



Monthly Wave7 Research Smartphone Report – November 2022

- iPhone supply is improving, the Wall Street Journal reported on 12/29. However, during the 11/30-12/11 survey, 38 of 39 reps denied having in-store inventory of the iPhone 14 Pro or iPhone 14 Pro Max. J.P. Morgan has reduced iPhone shipment targets. Detailed iPhone availability from carriers is on pages 19-20, courtesy of The Sunday Brief.
- Verizon by 12/17 has revised its lead holiday add to state that it had the iPhone 14 Pro in stock.
- iPhone share changed little at AT&T and T-Mobile in the survey, with an uptick at Verizon. Demand for iPhone 14 variants remains high amid weak supply of the iPhone 14 Pro and the iPhone 14 Pro Max.
- iPhones are mostly sold at carrier stores, as carrier in-store and online sales account for 67% of iPhone sales, per CIRP data. Only 24% of iPhones are purchased directly from Apple. There are 273 Apple stores, while Verizon, AT&T, and T-Mobile have a combined 18.6K stores, per data from Wave7 Research. Apple has only one store in each of ten states.
- Samsung share softened at Verizon and AT&T in the survey.
- Samsung likely has a 100% share of sales via Cox Mobile, which seems to have launched throughout its footprint in early December. The only OEM seen at Cox stores so far is Samsung, although reps are pointing to an early 2023 launch of iPhone sales.
- The Galaxy S22 Ultra was the top seller for Samsung in the survey, with 30 of 41 reps citing it as their store's #1 Samsung device, while 35 of 41 reps cited the base Galaxy S22 as being among the top three sellers.
- The Galaxy A03s and Galaxy A13 – in that order – have been the top sellers for Boost for many months and this was true again in November. The Galaxy A23 was the featured device for Boost during the holidays, touted via a TV ad, via heavy radio advertising, and via store window signage.
- Motorola share changed little in the survey. The brand again had 1-2% share at all three carriers and typically sells as a \$0/month phone with new line.
- Motorola is doing well at prepaid, with the Moto G Pure selling well at many carriers, including Boost, where it was the #3 seller in November, while the Moto G 5G was Boost's #5 seller. With in-store activation, the Moto G Pure costs \$9.88 from Cricket and \$19.88 from AT&T Prepaid at Walmart.
- OnePlus share softened in the survey. A T-Mobile rep in Washington state said that she has sold one OnePlus smartphone in the last three months.
- The OnePlus Nord N200 has been free from Metro at Walmart with in-store activation. This has been pitched via a holiday ad airing on TVs in Walmart's electronics department.
- Early Pixel sales were stronger in fall 2022 than they were in fall 2021, reps said. Only one rep said early Pixel sales were weaker in fall 2022, while 30 said it was stronger. Eight said that early sales were about the same in both years.
- Pixel share has been elevated since the October launch of the Pixel 7.
- Google Pixel was the number one or two brand most weeks in TV advertising during November and early December. Halftime shows of NFL games and World Cup games on Fox were sponsored by Google Pixel.

- **TCL** continues to have good shelf share among prepaid carriers, especially at national retail.
- **Blu** has solid availability of its Blu View 2 via TracFone brands at national retail, including via Total by Verizon. The OEM had Black Friday and Cyber Monday sales via Amazon.
- **The Nokia X100** has been dropped by T-Mobile. A New Mexico T-Mobile rep laughed when asked about Nokia share, saying that his store has sold few if any Nokia phones. That said, Nokia has decent shelf share via TracFone brands at national retail.
- **The REVVL 4** has been dropped by T-Mobile, leaving T-Mobile with only three REVVL models. The REVVL V+ has been pitched as free from Metro at Walmart via TVs in the electronics department.
- **The REVVL V+** is made by Wingtech, which also sells the Wingtech Jetpack via Verizon Prepaid. The Celero 5G continues to be heavily featured by Boost. It is made by Wingtech.
- **The \$569.99 Sonim XP10** has been launched by AT&T. This is AT&T's third Sonim smartphone. A global unlocked version of the smartphone is slated to launch in early 2023.
- **Vivo** had very high visibility globally during the World Cup in November and December due to its World Cup sponsorship. Electronic signage presented its logo on the sidelines during games.

