

Services

The following table presents net sales information of Services for 2016, 2015 and 2014 (dollars in millions):

	2016	Change	2015	Change	2014
Net sales	\$ 24,348	22%	\$ 19,909	10%	\$ 18,063
Percentage of total net sales	11%		9%		10%

The year-over-year increase in net sales of Services in 2016 was due primarily to growth from the App Store, licensing and AppleCare sales, partially offset by the effect of weakness in most foreign currencies relative to the U.S. dollar. During the first quarter of 2016, the Company received \$548 million from Samsung Electronics Co., Ltd. related to its patent infringement lawsuit, which was recorded as licensing net sales within Services.

The increase in net sales of Services during 2015 compared to 2014 was primarily due to growth from the App Store and licensing.

Segment Operating Performance

The Company manages its business primarily on a geographic basis. The Company's reportable operating segments consist of the Americas, Europe, Greater China, Japan and Rest of Asia Pacific. The Americas segment includes both North and South America. The Europe segment includes European countries, as well as India, the Middle East and Africa. The Greater China segment includes China, Hong Kong and Taiwan. The Rest of Asia Pacific segment includes Australia and those Asian countries not included in the Company's other reportable operating segments. Although the reportable operating segments provide similar hardware and software products and similar services, each one is managed separately to better align with the location of the Company's customers and distribution partners and the unique market dynamics of each geographic region. Further information regarding the Company's reportable operating segments can be found in Part II, Item 8 of this Form 10-K in the Notes to Consolidated Financial Statements in Note 11, "Segment Information and Geographic Data."

Americas

The following table presents Americas net sales information for 2016, 2015 and 2014 (dollars in millions):

	2016	Change	2015	Change	2014
Net sales	\$ 86,613	(8)%	\$ 93,864	17%	\$ 80,095
Percentage of total net sales	40%		40%		44%

Americas net sales decreased during 2016 compared to 2015 due primarily to lower net sales and unit sales of iPhone.

The year-over-year growth in Americas net sales during 2015 was driven primarily by growth in net sales and unit sales of iPhone, partially offset by a decline in net sales and unit sales of iPad.

Europe

The following table presents Europe net sales information for 2016, 2015 and 2014 (dollars in millions):

	2016	Change	2015	Change	2014
Net sales	\$ 49,952	(1)%	\$ 50,337	14%	\$ 44,285
Percentage of total net sales	23%		22%		24%

Europe net sales decreased during 2016 compared to 2015 driven primarily by the effect of weakness in foreign currencies relative to the U.S. dollar and a decrease in unit sales of Mac, largely offset by an increase in iPhone unit sales and Services.

The year-over-year increase in Europe net sales during 2015 was driven primarily by growth in net sales and unit sales of iPhone, partially offset by the effect of weakness in foreign currencies relative to the U.S. dollar and a decline in net sales and unit sales of iPad.