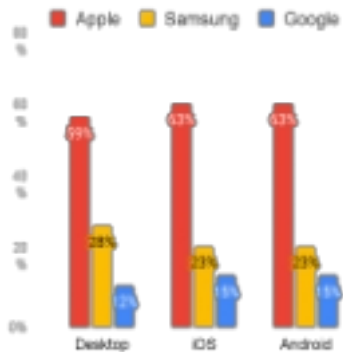




Brand Share of Prominence



Overall carrier split by device L1M: 43% 57%

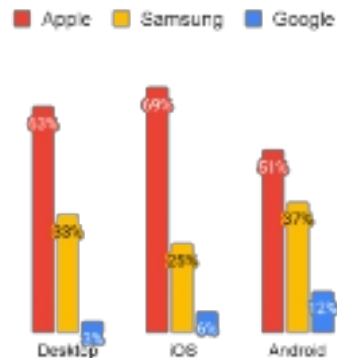
Key WoW BP changes:

- Apple's share of BP ↓ across all platforms as i14 series attained lower prominence on the carrier.
- SS introduced bundle deal on phone deals page of the carrier during Holiday Week which resulted in ↑ SOBP for SS.

WoW Δ	Desktop	iOS	Android
	↑2%	↑3%	↑3%
	↓4%	↓3%	↓3%
	↑2%	↑0.2%	↑0.2%



Brand Share of Prominence



Overall carrier split by device L1M: 74.5% 25.5%

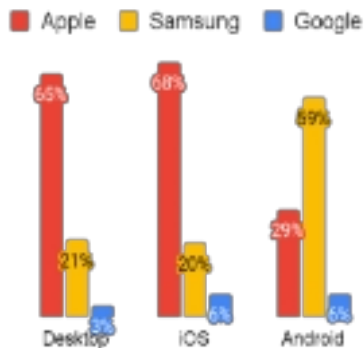
Key WoW BP changes:

- i14 series dropped from home page of android device resulting in ↓ SOBP for Apple. However, similar trend was not observed in iOS as i14 series continued to remain prominent.
- S22 dropped from home page of iOS resulting in ↓ SOBP for SS but similar trend was not observed in Android as S22 continued to remain prominent.

WoW Δ	Desktop	iOS	Android
	0%	↑0.7%	↑7%
	0%	↑3%	↓15%
	0%	↓3%	↑8%



Brand Share of Prominence



Overall carrier split by device L1M: 93.5% 6.5%

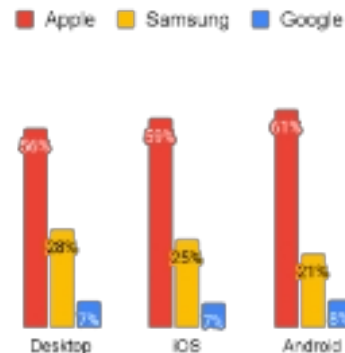
Key WoW BP changes:

- i13 mini/i14 gained higher access on iOS and Android devices resulting in marginal ↑ in share of BP for Apple.
- S22 dropped from deals page across all platforms resulting in ↓ share of BP for SS.

WoW Δ	Desktop	iOS	Android
	0%	↑0.1%	↑0.1%
	↑0.4%	↑1%	↑0.6%
	↓0.6%	↓1.3%	↓0.9%



Brand Share of Prominence



Overall carrier split by device L1M: 46.5% 53.5%

Key WoW BP changes:

- i14 series gained higher prominence across all platforms resulting in ↑ share of BP for Apple.
- P7 / P6a gained higher access across all devices resulting in ↑ share of BP for Google.
- S22 Ultra / Flip 4 attained lower prominence on iOS and Android devices resulting in ↓ share of BP for SS.

WoW Δ	Desktop	iOS	Android
	↑0.2%	↑0.7%	↑0.9%
	↑4%	↑7.8%	↑9.9%
	↑1%	↓3.2%	↓6.2%