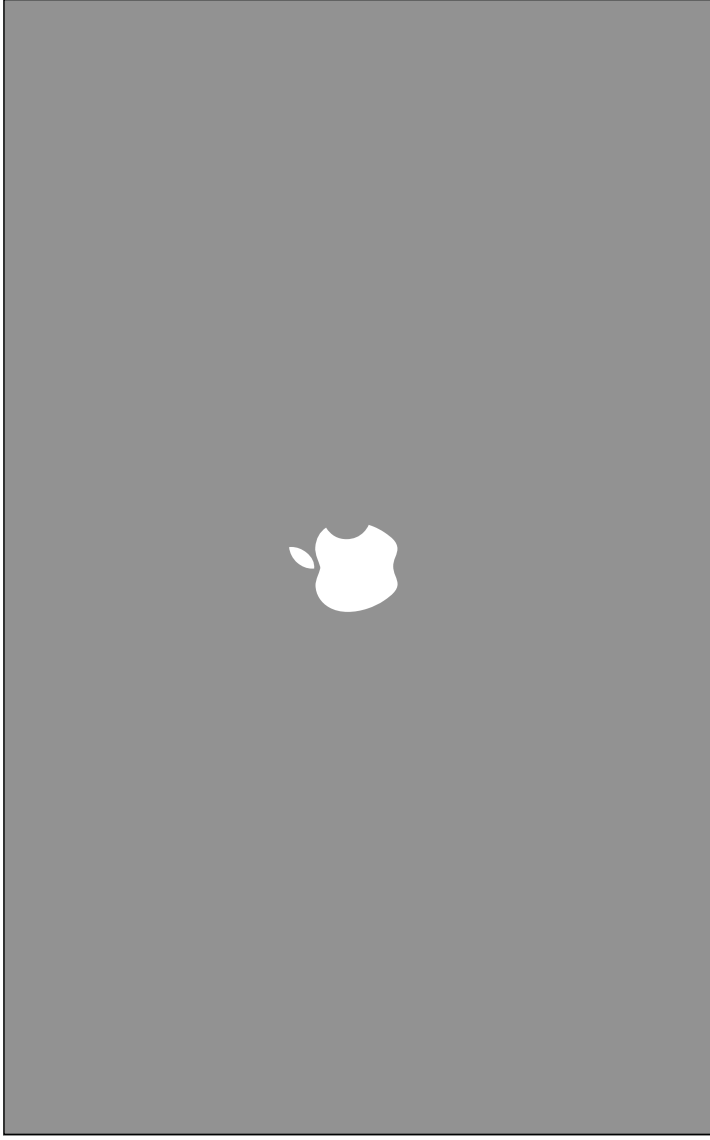


EXHIBIT 68





US Mobile Phone Market Study

Pre-iPhone Launch

The information in this and related documents is strictly

Apple Market Research & Analysis
June 2007

Why this report?

Purpose: The purpose of this study is to provide a comprehensive view of the US mobile phone market and especially of the iPhone's potential. As additional research is conducted on the iPhone, the report will be updated to keep it relevant with any new available information.

Key areas include:

- Awareness of iPhone, mobile phone brands, and key models
- Consideration and likelihood to buy iPhone
- Impediments to consideration and purchase of iPhone
- Mobile phone users' relationship with their service provider
- Mobile phone use and ownership trends
- Purchase decision making
- Profiling of market segments, including those most likely to buy iPhone

Method: Apple Market Research worked with Doxus, an independent market research firm to develop the questionnaire. Doxus fielded a web survey from May 17 to 21 2007 using sample from consumer panels. Data was weighted by carrier, gender and age to reflect

3

Understanding the US Mobile Market

iPhone

- Awareness
- Consideration
- Purchase Intent
- Info Sources
- Profile

Service Providers

- Previous
- Current
- Switching

Mobile Phones

- Previous
- Current
- Switching Usage
- Purchase

Market

- Opportunity
- Impediments
- Impact on iPod

Key Conclusions

The iPhone enjoys high purchase interest

- 24% of the market market will consider purchasing an iPhone
- 12% are very or somewhat likely to buy an iPhone
- 9% are very or somewhat likely to buy the \$499 or \$599 iPhone models
- 6% have delayed their purchase in anticipation of the iPhone
- 4% already have the iPhone specifically in mind

Those likely to buy iPhone represent a very attractive market segment

- They are heavy mobile phone users who are actively engaged with using mobile features beyond calling and texting
- 66% own iPods and 22% use Macs
- 30% have household incomes above \$100K

Building awareness is critical to increase consideration

- 60% of the mobile market is aware of the iPhone
- 31% are aware that AT&T is the exclusive service provider

5

Key Conclusions (continued)

Cost and service provider issues are key inhibitors for those not considering iPhone

- 24% of those very or somewhat likely to buy will not do so at current prices
- 29% of the market will not consider iPhone due to a cost-related issue
- 21% of the market will not consider the iPhone due to service provider issue such as not wanting to switch to AT&T or not wanting to pay an early termination fee due to an existing contract

Apple and AT&T will need to build a long term relationship with customers

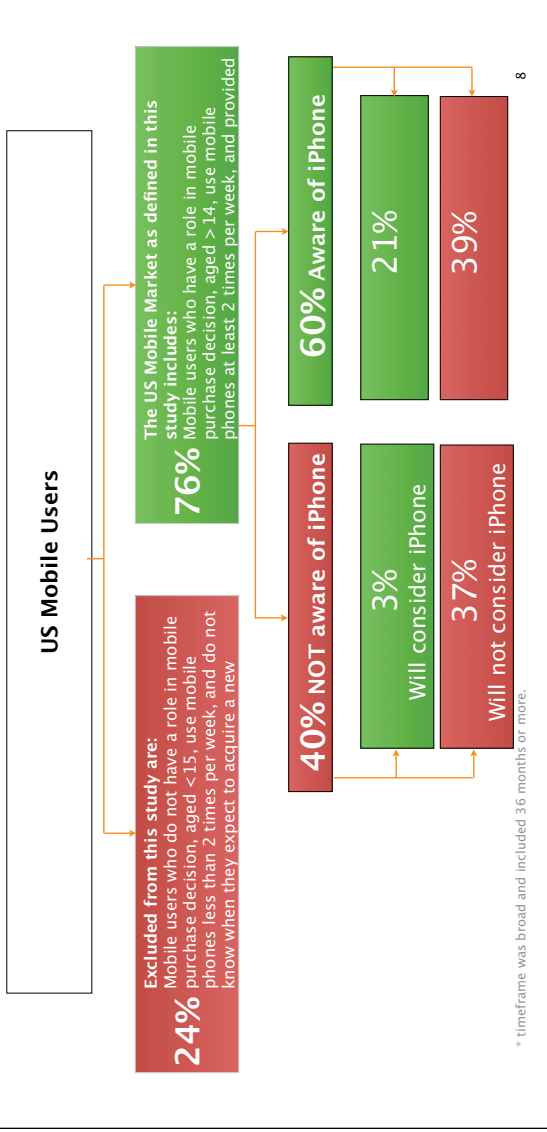
- Mobile phone owners are not particularly brand-loyal; two-thirds changed the brand of their phone with their most recent purchase
- Switching service providers is common and driven by service plans and service-related issues

iPod owners likely to purchase the 4 or 8 GB iPhone are more likely⁶

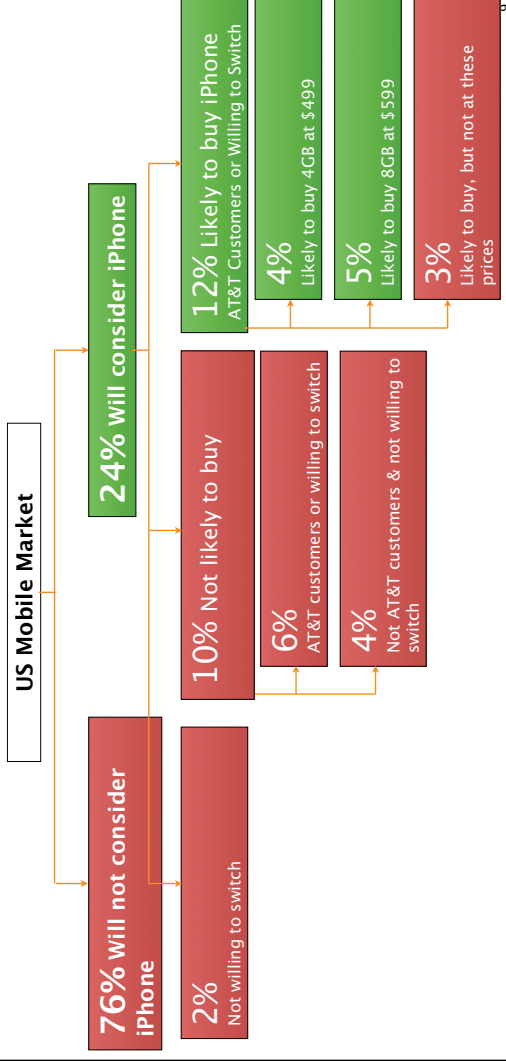
iPhone awareness is high but
consideration needs further
development

7

60% of the mobile market is aware of the iPhone and 24% will consider



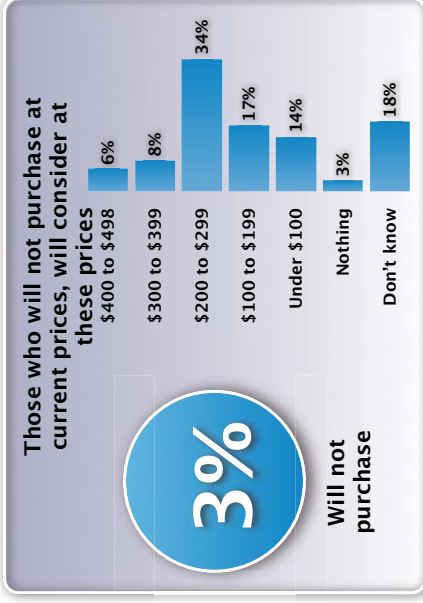
The market opportunity for iPhone at tested prices is about 9% of the US



Q68/Q71/Q21/Q73/Q82 Summary Table: iPhone Decision Tree

Most who say they are likely to buy the iPhone (but not at current prices) would be more receptive at prices below \$300

Those likely to buy iPhone as a percentage of the mobile market:



Q82. Which of the following statements best describes you? I will mostly buy...
Q83. At what price would you most likely buy the Apple iPhone?

Awareness of AT&T as the exclusive provider is higher among those likely



Q72. Are you aware that AT&T/Cingular is the exclusive service provider for the Apple iPhone?

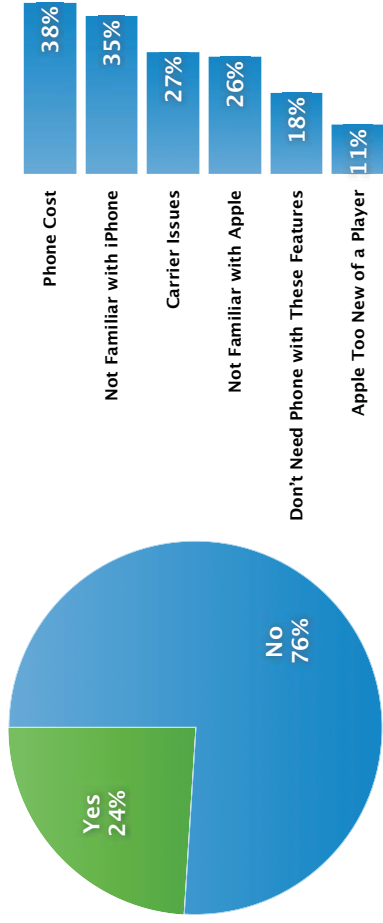
Willingness to switch to AT&T is highest among those likely to buy

Willing to switch to AT&T by those considering iPhone but not currently an AT&T customer



Q73. Would you be willing to switch from your current service provider to AT&T/Cingular in order to get the Apple iPhone?

