

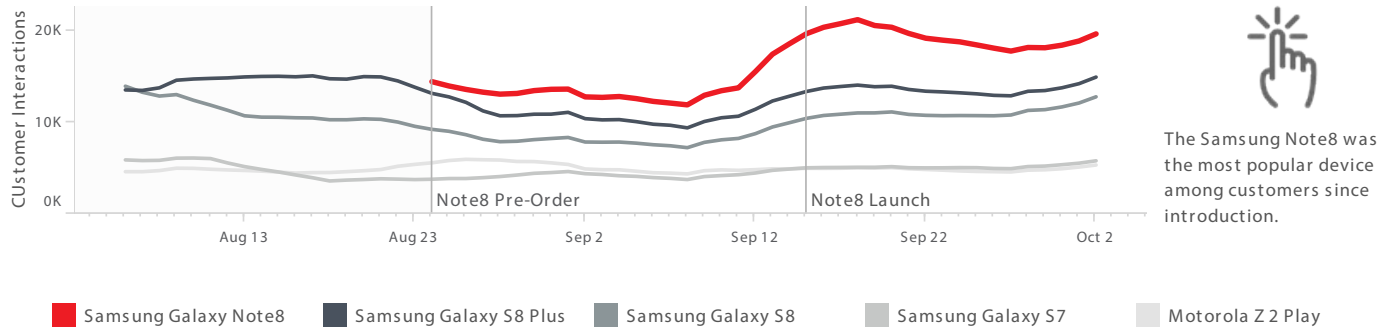
# Samsung Galaxy Note8

4 week launch report

Pre-order: August 24, 2017  
Official launch: September 15, 2017  
Total Devices in Stores: 6,680

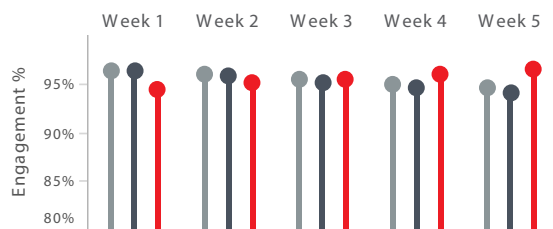


## Device Popularity for the Top 5 Smartphones

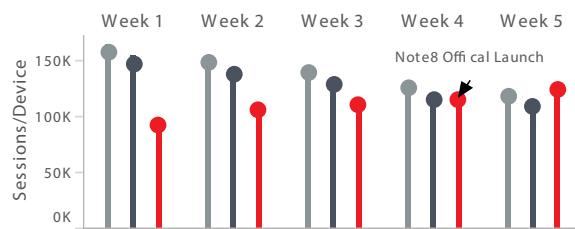


## Comparing to past Samsung Launches

### Device Engagement



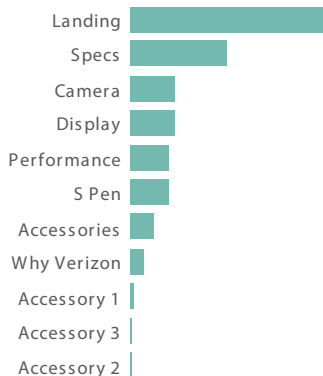
### Sessions per Device



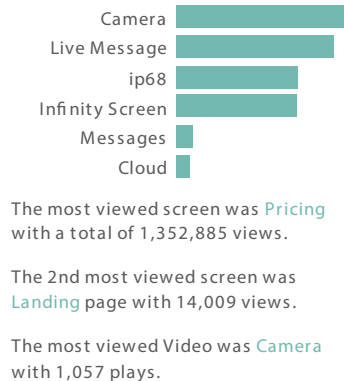
The Engagement % is the percentage of devices on display that are interacted with.  
Sessions/Device is total number of interactions per device on display.

## Demo Content Effectiveness

### Screen Views



### Video Views



### Video Duration Drop off

