

EXHIBIT 8

SUBMITTED UNDER SEAL



BEAT APPLE

Apple vs Samsung Consumer Insights

Owners	
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EXECUTIVE SUMMARY

- Samsung's sales trajectory currently behind Apple's due to a 'leaky bucket' problem
 - Too many people are churning off Samsung devices
 - Samsung smartphone install base loyalty is weaker than Apple's
- STA's "Beat Apple" strategy framed around a three initiatives:
 - 1) Divert Apple's inflow of subscribers (divert Apple net adds)
 - 2) Increase Apple's outflow of subscribers (increase Apple churn)
 - 3) Plug STA's leak (increase STA loyalty)
 - } "Win" the customer
 - } "Engage / Keep" the customer
- Target segments current being investigated
 - Boomers
 - Fastest growing smartphone segment
 - Likely low hanging (better receptiveness to Samsung brand, less focused on apps)
 - Female boomers more interested in price progressed former Android hero products
 - College students
 - important for their current and future phone purchases, but also influential in their parents' purchases
 - VZW
 - Most number of non-smartphone users primed to convert to smartphones
 - More open to other brands
 - Current STA Android install base
 - Currently investigating loyalty driving behaviors
- Next steps
 - Deeper dive into usage behaviors for both Samsung and Apple install bases
 - Deeper understanding for hesitations & desires for first time smartphone intenders
 - Currently investigating dissatisfiers for Samsung based on call center data

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2