Of those that will not consider iPhone, cost & lack of familiarity are



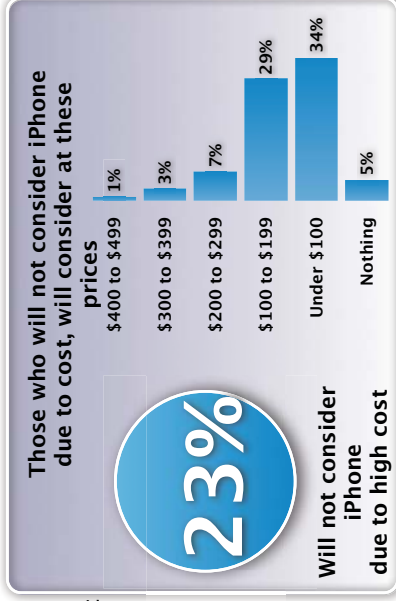
Percent considering iPhone
Base = All Users

Reasons for not considering iPhone
Base = Those Not Considering iPhone

Q68. In addition to the [PIPE: Q62 BRAND NAME ONLY], which of the following mobile phone brands, if any, are you likely to consider?
Q69. For which of the following reasons won't you consider the Apple iPhone?

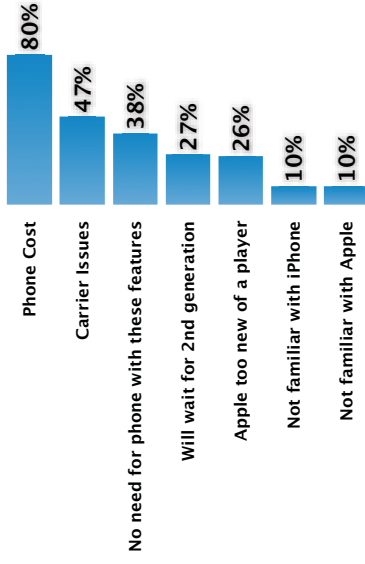
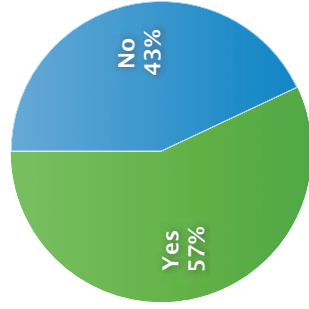
For those not considering iPhone due to high cost, prices would have to be

As a percentage of the mobile market



Q70. You checked "high cost of the phone" as a reason you would be unlikely to consider the Apple iPhone. At what price would you consider buying the Apple iPhone?¹⁴

Of those considering, but not likely to purchase iPhone, cost and carrier

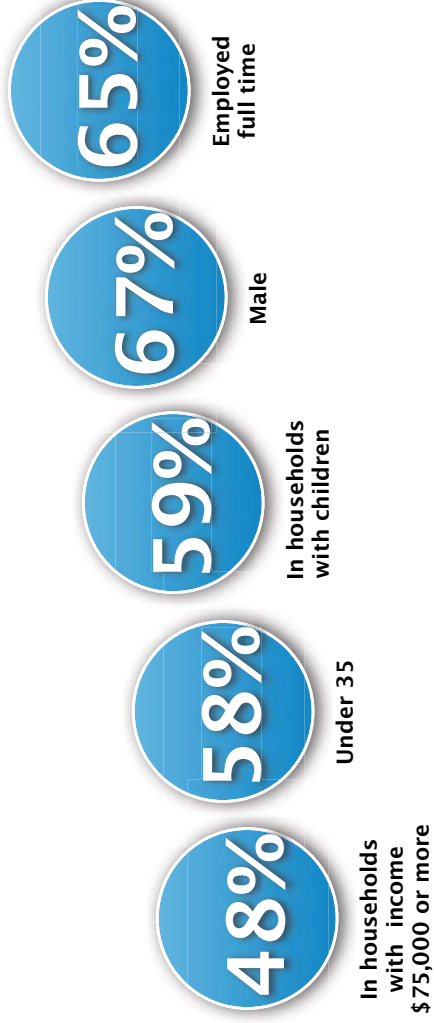


Likely to buy iPhone of those considering it
N=485

Reasons for not purchasing*
* Caution, small base N=33

Q71. How likely are you to buy an Apple iPhone the next time you buy a mobile phone?
Q74. For which of the following reasons are you unlikely to buy the Apple iPhone?

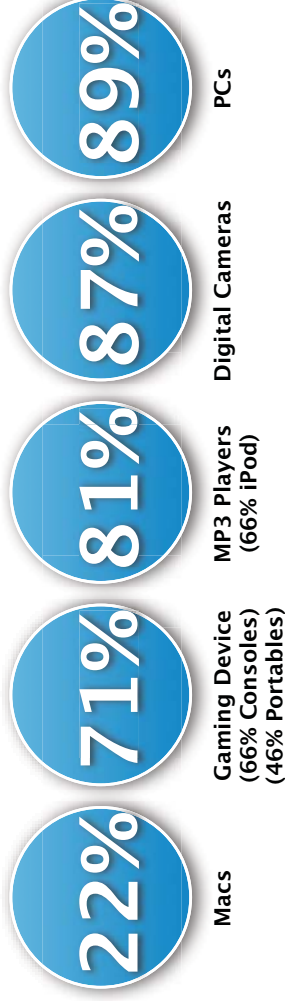
Those likely to buy iPhones are....



16

And own many electronic devices

Of those likely to buy iPhone



Purchase interest in the iPhone is highest on the West Coast

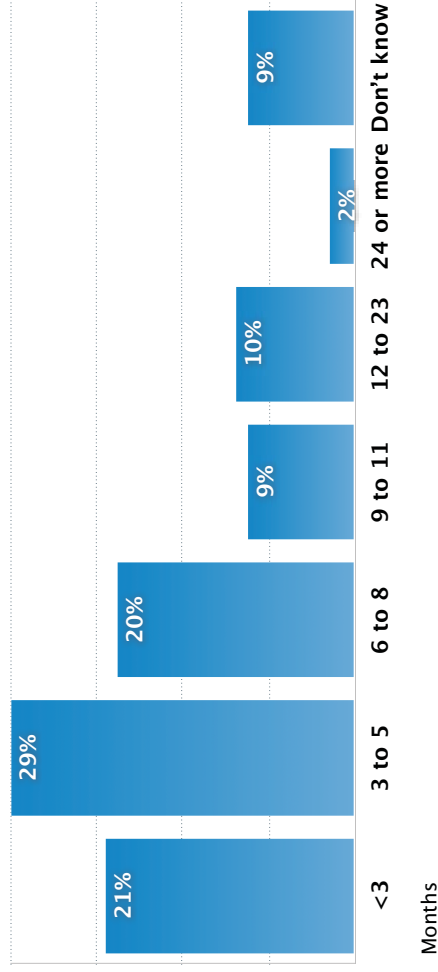
Of those likely to buy iPhone



S1A. Where in the US is your primary residence?

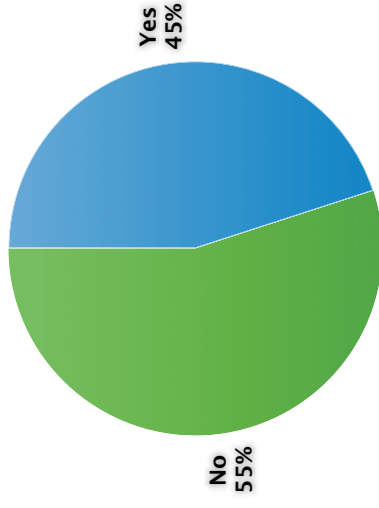
18

79% of those who plan to get an iPhone plan to do so within one year,



Base: Very/Somewhat likely to purchase iPhone Q78. When will you most likely buy the Apple iPhone?

A good portion of likely buyers have delayed their mobile phone purchase



Percent who delayed purchase of their next mobile phone to wait for the Apple iPhone

Base: Very/Somewhat likely to purchase iPhone Q79. Have you delayed the purchase of your next mobile phone to wait for the Apple iPhone, or not?

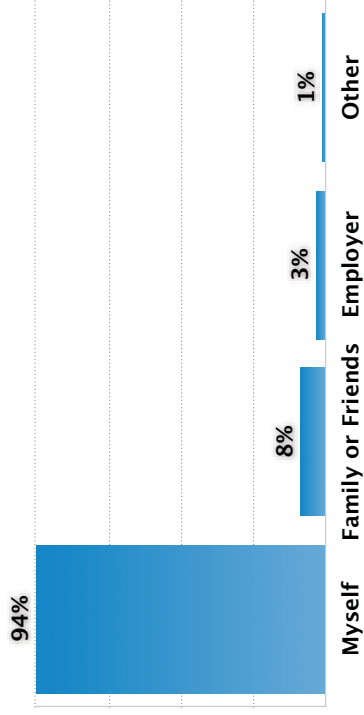
Design elements are the key drivers

- #1 Appearance and design - 54%
- #2 Device combining phone, iPod, Internet - 52%
- #3 Favorable opinion of Apple - 50%
- #4 iPod / music playing capabilities - 58%
- #5 Widescreen display - 57%
- #6 Easy to use - 54%
- #7 Touch controls - 52%
- #8 Built-in Wifi - 50%
- #9 Web capabilities, e.g. Google Maps, etc. - 49%
- #10 Want the newest cool model - 48%

Base: Very/Somewhat likely to purchase iPhone Q76. Which of the following features or reasons are the most important in your decision to purchase an Apple iPhone?

Most plan to pay for their own iPhone

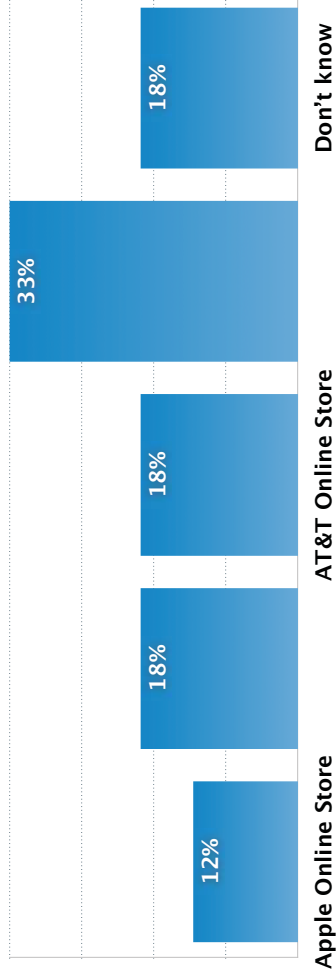
39% of 15-17 year olds say a family member / friend will pay



Who will pay for your iPhone?

Base: Very/Somewhat likely to purchase iPhone Q77. Who will pay for the Apple iPhone? Select all that apply.

