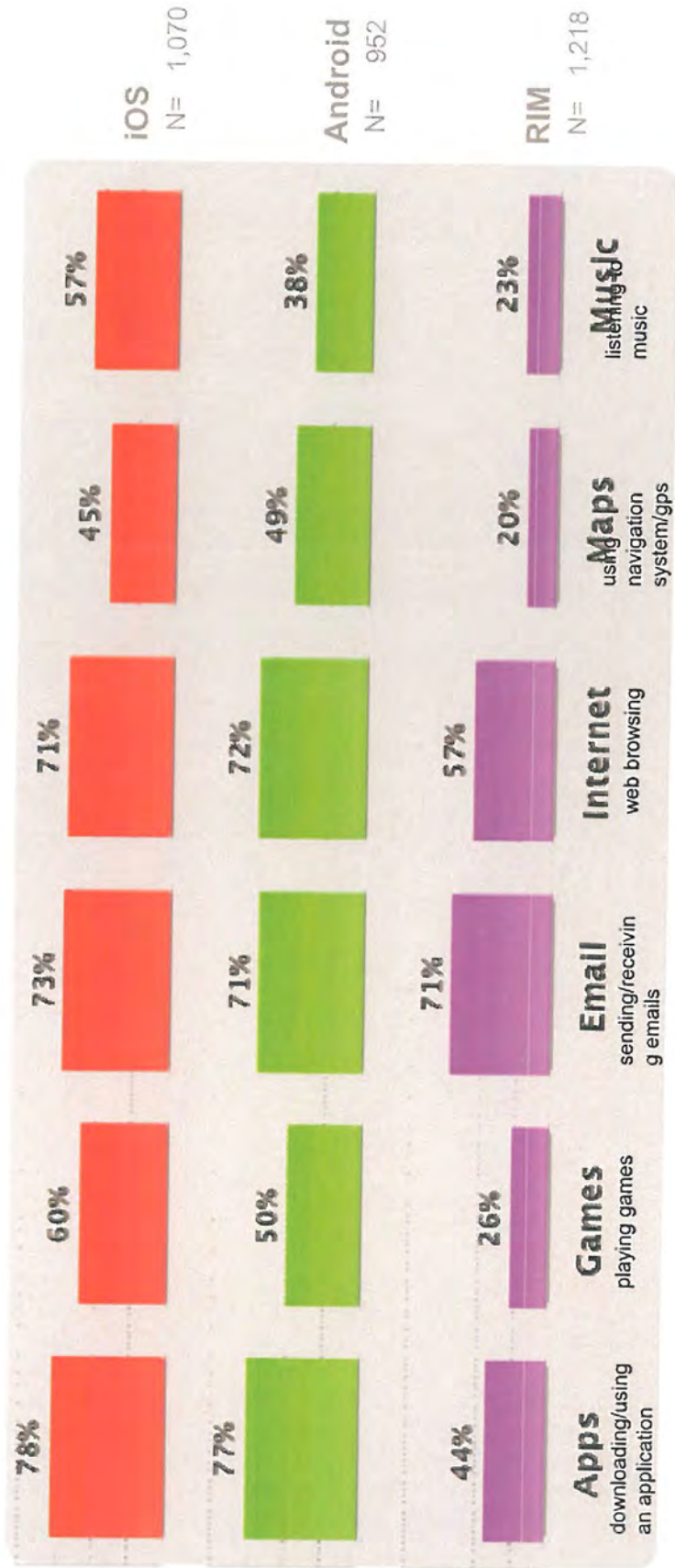
## Among smartphone owners



\*Due to a change in wording in the Q410 questionnaire (from internet navigation to web browsing), Q310 data is not comparable. Penetration based on 4 w/e 03 October and 4 w/e 26 December 2010. ARPU based on quarterly periods. For data collection dates in each quarter, please see slide 7. Penetration figures calculated based on owners. Monthly ARPU is total spend on calls, sms and dataplans - average of all bills paid, not related to a specific usage type. Q - During the last 4 weeks, did you use your mobile for any of the following? Please see appendix for explanation and full list of usage items.



