

EXHIBIT 17

1 UNITED STATES INTERNATIONAL TRADE COMMISSION

2 WASHINGTON, D.C.

3 In the Matter of)

4)

5 CERTAIN ELECTRONIC DEVICES,) NO. 337-TA-794

6 INCLUDING WIRELESS)

7 COMMUNICATION DEVICES,)

8 PORTABLE MUSIC AND DATA)

9 PROCESSING DEVICES AND)

10 TABLET COMPUTERS)

11 -----

14 ***

15 CONFIDENTIAL BUSINESS INFORMATION

16 ***

18 VIDEOTAPED DEPOSITION OF GREG JOSWIAK

19 PALO ALTO, CALIFORNIA

20 THURSDAY, FEBRUARY 23, 2012

23 Reported By:

24 Yvonne Fennelly, CCRR, CSR No. 5495

25 JOB NO. 46686

1 A. As far as an overall commodity?

2 Q. Overall competitive strategy.

3 A. Well, as I mentioned earlier, we
4 certainly see Android as the key operating
5 system competitor to our iOS devices.

12:25PM

6 Q. What is the Android war room?

7 A. Our marketing communications group,
8 MarComm, as I referred to them earlier, has a
9 room, a conference room, dedicated to
10 understanding how Android handset makers are
11 marketing themselves.

12:25PM

12 Q. Does that conference room include a
13 storage of documents?

14 A. I have no idea.

15 Q. Have you ever been to it?

12:26PM

16 A. I have visited it, at least, on one
17 occasion, and I don't recall documents, other
18 than what is pasted on the walls, like, might
19 show, you know, a print advertisement, for
20 example, of the competitor.

12:26PM

21 Q. So the room is decorated with the
22 printing advertisements of competitors?

23 MR. JACOBS: Objection to form.

24 THE WITNESS: I don't know how it's
25 decorated now. When I went to it again, there

12:26PM

1 were certainly some things being presented in
2 that way, but I have not visited that room in a
3 very long time.

4 BY MS. MAROULIS:

5 Q. Are there regular meetings held in 12:26PM
6 that room?

7 A. I have no idea.

8 As I said, I went to it at least
9 once, but, perhaps, only once.

10 Q. So the room functions as, 12:26PM
11 essentially, a museum of other people's
12 advertising?

13 A. I don't think --

14 MR. JACOBS: Objection to form.

15 THE WITNESS: I don't think it's 12:26PM
16 designed to be a museum. I think it's designed
17 for our marketing people to understand how our
18 competitor is marketing themselves.

19 BY MS. MAROULIS:

20 Q. And what is Apple's understanding of 12:27PM
21 how its competitors market themselves?

22 MR. JACOBS: Objection to form.

23 THE WITNESS: I don't think there is
24 a way to generally answer that. I think they
25 look at, again, specific advertisements, 12:27PM

1 specific marketing, and draw the conclusions,
2 I'm sure, based on each one of those.

3 BY MS. MAROULIS:

4 Q. Does the MarComm group generally
5 report, based on their studies of how
6 competitors present themselves in the
7 marketplace?

12:27PM

8 A. I'm unaware of any reports of that
9 type.

10 Q. Never seen one?

12:27PM

11 A. Not that I can recall.

12 Q. How does Apple track its performance
13 against its competitors in terms of market
14 share?

15 MR. JACOBS: Objection; asked and
16 answered.

12:27PM

17 THE WITNESS: Yeah, I think it's
18 exactly that answer. It's we look in market
19 share. So we certainly look at the reports that
20 I talked about earlier, for example, IDC and
21 Gartner, to understand our market share and as
22 that changes over time.

12:27PM

23 BY MS. MAROULIS:

24 Q. What is the current market share of
25 Apple's iPhone products?

12:28PM