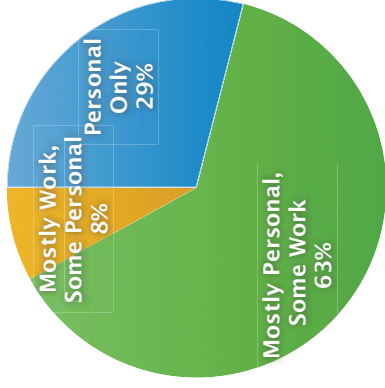
Of those likely to buy, 51% plan to purchase from AT&T and 31% from AT&T channel preference gap shrinks among



Preferred acquisition location

Base: Very/Somewhat likely to purchase iPhone Q81. Where would you prefer to get the Apple iPhone?
 * Own Apple products: Mac and/or iPod

Most plan to use their iPhone for personal use



Personal vs. work phone use

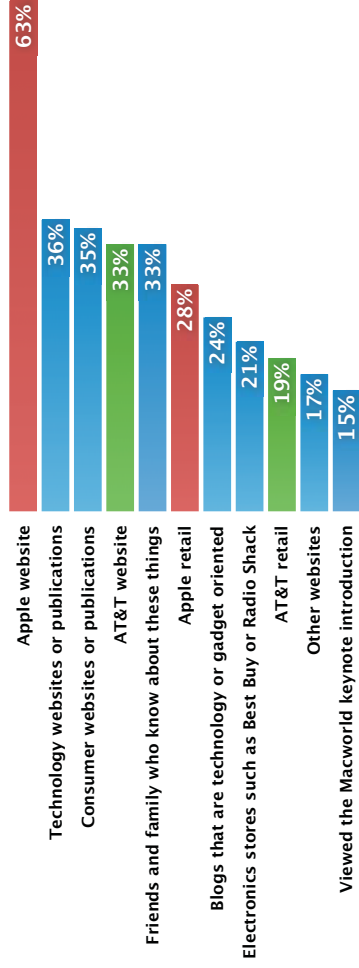
Base: Very/Somewhat likely to purchase iPhone Q80. How will the Apple iPhone be used?

Those likely to buy an iPhone are more likely to have sought



Q86. Have you actively sought information on the Apple iPhone (such as researching on the web, asking friends, looking for articles, etc.), or not? 25

Apple's website was a top source of information on the iPhone



Top Information Sources Used

Base: Those who sought information Q87. To which of these sources have you gone seeking more information about the Apple iPhone?

Those likely to buy an iPhone have a significantly different profile than the

	US Mobile Market	Aware of iPhone	Considering iPhone	Likely to buy iPhone	Likely to buy 8GB iPhone
Male	48%	53%	59%	67%	86%
Under 35 years old	41%	47%	55%	58%	68%
Household income > \$100K	17%	21%	25%	30%	57%
Owens iPod	31%	42%	60%	66%	78%
Own an Apple Mac	8%	11%	18%	22%	18%
Owens gaming system with Internet connection	17%	21%	31%	43%	70%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

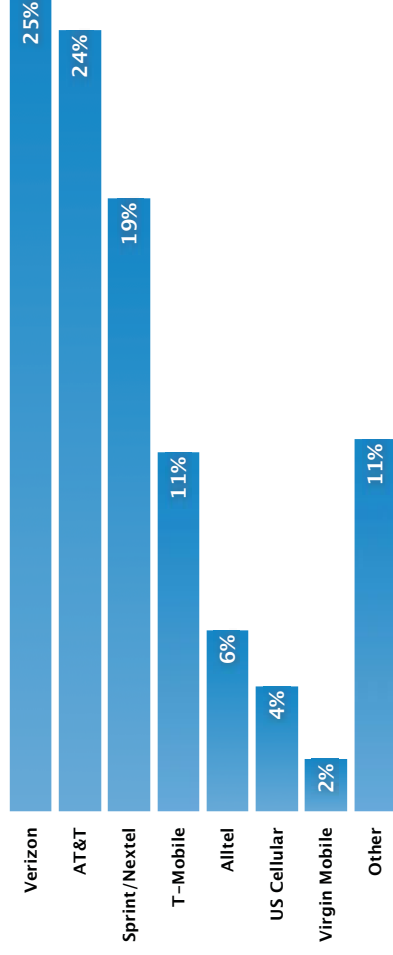
27

Most of the mobile phone market appears to have a stable relationship with service providers

28

About half of all mobile subscribers use Verizon or AT&T

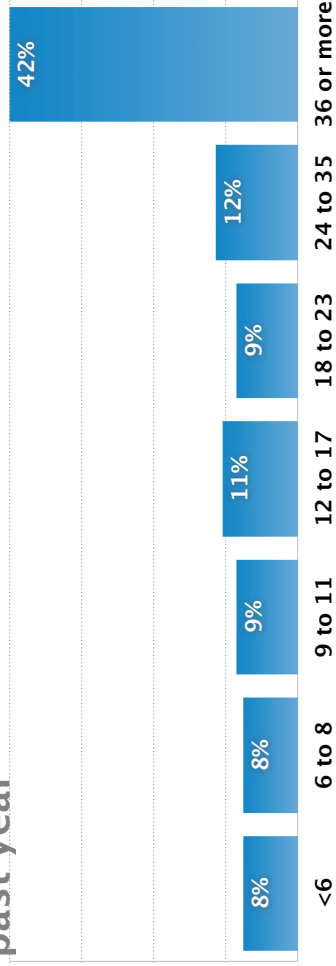
80% of the market is controlled by four service



Q2.1. Which company provides service for your current mobile phone?

They have a long-term relationship with their service provider

Only 25% started using their carrier within the past year

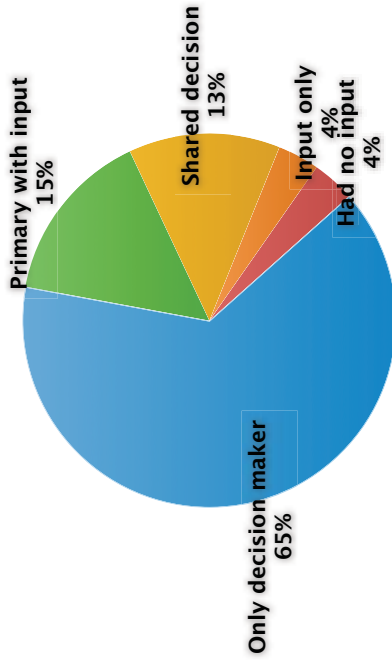


Length of time in months that respondent has used service provider

Q51. When did you start using [current service provider] as your current mobile phone service provider?

30

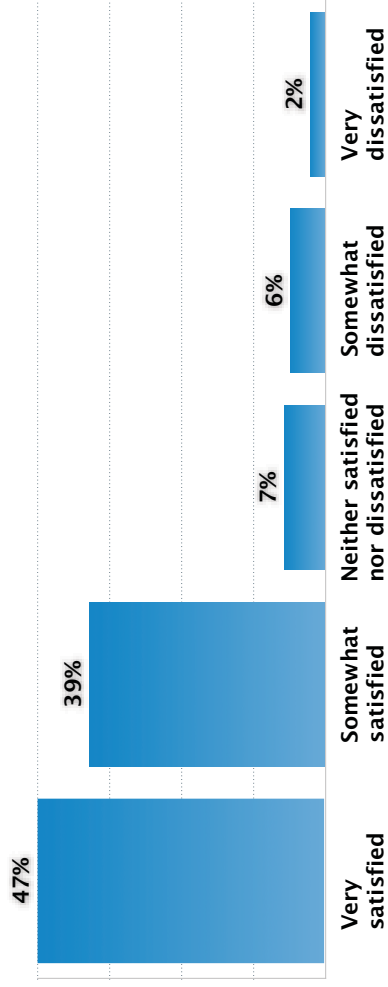
The majority were the primary decision maker for selecting the



Level of influence in selecting the service provider

Base: Total respondents
S9. To what extent, if at all, were you involved in selecting your current mobile phone service provider?

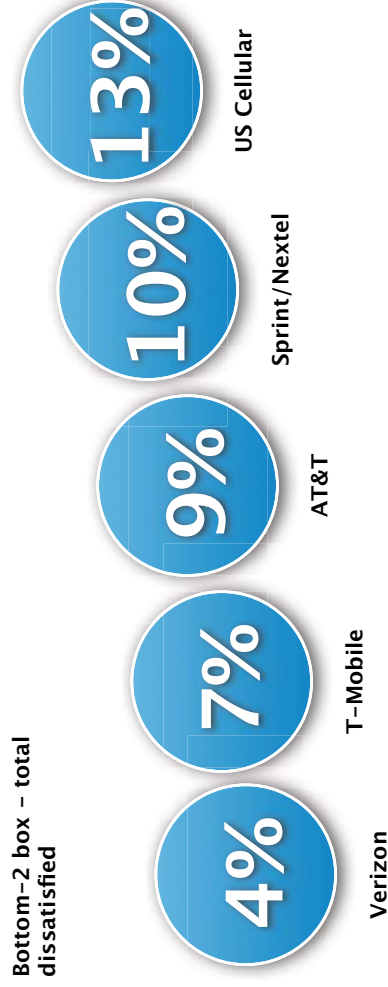
Most are highly satisfied with their service provider
86% are very or somewhat satisfied



Satisfaction with current service provider

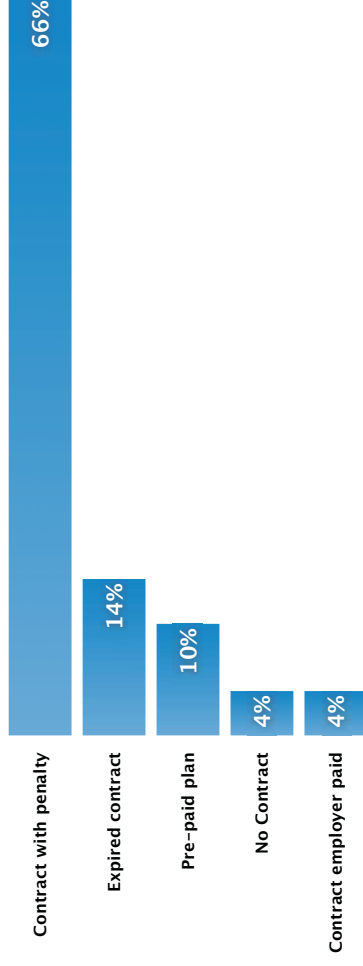
Q44. Overall, how satisfied or dissatisfied are you with [PIPE: Q2.1]?

Verizon customers have the lowest dissatisfaction ratings among the



Q44. Overall, how satisfied or dissatisfied are you with [current service provider]?

Most of the mobile market is on a fixed-term contract

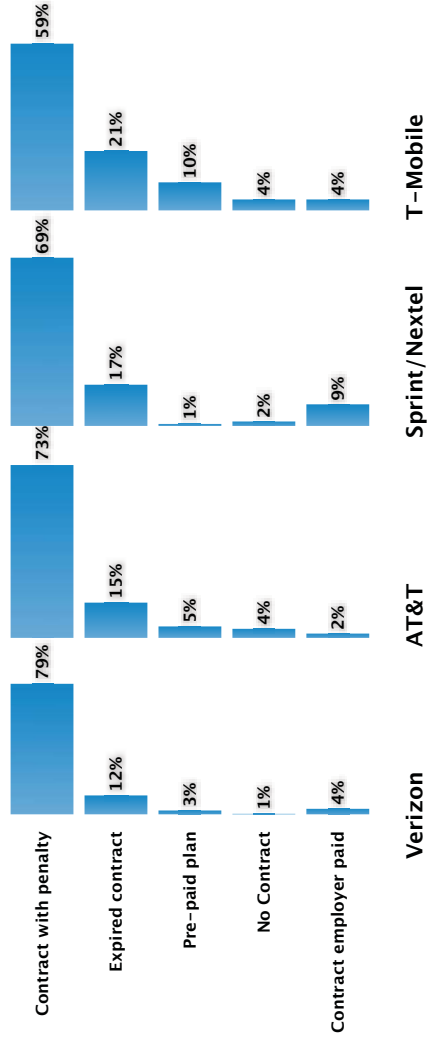


Q48. Which of the following best describes the nature of your relationship with...