# Usage penetration Among iOS, Android and RIM owners



Data periods covered 4 w/e 19 December 2010  
Penetration figures calculated based on owners  
Q - During the last 4 weeks, did you use your mobile for any of the following? Please see appendix for explanation and full list of usage items

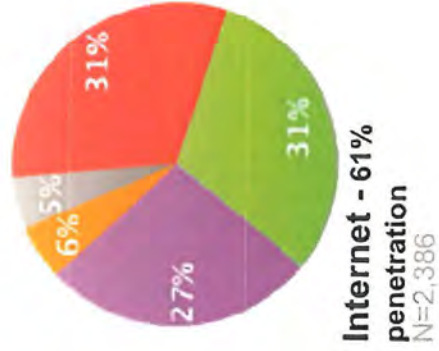
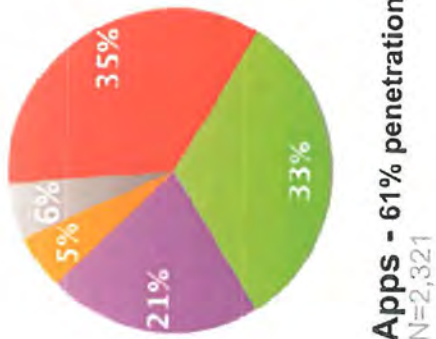




# Usage profiling

## By OS

- iOS
- Android
- RIM
- Windows
- Other



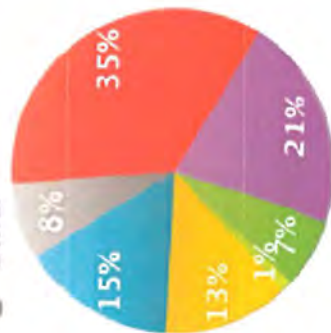
Data periods covered 4 w/e 19 December 2010  
Share of usage calculated based on devices  
Q - During the last 4 weeks, did you use your mobile for any of the following? Please see appendix for explanation and full list of usage items



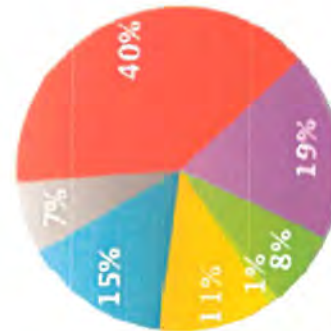
# Usage profiling

## By smartphone manufacturer

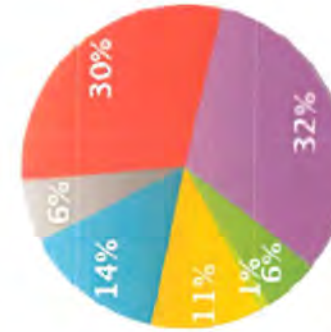
- Apple
- BlackBerry
- Samsung
- LG
- Motorola
- HTC
- Other



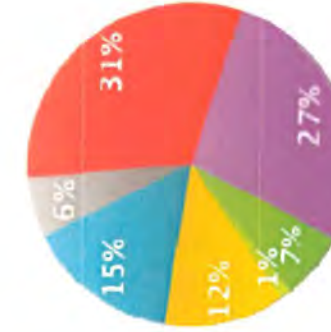
**Apps - 61% penetration**  
N=2,321



**Games - 42% penetration**  
N=1,497



**Email - 66% penetration**  
N=2,630



**Internet - 61% penetration**  
N=2,386

Data periods covered 4 w/e 19 December 2010  
Share of usage calculated based on devices  
Q - During the last 4 weeks, did you use your mobile for any of the following? Please see appendix for explanation and full list of usage items



