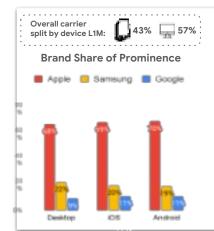


Samsung's placements on BBY improved, with Z series rising to 1st Fold on phone deals page, while 2nd Fold promotes the ongoing S22 series' \$800 unique discount.

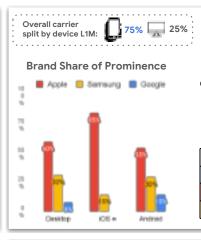


verizon√

Key WoW BP changes:

- SS BP | across platforms; S22+ and A53 dropped in prominence. SOBP for SS fell relatively higher on Android as \$22+ bundle dropped from the home page.
- VZN launched i13 ON US deal with prominent placement, resulting in † SoBP for Apple.
- P7 Pro fell in prominence across platforms, BP ↓ for

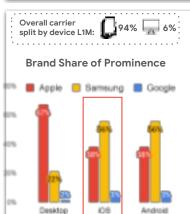
WoW △	Desktop	iOS	Android
O	\$2%	13%	↓3%
A	†5 %	†5 %	19%
SAMSING	↓3%	\$2%	↓7%



Key WoW BP changes:

No significant change in placements.

WoW Δ	Desktop	iOS	Android
G	0.0%	0.0%	0.0%
4	0.0%	0.0%	0.0%
SAMSING	0.0%	0.0%	0.0%

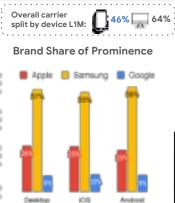


T Mobile

Key WoW BP changes:

- BP for SS grew strongly on iOS. While S22/Z Flip4 placements declined significantly on Android, iOS continued to grow (~18%1) this week
- i14 placements fell firmly (~18%1) on iOS, while i14 Pro gained † relative homepage prominence on Android.

WoW △	Desktop	ios	Android
G	↓0.1%	0.0%	0.0%
É	†1%	↓18%	†7%
SAMSING	↓1%	†18%	↓7%



Key WoW BP changes:

- Apple's SoBP | significantly across platforms as i14/i13/i12 got lower prominence on various landing pages.
- SS saw a remarkable † in BP across platforms as S22 and Z series dominated top placements.
- P7/P6a 1 in prominence across platforms, BP 1 for Pixel.

WoW △	Desktop	iOS	Android
G	†2%	†3 %	†2%
4	\$34%	↓34%	\$37%
SAMSONS	†33%	†32%	†35%