34

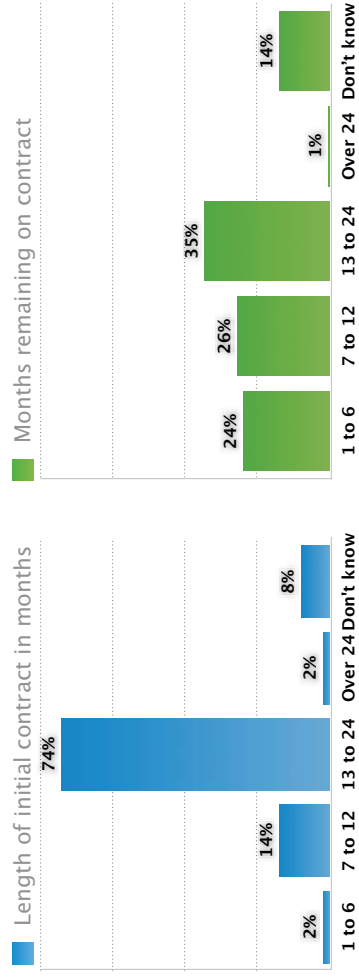
But some differences exist...

The larger service providers have a higher percentage of their customers in contract



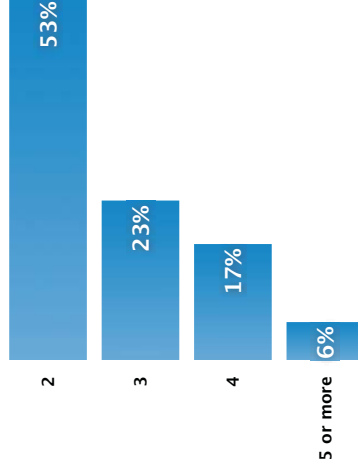
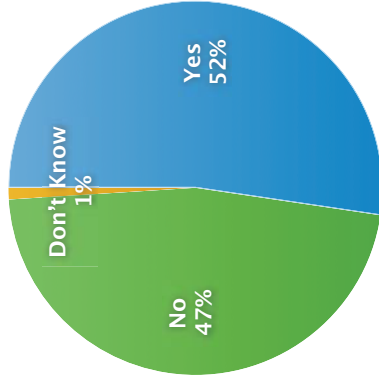
Q48. Which of the following best describes the nature of your relationship with...[current service provider]

Most contracts run for 24 months and half will expire within a year



Base: Has a service contract
 Q49. How long (in terms of months) was your initial service contract with [current service provider] that came with your [current] mobile phone?
 Q50. How many months remain on your contract with [current service provider]?

Slightly more than half of all users are on a family plan

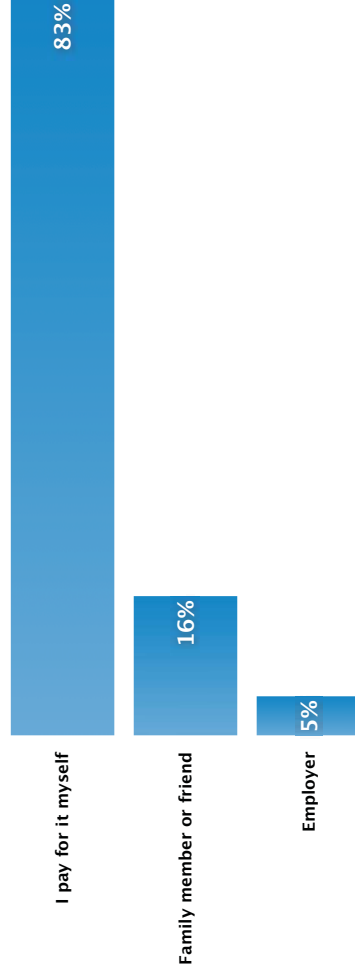


Family plan participation

Number of participants on family plan

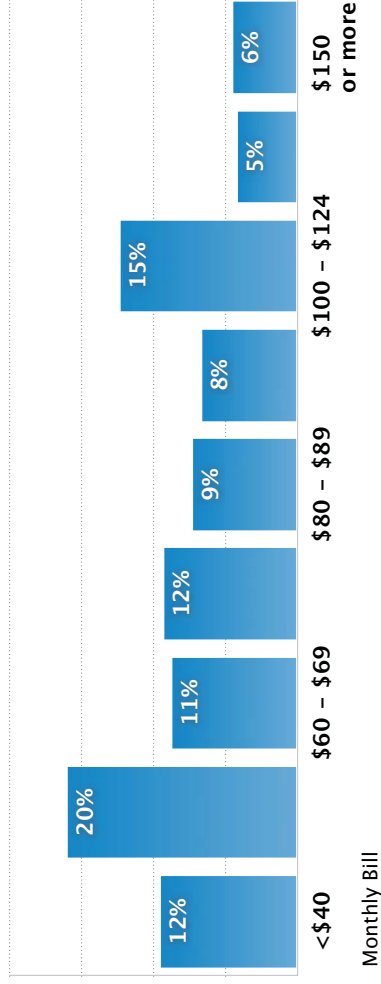
Q53. Are you currently on a family plan (or shared minutes plan) with your service provider?
Q54. How many people (including yourself) are on this family plan (or shared minutes plan)?

The majority pay for their own mobile phone service



Q52. Who pays for your mobile phone service? (Select all that apply)

Most have a bill of less than \$100 per month



Q55. On average, what is the total monthly bill from your service provider?

39

Those who plan to purchase iPhone tend to pay for their own service and are less likely to have a contract or

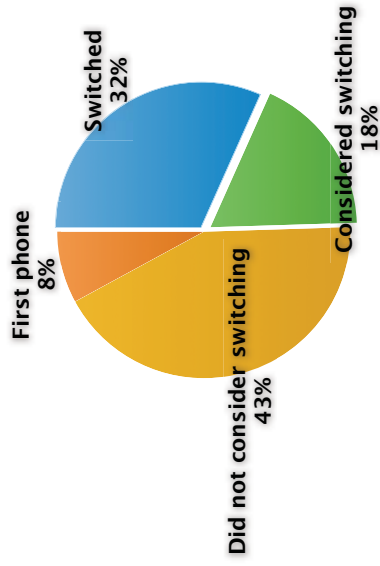
	US Mobile Market	Aware of iPhone	Considering	Likely to buy	Likely to buy 8GB
AT&T subscribers	24%	25%	28%	29%	30%
Verizon subscribers	25%	24%	20%	19%	12%
Sprint/Nextel subscribers	19%	18%	17%	17%	10%
T-Mobile	11%	11%	12%	13%	16%
Alltel subscribers	6%	6%	9%	12%	27%
Contract with penalty	66%	65%	61%	56%	42%
Pay for own service	83%	81%	83%	87%	92%
On a family plan	52%	51%	45%	39%	23%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

Switching service providers is common and is driven by service plans and service-related issues

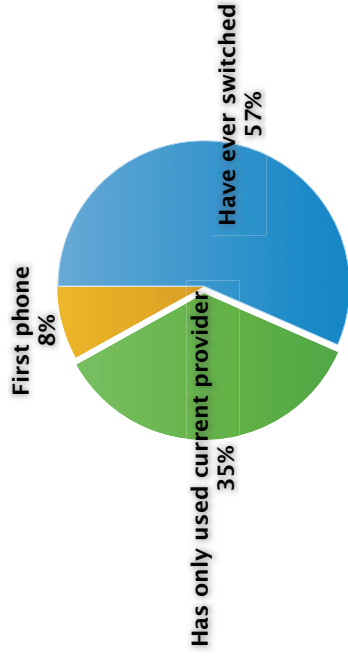
41

About one-half switched service provider with the purchase of a new phone
32% switched and 18% considered doing so



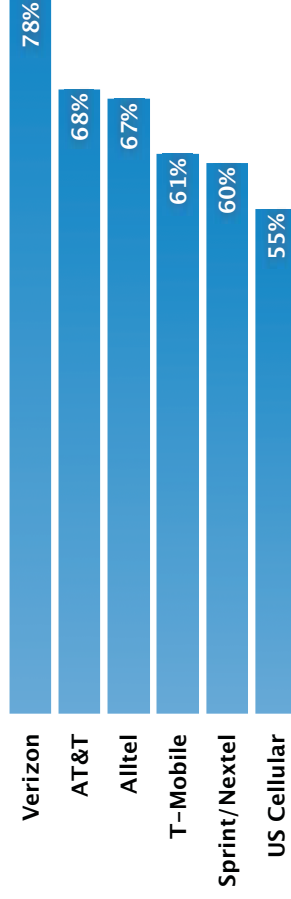
Q46. When you were shopping for your current mobile phone, did you seriously consider changing service providers?

Only slightly over one-third have stayed with their current service



Q45. Have you ever had mobile phone service in the past from any companies other than [current service provider]?

Verizon has the highest percentage of customers to continue with them



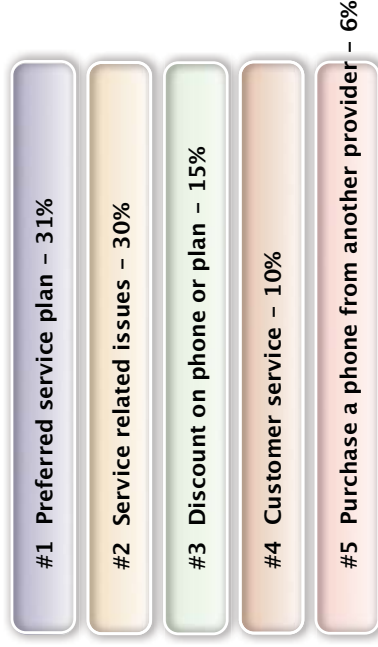
Stayed with service provider when purchasing current phone

Base: Those who have owned more than one phone

Q21. Which company provides service for your current mobile phone?

Q12. What company provided service to your previous mobile phone?

The decision to switch service provider was primarily driven by



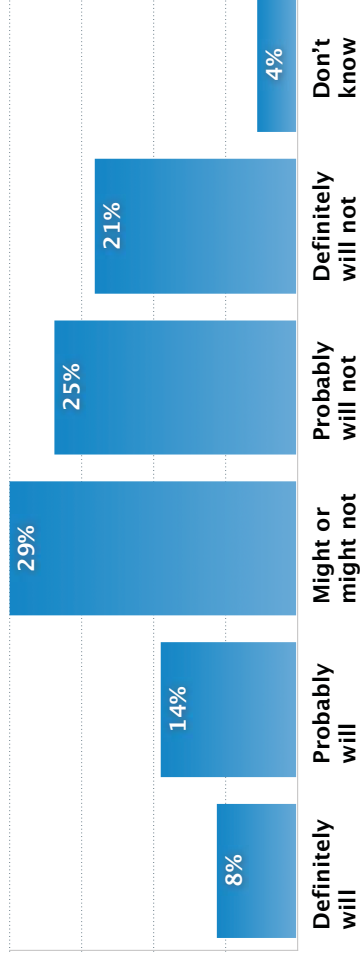
Q47. What was your main reason for changing from [previous service provider] to [current service provider] when you got your current phone?