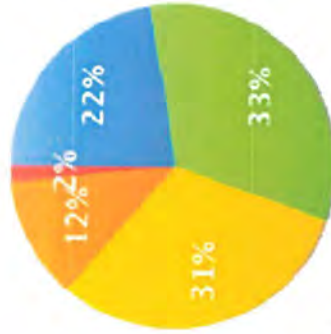
# Usage profiling

## By demographic

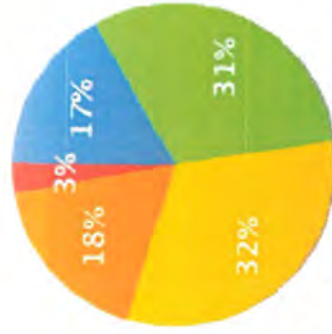
- 16 to 24
- 25 to 34
- 35 to 49
- 50 to 64
- 65+



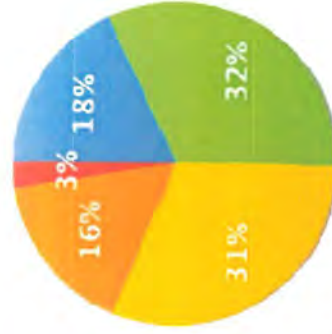
**Apps - 61% penetration**  
N=2,321



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N=1,497



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**Internet - 61% penetration**  
N=2,386

Data periods covered 4 w/e 19 December 2010  
 Share of usage calculated based on devices  
 Q - During the last 4 weeks, did you use your mobile for any of the following? Please see appendix for explanation and full list of usage items



# Pricing

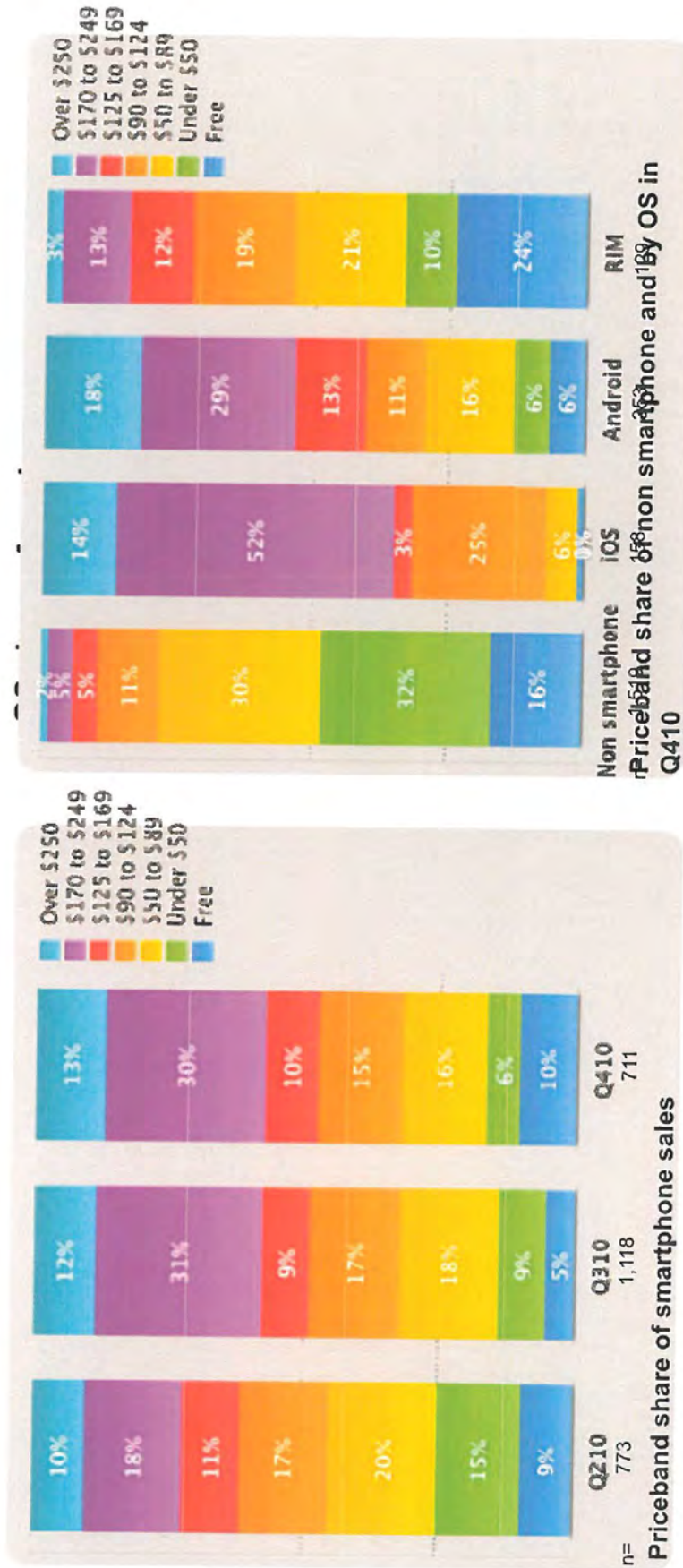
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# Handset spend overview