The Wave7.93 Smartphone Survey in November, Compared to Other Recent Surveys

Month	Verizon					AT&T					T-Mobile				
	Jul	Aug	Sep	Oct	Nov	Jul	Aug	Sep	Oct	Nov	Jul	Aug	Sep	Oct	Nov
Apple	67%	61%	70%	68%	73%	67%	64%	71%	71%	70%	60%	55%	73%	64%	65%
iPhone 14	--	--	19%	16%	22%	--	--	14%	16%	15%	--	--	17%	20%	24%
iPhone 14 Plus	--	--	7%	6%	10%	--	--	7%	7%	8%	--	--	2%	6%	6%
iPhone 14 Pro	--	--	21%	18%	15%	--	--	21%	18%	16%	--	--	23%	15%	10%
iPhone 14 Pro Max	--	--	12%	23%	19%	--	--	18%	24%	24%	--	--	15%	17%	17%
Other iPhones	67%	61%	11%	6%	6%	5%	64%	12%	7%	7%	60%	55%	16%	7%	8%
Samsung	25%	34%	24%	23%	18%	30%	32%	25%	24%	22%	29%	36%	24%	26%	28%
Pixel	4%	3%	4%	7%	7%	2%	2%	2%	3%	6%	2%	3%	1%	4%	4%
Motorola	4%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%
Other	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	6%	5%	1%	3%	2%

Note: For the Wave7.93 survey in November, reps were interviewed at 14 Verizon stores, 14 AT&T stores, and 13 T-Mobile stores during 11/30-12/31. For the Wave7.92 survey in October, reps were interviewed at 43 carrier stores during October 31-November 7, with 15 interviews for AT&T and 14 interviews each for Verizon and T-Mobile. For the Wave7.91 survey in September, reps were interviewed at 43 carrier stores (15 Verizon, 15 AT&T, and 13 T-Mobile) during September-October 11. For the March Wave7.90 survey that started in August, reps were interviewed at 41 carrier stores (15 AT&T, 13 Verizon, and 13 T-Mobile) during 8/30-9/7. For the Wave7.89 survey in July, reps were interviewed at 39 carrier stores (14 AT&T, 13 Verizon, and 12 T-Mobile) during 7/30-8/9.

Most interviews were conducted by phone.

Findings by OEM from the November survey

Apple: iPhone share changed little at AT&T and T-Mobile in the survey, amid an uptick of share at Verizon.

In the survey, 39 reps were asked whether they had in-store supply of the iPhone 14 Pro or the iPhone 14 Pro Max. The answer was no from all 13 Verizon reps, all 14 AT&T reps, and all 12 T-Mobile reps, except that a lone Verizon rep in Nebraska said that his store had one 512GB iPhone 14 Pro in stock. Tables with availability of the iPhone 14 Pro and iPhone 14 Pro from the national carriers are in Appendix C (as of 12/24) and Appendix D (as of 12/17) at the end of the report, courtesy of The Sunday Brief. A Texas AT&T rep said during the survey that his store had not had any inventory of the iPhone 14 Pro/Max since early November and a T-Mobile rep made a similar comment.

It appears there was some improvement in iPhone 14 Pro supply later in December, as just days before Christmas, Verizon began saying online and in a variant of its lead TV ad that it had supply of the iPhone 14 Pro. This variant of the lead ad, touting iPhone 14 Pro supply, appeared twice during the halftime show of the Fox broadcast of the World Cup final game on 12/18.



“Covid-19 issues in China are still hampering manufacturing of Apple Inc.’s iPhone, but production is beginning to catch up to demand for the more-expensive Pro models, according to analysts and people involved in the supply chain,” the Wall Street Journal [reported](#) on 12/29. The article partly credits a recent loosening of China’s Covid-control measures for the improvement.

“JP Morgan cuts AAPL target price over iPhone 14 Pro shipment issues” was the headline of a 12/20 Apple Insider [report](#). “After reducing its estimates in November over the affair, JP Morgan is revisiting volume expectations, and moderating them further in December, albeit more modestly,” Apple Insider reported. Foxconn lifted most of its Covid restrictions on 12/16.

Some 67% of iPhones are purchased at carrier stores or online, 9to5Mac [reported](#) on 12/12, based on data from CIRP (Consumer Intelligence Research Partners). Only 24% are sold via Apple stores, while 5% are sold via Best Buy. Another 4% are sold via “other” outlets, such as Walmart and Target.

“iPhone 15 Rumors: Everything We’re Hearing About Apple’s Next Phone” was the headline of a 12/31 CNET [report](#) about the next iPhone. The report indicates that the next generation of the iPhone is likely to embrace USB-C charging, to have Dynamic Island for all models, to have solid state buttons for Pro variants, and to have a “Periscope-style telephoto lens.” The report states that the base model likely will have the same price as the base iPhone 14, but the price of the more expensive models could be increased.