But there are some differences on why users switched from particular

Previous Service Provider

Reasons for Switching	Verizon	AT&T	Sprint	T-Mobile
Service-related issues	14%	31%	33%	27%
Preferred service plan	43%	23%	19%	19%

A lower percentage of those who have switched in the past anticipate switching with their next phone



Likelihood to switch service provider with the acquisition of the next mobile phone

Q65. What is the likelihood that you will switch mobile phone service providers when you get your new phone?

Those who plan to purchase iPhone have higher switching behavior

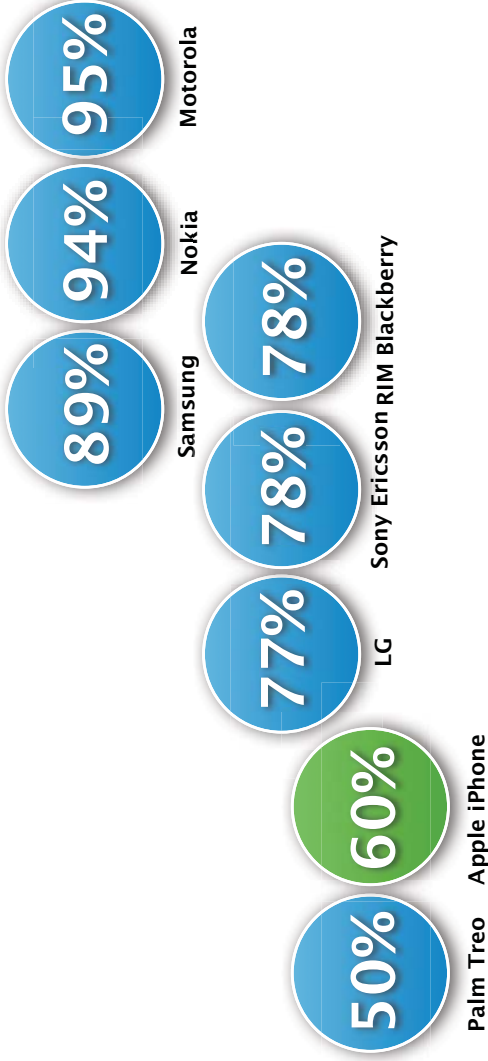
	US Mobile Market	Aware of iPhone	Considering iPhone	Likely to buy iPhone	Likely to buy 8GB iPhone
Contract with penalty	66%	65%	61%	56%	42%
Pays for own service	83%	81%	83%	87%	92%
On a family plan	52%	51%	45%	39%	23%
Switched service provider ever	56%	59%	59%	62%	79%
Switched service provider with current phone	32%	34%	37%	42%	58%
Likely to switch service provider with next phone	22%	26%	32%	42%	59%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

iPhone awareness

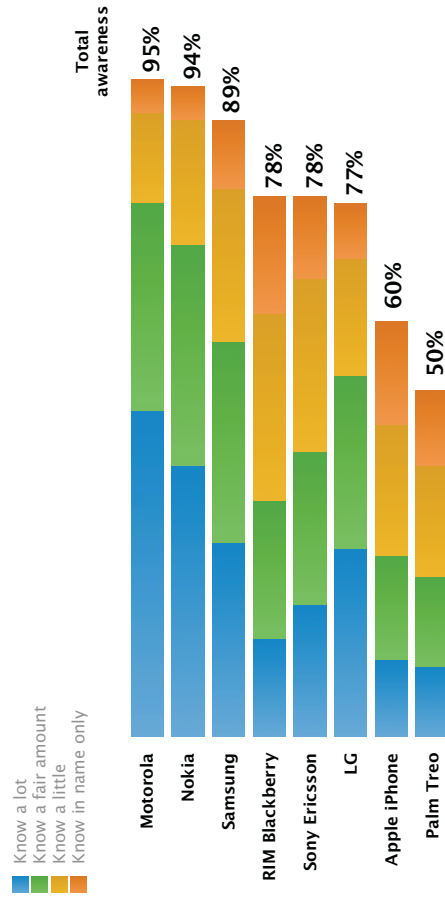
49

Compared with major mobile phone brands, iPhone total awareness is low



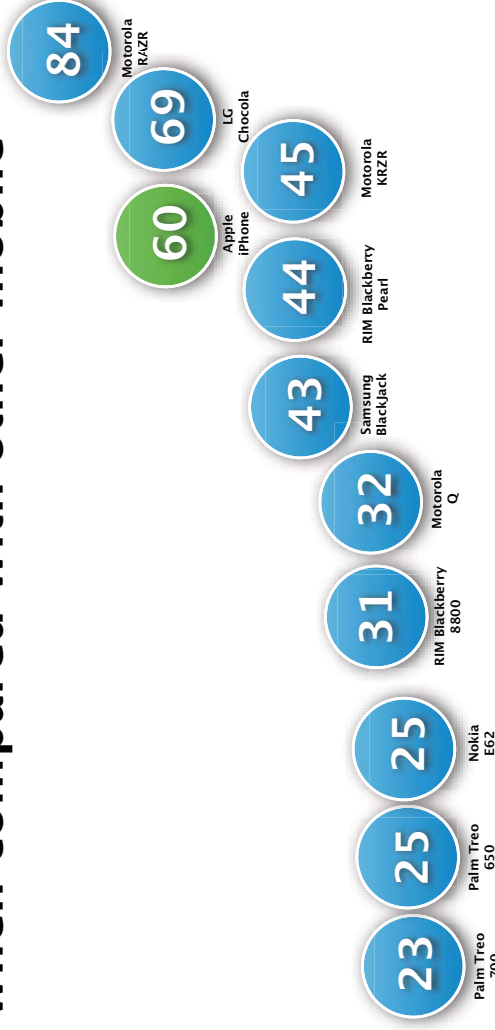
Q4. Which, if any, of these mobile phone brands are you aware of?

The level of brand awareness is low for RIM BlackBerry, Sony Ericsson,



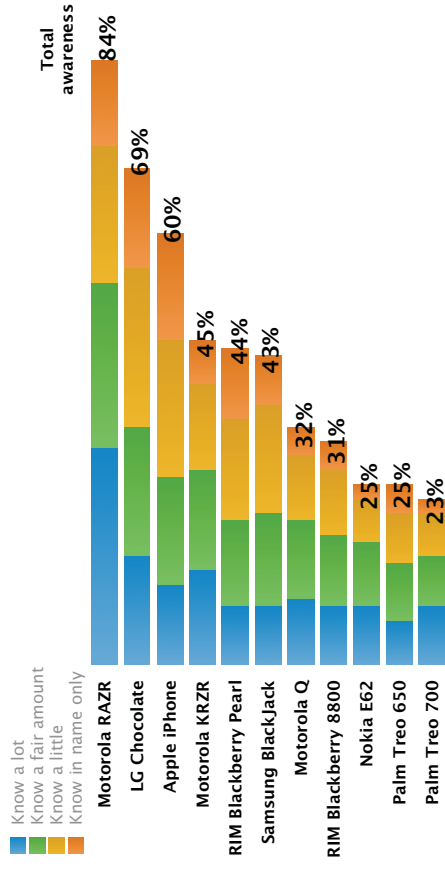
Q4. Which, if any, of these mobile phone brands are you aware of?
 Q5. To what extent are you aware of each of these mobile phone brands?

However, iPhone awareness is high when compared with other mobile



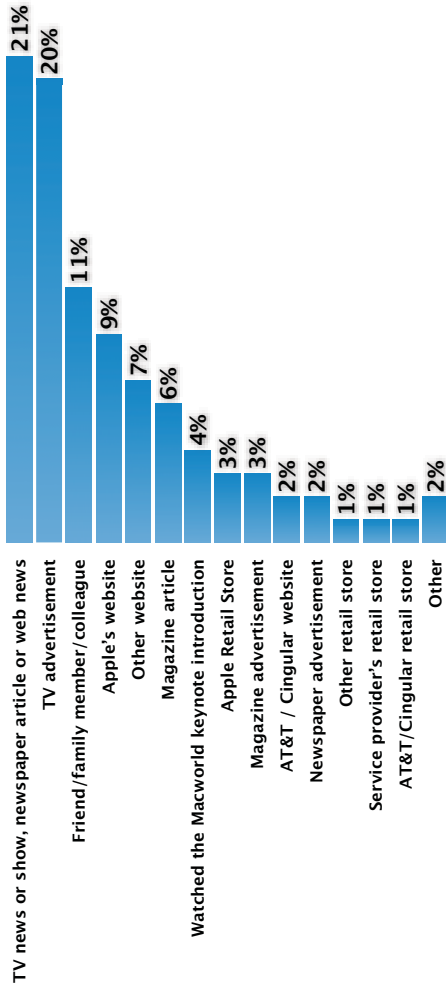
Q4. Which, if any, of these mobile phone brands are you aware of?

While total awareness is high, the iPhone and LG Chocolate have a high



Q4. Which, if any, of these mobile phone brands are you aware of?
 Q5. To what extent are you aware of each of these mobile phone brands?

TV was by far the primary source for first hearing about the iPhone



Base: Aware of iPhone
Q9: How did you first become aware of the Apple iPhone?

Those who are likely to consider or buy the iPhone have high awareness

	US Mobile Market	Aware of iPhone	Considering	Likely to buy	Likely to buy 8GB
First became aware of iPhone from family/	11%	11%	16%	19%	34%
Know a lot about iPhone	11%	18%	25%	37%	55%
Know a lot about RIM BlackBerry	14%	21%	31%	42%	62%
Know a lot about Motorola	47%	53%	58%	67%	77%
Know a lot about RIM BlackBerry 8800	8%	12%	18%	26%	52%
Know a lot about Palm Treo 700	8%	11%	19%	26%	52%
Aware of 6 or more phone models asked	39%	58%	62%	71%	80%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

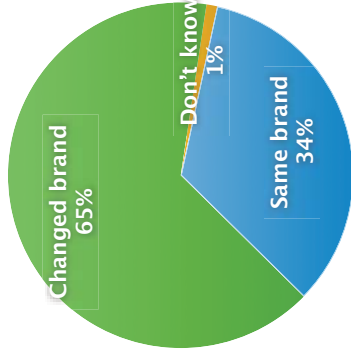
55

Mobile phone ownership

56

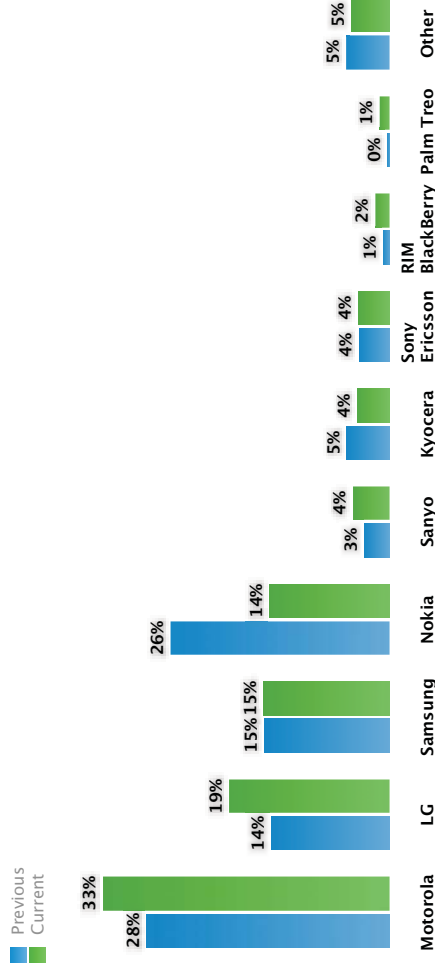
The mobile phone market does not exhibit much brand loyalty

Most changed brands when purchasing their current phone



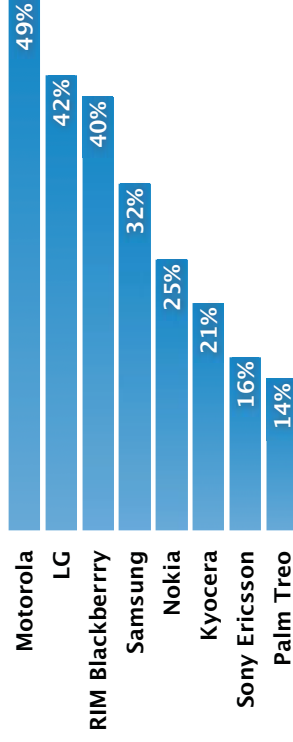
Base: Has had more than one mobile phone
Q13. What is the brand of your previous mobile phone?
Q22. What is the brand of your current mobile phone?