## By smartphone and OS

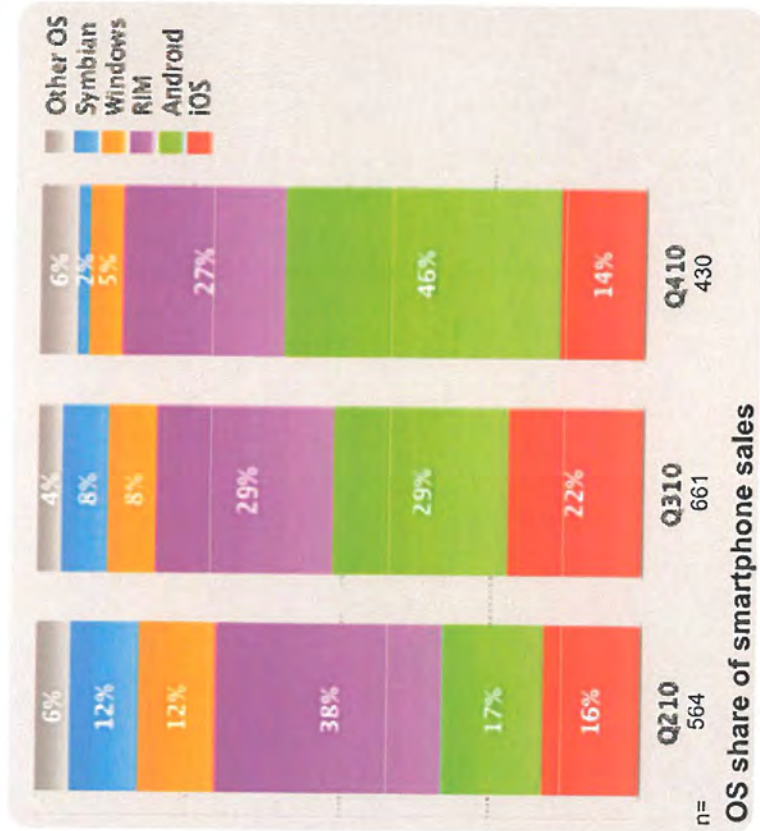


Handset acquisition spend based upon subsidized purchasing, figures are the average price paid by the consumer and not RRP  
 For data collection dates in each quarter, please see slide 7



# Handset spend overview

## Under \$170 by OS and top models



Top selling models based on average price paid by the consumer and not RRP  
 For data collection dates in each quarter, please see slide 7  
 Low base size warning - please use this data with caution, indicative results only