Among market leaders, Motorola and LG gained, while Nokia lost ground



Base for previous: Has had more than one mobile phone
 Base for current: Total respondents
 Q13. What is the brand of your previous mobile phone?
 Q22. What is the brand of your current mobile phone?

While brand repurchase rates are low, Motorola's was highest



Previous brand repurchase rate

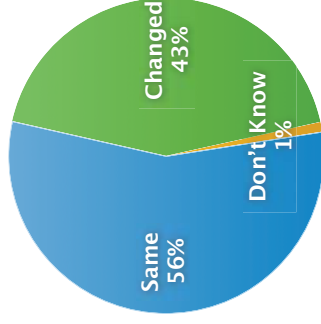
Base: Those who have owned more than one phone

Q13. What is the brand of your previous mobile phone?

Q22. What is the brand of your current mobile phone?

The mobile phone market is not set on a certain form factor

43% changed styles when purchasing their current phone

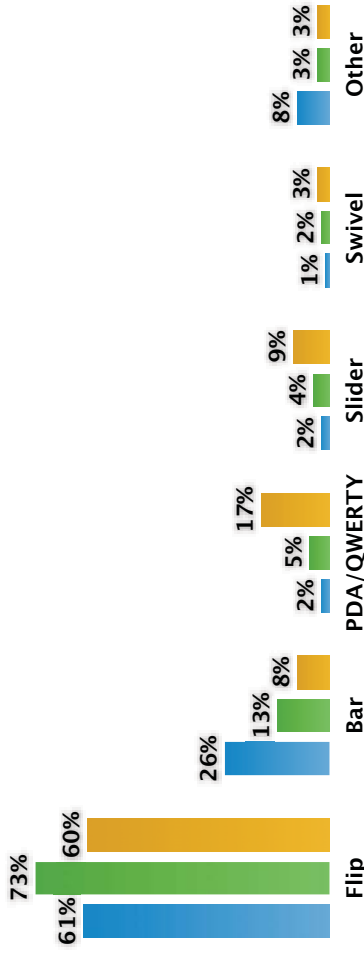


Change from previous mobile phone style

Previous base: Has had more than one phone, Q14/Q23. What is the style of your [previous/current] mobile phone?

While flip phones will remain the dominant form factor, PDA/QWERTY will grow significantly

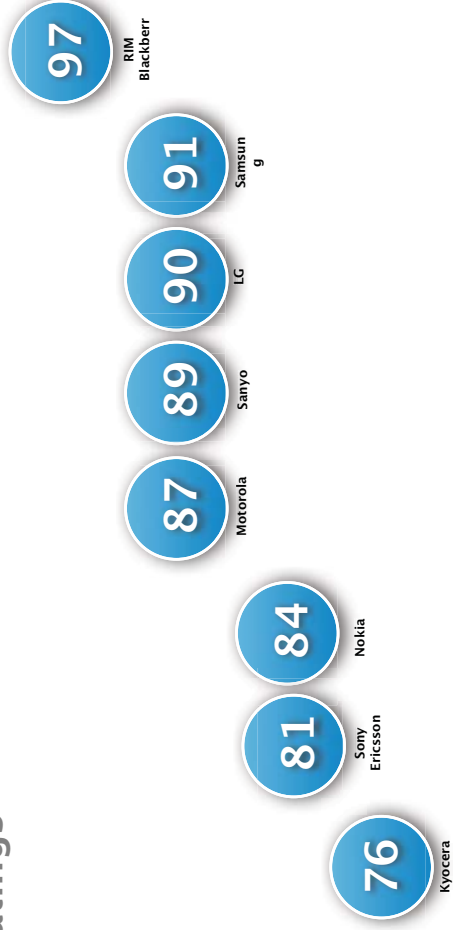
Will
Current
Next



Previous base: Has had more than one phone
Current/Next base: Total respondents
Q14/Q23: What is the style of your [previous/current] mobile phone?
Q63: What style of mobile phone will you most likely get?

Overall, satisfaction with mobile brands is high

Brands with highest ratings report especially high ratings



Q20. Overall, how satisfied or dissatisfied are you with your current phone?

Those likely to consider or buy the iPhone are more likely to have changed brand or style

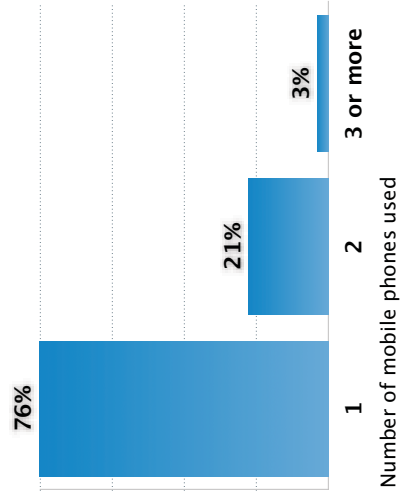
	US Mobile Market	Aware of iPhone	Considering iPhone	Likely to buy iPhone	Likely to buy 8GB iPhone
Have changed brand	65%	69%	72%	72%	85%
Have changed style	43%	45%	49%	49%	63%
Currently uses pda style w/QWERTY keyboard	5%	7%	10%	12%	15%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

Mobile phone use

64

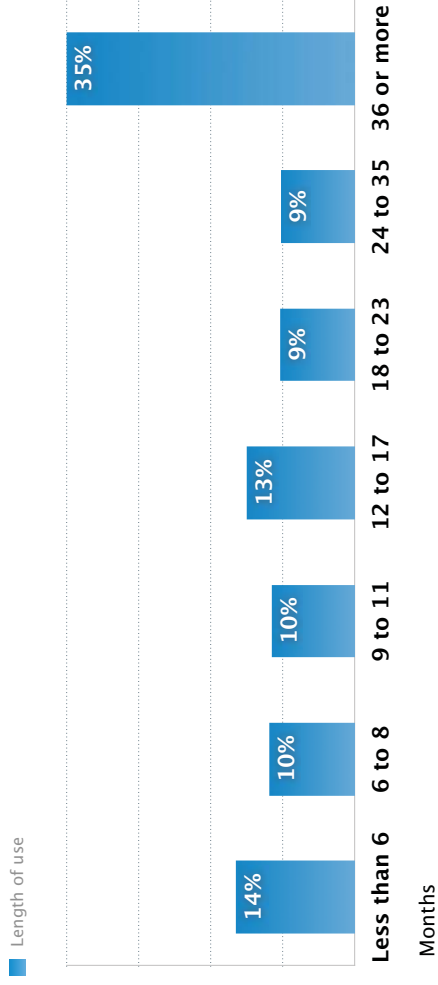
The large majority use one mobile phone



S5. How many mobile phones do you use? Please exclude any phones that you borrow.

65

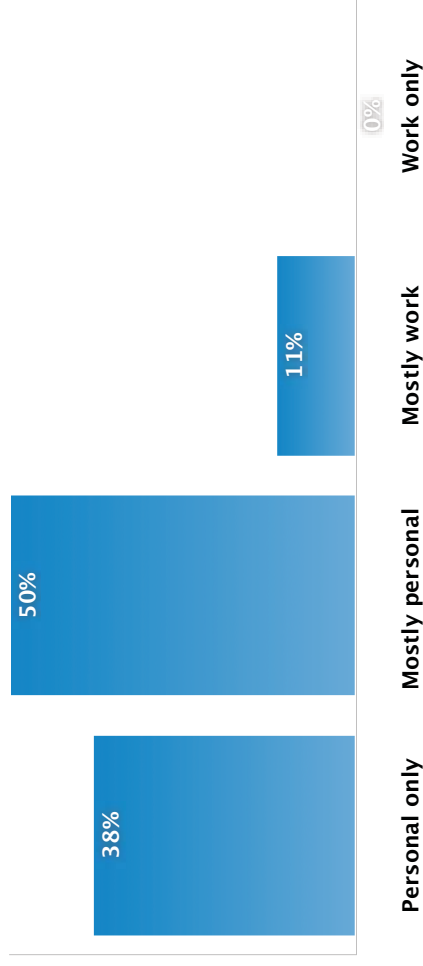
About one-half have used their phone for under 18 months



S8. When did you first start using your current mobile phone?

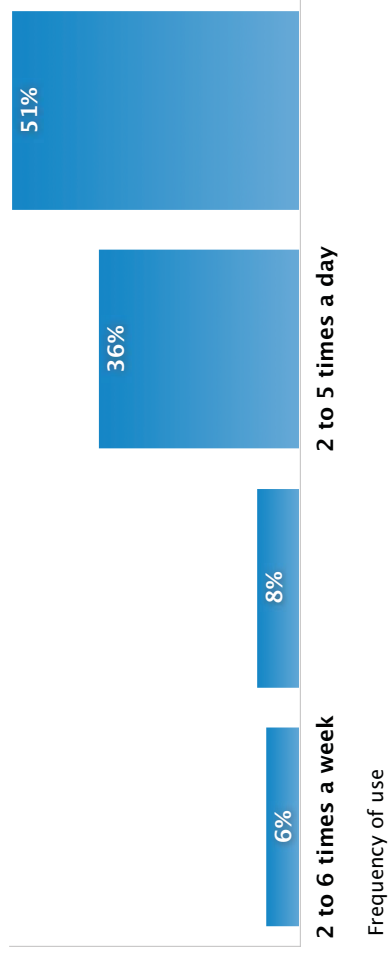
66

Mobile phones are primarily used for personal purposes



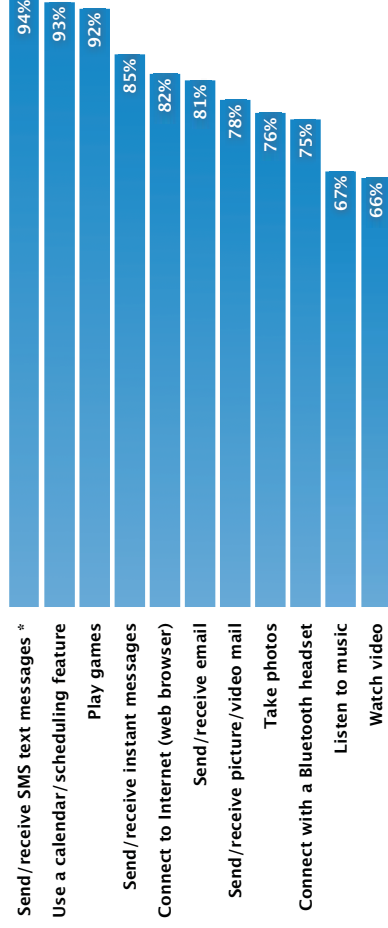
S7. Do you use your current mobile phone...?

The majority are relatively heavy users



S6. About how often do you use your current mobile phone? (Note: Those who use a mobile phone less than 2 to 6 times a week were screened out.) 68

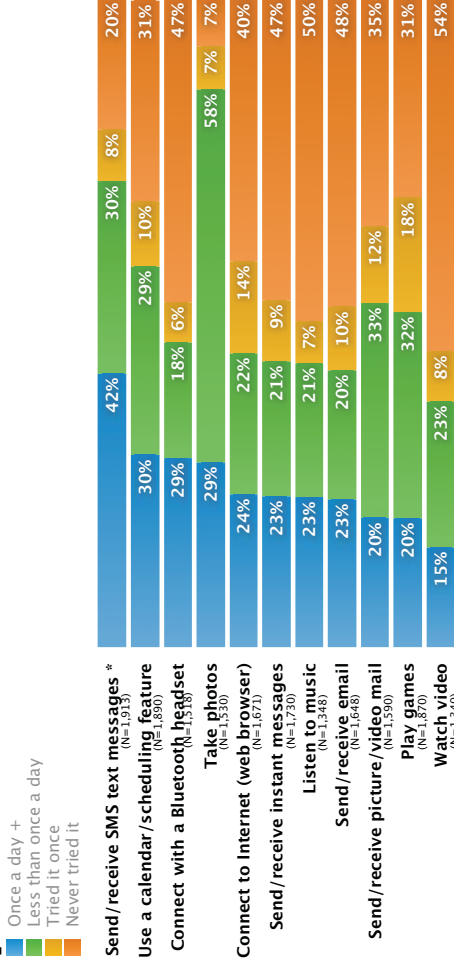
Most mobile phones have the capabilities we asked about



* Of those who send/receive SMS, 60% send 100 or less in an average month.

Q4.1. How often, if at all, do you use your [current brand] mobile phone to...?

Among those with the capability, photos and SMS are the most



Mobile phone feature use

Base: Phone has capability to do each feature
Q4.1. How often, if at all, do you use your [current brand] mobile phone to...?

Those likely to consider or buy the iPhone are heavy users

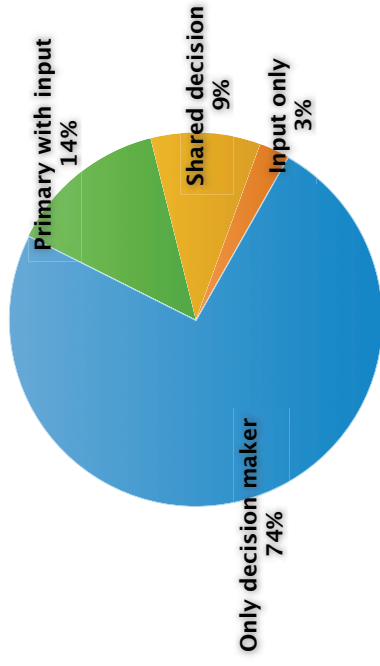
	US Mobile Market	Aware of iPhone	Considering iPhone	Likely to buy iPhone	Likely to buy 8GB iPhone
Use current phone for mostly personal but occasionally for business	50%	54%	62%	66%	76%
Use mobile phone more than 5 times per day	51%	54%	64%	73%	85%
> 100 SMS messages sent per month (base: sent/received SMS messages more than one/twice)	30%	34%	42%	53%	65%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

Purchase of current mobile phone

72

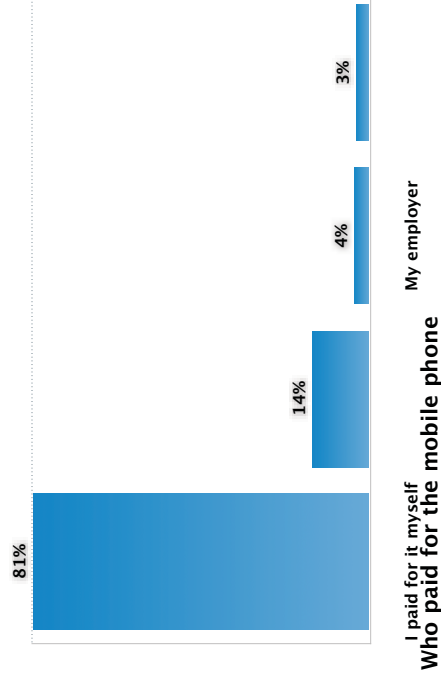
The majority were the primary decision maker for which brand to



Level of influence in the brand of mobile phone to purchase

Base: Total respondents; (Note: Those with no purchase influence were screened from the study.)
S9. To what extent, if at all, were you involved in selecting the brand and model of your current mobile phone?

Most paid for their own mobile phone



I paid for it myself
Who paid for the mobile phone

My employer

Q24. Who paid for your [current brand] mobile phone? (Note: Multiple responses allowed)

74

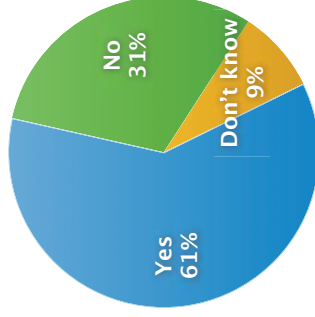
The majority purchased their current mobile phone from the service

	In-store or at a retail	Online	Over the Phone	Other	Total
From the service provider	49%	13%	5%	-	67%
From a reseller/retailer that carries multiple	19%	4%	-	-	23%
From the phone manufacturer	1%	2%	1%	-	4%
Other	-	-	-	6%	6%
Total	69%	19%	6%	6%	100%

Q33. Where/how did you get your [current] mobile phone?

75

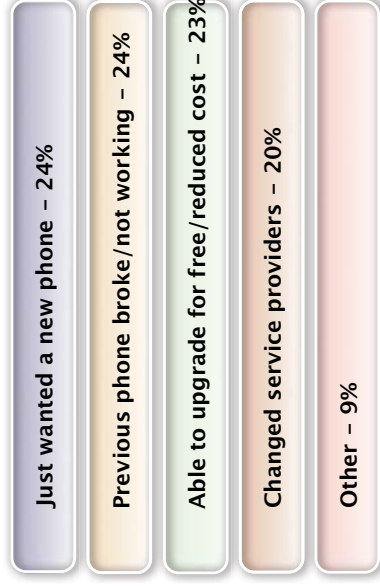
Nearly two out of three considered other brands when purchasing their current mobile phone



Considered other brands

Q34. When shopping for your [current] mobile phone, did you seriously consider other brands or models?

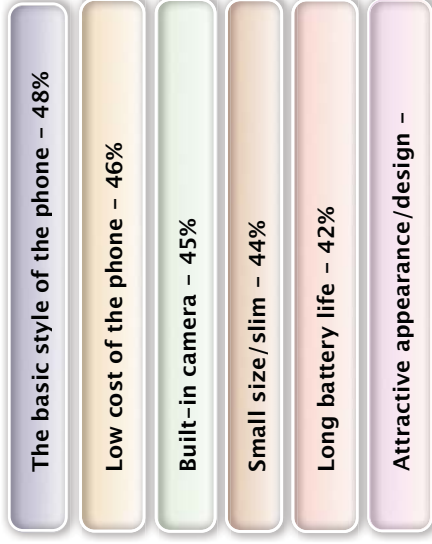
There are four primary reasons for replacing a mobile phone



Base: Has had more than one mobile phone
Q36. What is the main reason you replaced the [current phone] mobile phone you were previously using?

Out of 22 attributes asked about, these six were most important in selecting

Top-2 box



Q35. Which of the following features or attributes, if any, were most important in your decision to select the [current phone brand] over other mobile phone brands or models? (Note: Multiple responses allowed)

Those who solely select mobile phone brand and service provider are more likely to consider and buy iPhone

US Mobile Market Aware of iPhone 77% Considering iPhone 79% Likely to buy iPhone 86% Likely to buy 8GB iPhone 97%

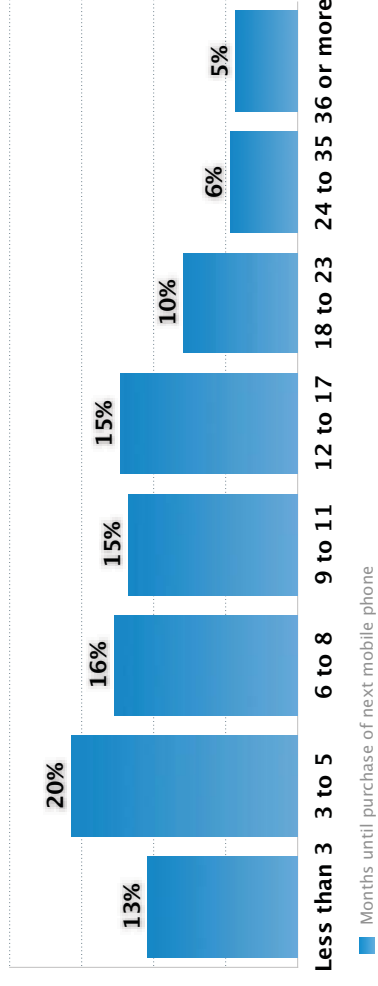
	US Mobile Market	Aware of iPhone	Considering iPhone	Likely to buy iPhone	Likely to buy 8GB iPhone
Self selected mobile phone	74%	77%	79%	86%	97%
Self selected service provider	65%	66%	69%	76%	85%
Spent \$200+ on current phone	16%	18%	25%	33%	51%
Seriously considered other brands	61%	63%	68%	70%	55%

Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

Purchase of next mobile phone

80

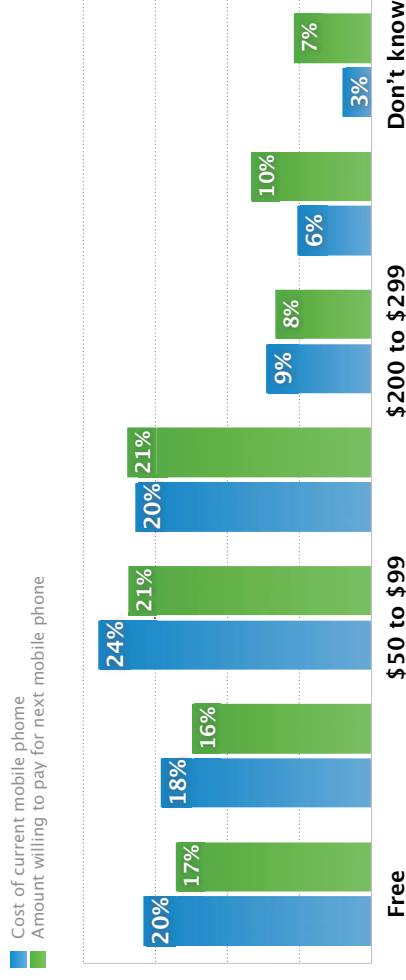
About half of the mobile phone market expects to get a new phone within the



S10. When do you expect you'll get a new mobile phone?