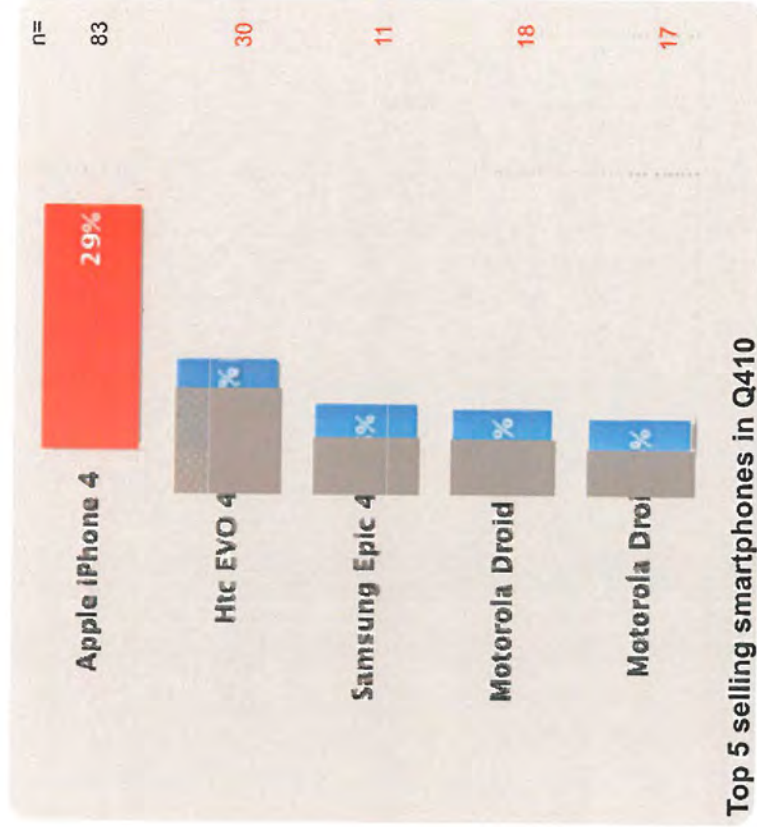


# Handset spend overview

## Over \$170 by OS and top models



Top selling models based on average price paid by the consumer and not RRP  
 For data collection dates in each quarter, please see slide 7  
 Low base size warning - please use this data with caution, indicative results only



Top 5 selling smartphones in Q410

# Carrier and channel

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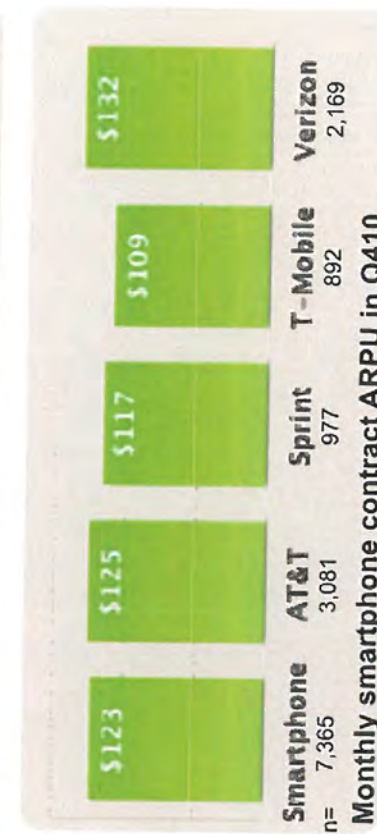
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# Carrier overview