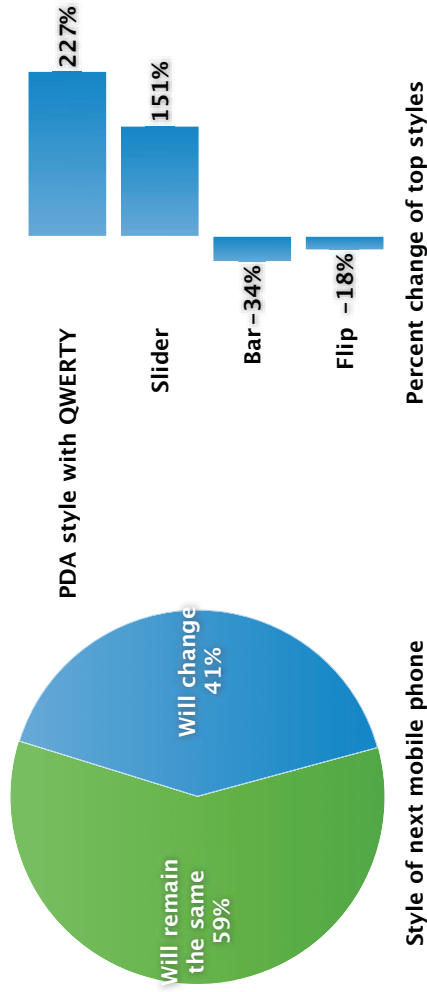
81

Overall, most of the mobile phone market is willing to spend a similar amount on the next phone as it did



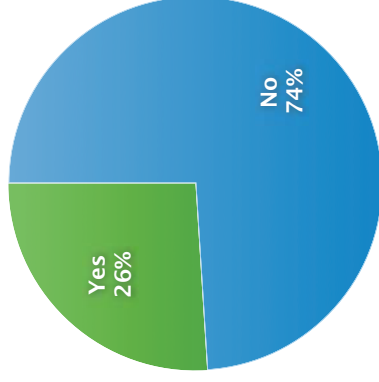
Q25. How much did your [current] mobile phone cost? Q64. How much are you willing to pay for your next mobile phone?

Many intend to change the style of phone slider styles will gain



Q23. What is the style of your [previous] mobile phone? Q63. What style mobile phone will you most likely get?

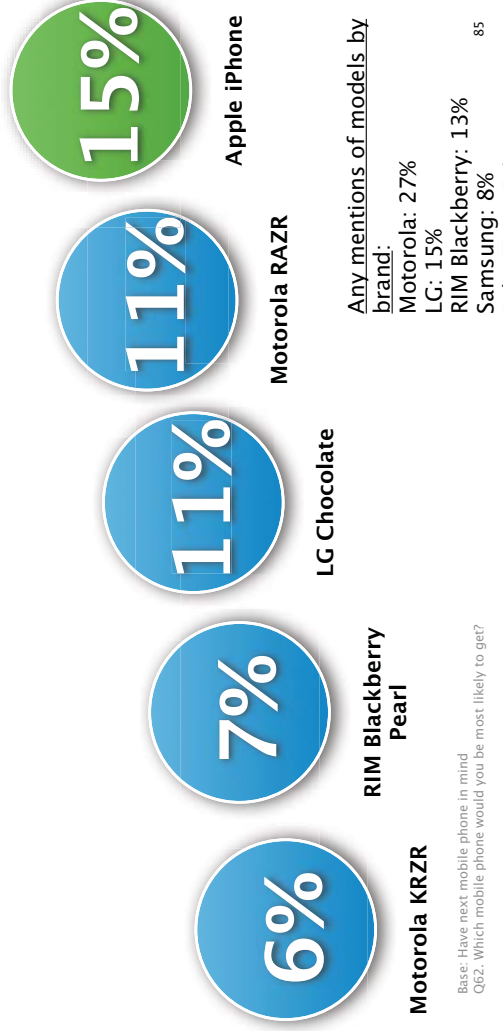
Over one-quarter already have their next mobile phone in mind



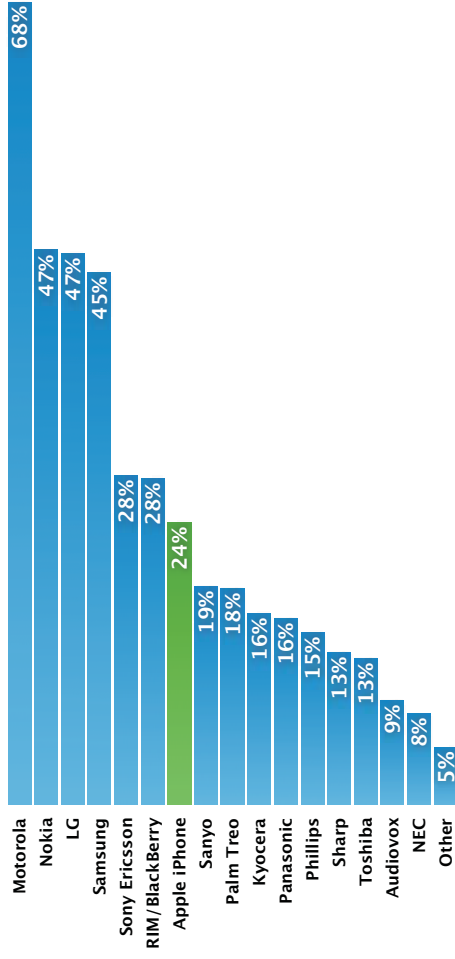
Have their next mobile phone in mind

Q61. Do you already have a mobile phone in mind that you would like to get?

Apple iPhone is the top model mentioned by those who already have



Motorola, Nokia, LG, and Samsung are the top brands that will be considered



Mobile phone brands to be considered

Q68. Which of the following mobile phone brands, if any, are you likely to consider? (Includes brands already in mind)

Top attributes

Current Phone

Basic style	Low cost	Built-in camera	Long battery life	Small size/slim
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Next Phone

Basic style	Low cost	Built-in camera	Long battery life	Speakerphone
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Q35. Which of the following features or attributes, if any, were most important in your decision to select the [current brand] over other mobile phone brands or models?
Q67. You told us earlier that you are most likely to get a new mobile phone in [time period]. Which of the following features or attributes, if any, will be most important in your decision of which mobile phone to get?

Those who are considering or are likely to buy iPhone are further along in their decision process

	US Mobile Market	Aware of iPhone	Considering iPhone	Likely to buy iPhone	Likely to buy 8GB iPhone
Expect to purchase next phone within 12 months	63%	68%	75%	81%	93%
Plan to spend \$200+ on their next phone	19%	23%	37%	49%	73%
Already have a mobile phone in mind	26%	29%	35%	45%	46%

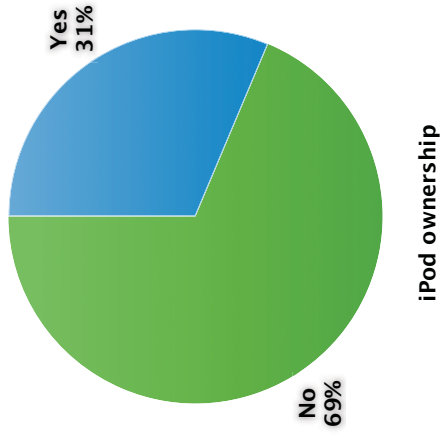
Percentages in larger type are +/- 10 pts. or greater than US Mobile Market

88

iPod owners will purchase
iPhones as additions and not
replacements

89

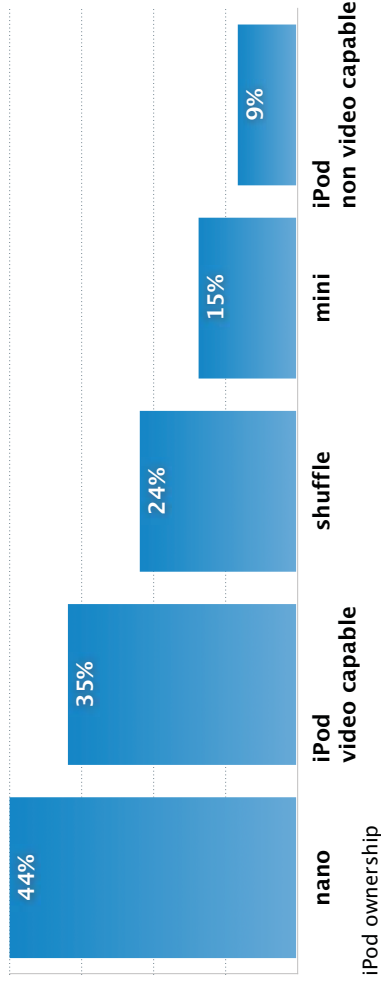
31% of the mobile phone market owns an iPod



D1. Which of these products do you own and use at least once per month?

90

Nano is the most popular model among mobile subscribers



D3. Which iPod model(s) do you currently own and use?

91

iPhone awareness, consideration, and likelihood to buy are high among iPod



Q72. Are you aware that AT&T/Cingular is the exclusive service provider for the Apple iPhone?

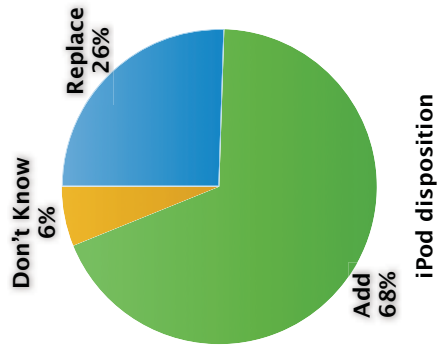
92

Among iPod owners who are likely to purchase an iPhone, preference between the two models is similar
A minority will not buy due to cost or switching

Of those likely to buy iPhone



Most iPhone buyers who own iPods will add to rather than replace their iPods



Base: Those likely to buy a 4GB or 8GB iPhone who also own iPods
D4: If you were to buy an Apple iPhone, it would...?

Key Conclusions

The iPhone enjoys high purchase interest

- 24% of the market market will consider purchasing an iPhone
- 12% are very or somewhat likely to buy an iPhone
- 9% are very or somewhat likely to buy the \$499 or \$599 iPhone models
- 6% have delayed their purchase in anticipation of the iPhone
- 4% already have the iPhone specifically in mind

Those likely to buy iPhone represent a very attractive market segment

- They are heavy mobile phone users who are actively engaged with using mobile features beyond calling and texting
- 66% own iPods and 22% use Macs
- 30% have household incomes above \$100K

Building awareness is critical to increase consideration

- 60% of the mobile market is aware of the iPhone
- 31% are aware that AT&T is the exclusive service provider

95

Key Conclusions (continued)

Cost and service provider issues are key inhibitors for those not considering iPhone

- 24% of those very or somewhat likely to buy will not do so at current prices
- 29% of the market will not consider iPhone due to a cost-related issue
- 21% of the market will not consider the iPhone due to service provider issue such as not wanting to switch to AT&T or not wanting to pay an early termination fee due to an existing contract

Apple and AT&T will need to build a long term relationship with customers

- Mobile phone owners are not particularly brand-loyal; two-thirds changed the brand of their phone with their most recent purchase
- Switching service providers is common and driven by service plans and service-related issues

iPod owners likely to purchase the 4 or 8 GB iPhone are more likely⁹⁶

Additional Research

- iPhone Early Buyer Study (field in July)
- iPhone Communications Study (Marcom funded – field in July)
- iPhone Buyer Tracker (Start fielding in September)
- Europe Mobile Phone Market Study (Complete late September)

97



iPhone US Mobile Market Study Pre-iPhone Launch

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