## Total mobile and smartphone shares, and ARPU by carrier



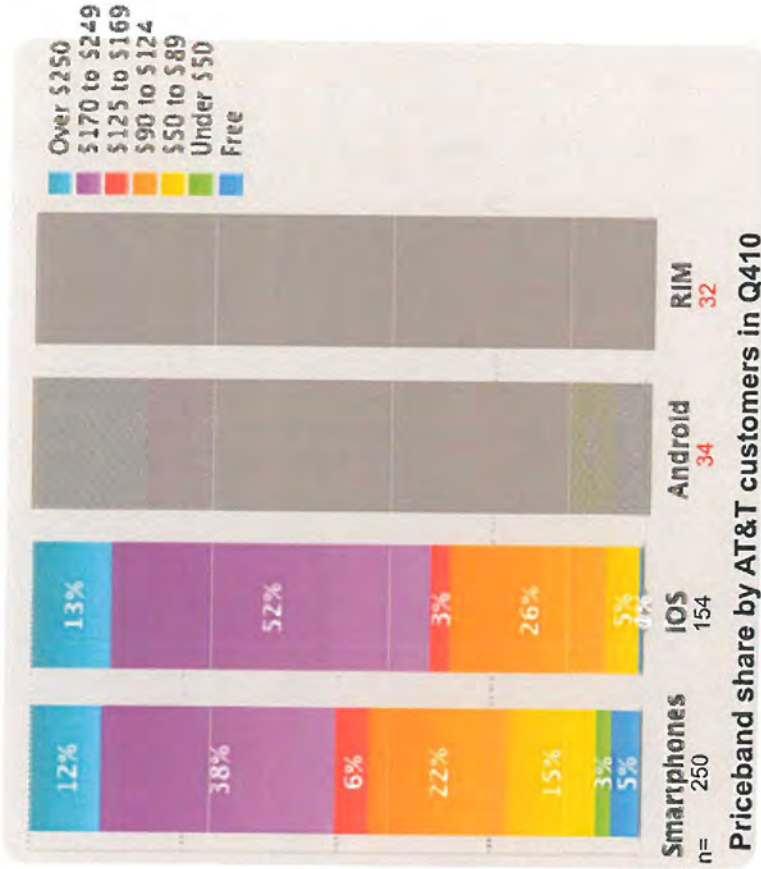
\*No Base prepaid customers bought a refill during this quarter  
 Monthly ARPU is total spend on calls, sms and dataplans - average of all bills paid  
 For data collection dates in each quarter, please see slide 7  
 Low base size warning - please use this data with caution, indicative results only





# Carrier overview

## Snapshot - AT&T shares by OS and top models



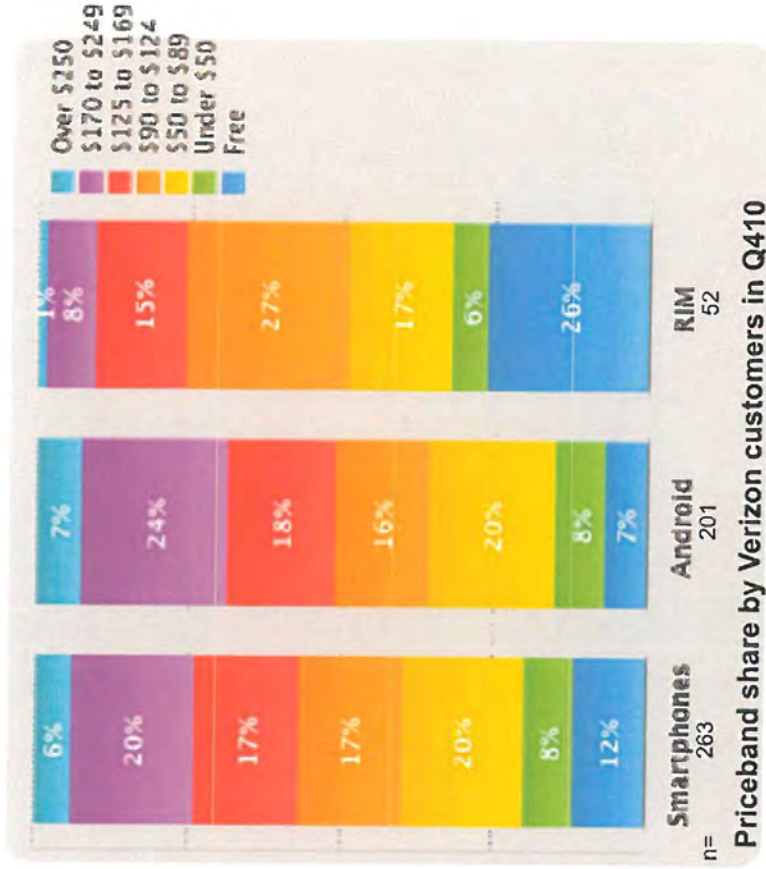
Handset acquisition spend based upon subsidized purchasing, figures are the average price paid by the consumer and not RRP. For data collection dates in each quarter, please see slide 7.

Low base size warning - please use this data with caution, indicative results only



# Carrier overview

## Snapshot - Verizon shares by OS and top models



Handset acquisition spend based upon subsidized purchasing, figures are the average price paid by the consumer and not RRP. For data collection dates in each quarter, please see slide 7.

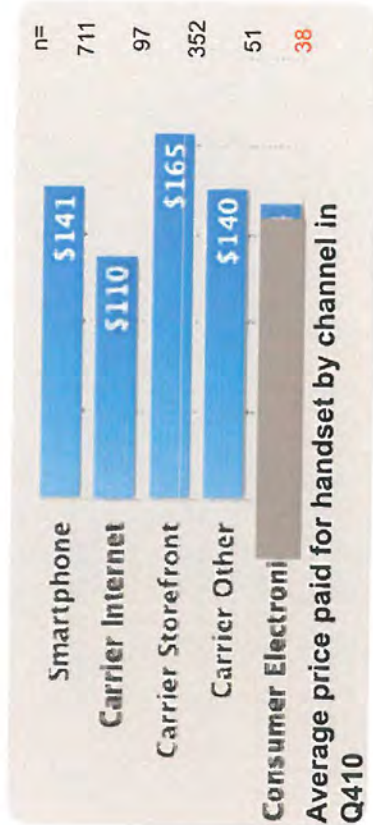
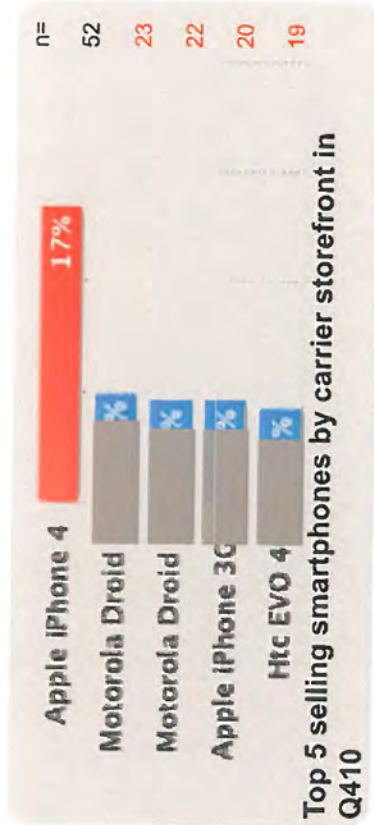
Low base size warning - please use this data with caution, indicative results only





# Channel overview

## Shares by OS, tariff and handset spend



Handset acquisition spend based upon subsidized purchasing, figures are the average price paid by the consumer and not RRP. For data collection dates in each quarter, please see slide 7.

Low base size warning - please use this data with caution, indicative results only



## What We Learned Q410

Android partnerships with multiple manufacturers has proved successful, with the OS accounting for 50% of all consumer purchasing in Q410.

- Of all Verizon connections this quarter, 77% are Android handsets.
  - Motorola and HTC hold the largest smartphone sales share within the carrier (54% jointly), predominantly driven by the Droid models of both brands.
- The average handset spend on iOS models is higher than Android, \$183 versus \$151, while the average ARPU is similar, at \$129 and \$123 respectively.
  - iOS has a strong leaning towards the premium market, with 66% of sales over \$170 versus 50% for Android.
  - Leading the over \$170 segment is the iPhone 4 (29%), while several Android models follow some way behind: HTC Evo 4G (11%), Samsung Epic 4G (6%), Motorola Droid X (5%) and Droid (4%).
- Android is driving more feature phone owners to the smartphone category:
  - 67% of Android owners switched into Android since June 2010. 71% of them previously owned a non smartphone.
    - 82% of Android switchers upgraded within their current carrier, likely to be due to Android availability on different brands and networks.
  - During the same period, 23% of iOS owners switched into iOS, of which 73% were previously non smartphone owners.
    - 31% of iOS switchers were willing to move carrier in order to complete the switch.

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## What We Learned Q410

With the growth of the smartphone sector, usage among smartphone owners increases across all categories.

- Sending and receiving emails leads with 66% of all smartphones owners using this function on their mobile in the last 4 weeks, closely followed by downloading or using an app at 61%.
- The usage profile of iOS and Android owners is remarkably similar across all usage categories except for music: Android owners are far less likely to use their mobile phone as a music playing device than iOS owners (38% versus 57%).
- Apple leads on all key usage categories (apps, games, email and Internet), while HTC takes the largest share of usage of all the Android brands.
- In terms of age profile, 25 to 49 is the largest user group across the four usage categories.
  - A key target for iOS, this age group makes up 63% of its owners.
- The primary purchasing reason (across all OS's) is to upgrade from another phone and get a more modern one. This is seen most among owners of iOS and Android phones (each 69%).
  - Brand is the overwhelming reason for choice among iOS owners (44%), followed by multimedia functions (30%).
  - For Android owners multimedia functions hold the greatest importance (41%), while brand follows at 24%. likely a result of the different brands Android is available on.





## What We Learned Q410

- 50% of AT&T consumers spend over \$170 on their handset versus 26% at Verizon.
- Sprint's share of the smartphone market increases to 18% from 12% last quarter, while AT&T see a decline, from 40% to 35% quarter on quarter.
- Apple continues to dominate AT&T's smartphone offer.
  - The iPhone 4 is by far the top selling model, and the price points of Apple products deliver higher value customers to the carrier.
- Verizon has maintained its share, both within the overall and smartphone market, despite Sprints increasing share.
  - Verizon top smartphones are HTC, Motorola and Samsung Android models.
- Carrier storefront remains the main channel to purchase a smartphone, also delivering the highest handset sales value (\$165).





# ComTech United States Report Q410

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# Switching analysis explanation

## How is it calculated?

- When our panellists take each 4 weekly ComTech survey, they are asked whether they have bought a new phone, and if so what brand and model they now own (plus other questions).
- We already have the information on their previous brand and model of phone from the previous surveys they took, and thereby identify those people as having switched brands.
- To perform the analysis, continuous panel members over the last 12 months are selected for the analysis (i.e. those who have been completing our survey each 4 weeks for a year).
- The proportion of a brands owners who have switched as well as the brand they have switched from and to is profiled by brand and other variables.
- Using a continuous panel over the course of 1 year provides consistency in our sample and ensures highest possible base sizes for robust data. Following are 2 examples of how the base size breaks down on different starting panel sizes.

Worldpanel ComTech  
Kantar Worldpanel

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# Usage analysis

## Explanation

Every 4 weeks when answering our survey, our panelists are asked:

- Multiple items from the list can be selected
- Responses are aggregated from 4 weekly to quarterly figures
- Responses are selected from individual items in the list:
  - apps = downloading/ using an application
  - games = playing games
  - email = sending/ receiving emails
  - internet = web browsing
  - maps = using navigation system/ gps
  - music = listening to music

During the last 4 weeks, did you use your mobile for any of the following?

- Downloading music
- Downloading video
- Downloading games
- Downloading ringtones
- Downloading pictures/ wallpaper
- Downloading podcasts
- Listening to music
- Listening to radio
- Playing games
- Sending/ receiving emails
- Web browsing
- Taking pictures
- Sending pictures
- Making videos
- Sending videos
- Watching mobile TV
- Using navigation system/ GPS
- Sending text messages
- Using MSN
- Making phone calls
- Downloading / using an application <sup>54</sup>
- Watching video on internet