- **AT&T:** Share of 70% in the survey was similar to the 71% level seen in the October and September surveys, but was above the range of 64-67% before the iPhone 14 launch. The focus on best deals for all customers continues to boost sales among base customers, while increasing demand for flagship phones. AT&T during late fall refreshed its Tiered Data offer, adding the 128GB iPhone 13 to the \$5 tier and rep commentary about this has been positive. An AT&T rep in Ohio said that the iPhone 13 and iPhone 12 Mini have been selling well for those customers who don’t have a trade-in.

AT&T’s Tiered Offer during holiday sales

	\$1/month	\$5/month	\$10/month	\$15/month
As of 11/24	iPhone 12 Mini 64GB, Galaxy A13 5G, 2022 Moto G Stylus, Pixel 6a, AT&T Fusion 5G	Moto Edge 2022, iPhone 12 Mini 128GB, iPhone 13 128GB, GS21 FE 128GB, iPhone SE 3 64GB	GS20 FE 128GB, iPhone 12 Mini 256GB, iPhone 13 256GB, GS21 FE 256GB, 128GB, iPhone SE 3 128GB	GS20 FE 256G, iPhone 13 Pro 128GB, iPhone 13 512GB, 256GB iPhone SE 3

	\$20/month	\$25/month	\$30/month	\$35/month
As of 11/14	iPhone 13 Pro 256GB, iPhone 13 Pro Max 128GB	iPhone 13 Pro 512GB, iPhone 13 Pro Max 256GB	iPhone 13 Pro 1TB, iPhone 13 Pro Max 512GB	iPhone 13 Pro Max 1TB

- **T-Mobile:** Share was 65% in the survey, similar to the 64% level in the October survey, but well above the 55-60% level seen prior to the iPhone 14 launch. “Get 4 iPhone 14 ON US via 24 monthly bill credits, when you add 4 lines and trade in 4 qualifying devices,” has been T-Mobile’s lead promo pitch since November. “Plus, get 4 lines for only \$25/per line when you switch,” per the pitch. The offer went up to \$1K in mid-November, net of choice of Magenta Max and trade-in of an iPhone 11 Pro, a GS21+, or newer or similar phone. The \$1K is also available with new line and trade-in and both variants apply to the iPhone 13 as well as the iPhone 14.

- **Verizon:** Share was 73% in the survey, compared to a 68-70% range during the previous two months. Verizon recently has had a lead offer of the iPhone 14 at \$0/month with new line, trade-in, and choice of a premium unlimited plan. Verizon during 2H22 heavily publicized all that customers get when they choose the One Unlimited for iPhone plan, including TV advertising.

Regarding iPhone 14 models:

- The base iPhone 14 was the sales leader at Verizon and T-Mobile, reps said in the survey, with the iPhone 14 Pro Max in second place, followed by the iPhone 14 Pro. At AT&T, the iPhone 14 Pro Max was the leader, with the base iPhone 14 and the iPhone 14 Pro approximately tied for second place. At all three carriers, the iPhone 14 Plus was a distant last. At T-Mobile, the base iPhone 14 came in first place, modestly ahead of the iPhone 14 Pro Max, which was modestly ahead of the iPhone 14 Pro.

- As noted above, none of the stores surveyed had any supply of the iPhone 14 Pro or iPhone 14 Pro Max, except that one Verizon store had a single unit of a high-memory variant of the iPhone 14 Pro. Some reps during the survey commented that relative sales of iPhone 14 variants were hard to gauge, as many stores during the survey lacked inventory of the Phone 14 Pro and the iPhone 14 Pro Max. Many customers bypass the store for the iPhone 14

Pro/Max and order it online. There were comments from some reps during the survey about shipments of the iPhone 14 Pro/Max being weeks away.

- There was a sense that many customers who prefer iPhone 14 Pro/Max variants are willing to wait for them. It may take time to completely understand demand for the units by model.
- A Florida AT&T rep commented that the base iPhone 14 and the iPhone 14 Plus tend to be purchased by customers purchasing an iPhone for the first time.

Regarding other iPhones:

- The category of other iPhones came in at 6% at Verizon and T-Mobile and 7% at AT&T. This is very similar to numbers from the October survey. The iPhone 13 appears to comprise most of this category. Supply of older variants is now weak and they generally are not on display in stores. Customers choose the iPhone 13 Pro and Pro Max knowing they are a better option than the base iPhone 14.

Regarding the iPhone SE:

- Rep in recent months have been saying that sometimes, parents buy units of the iPhone SE for their kids. A Nebraska Verizon rep said there has been a surge in iPhone SE sales as it is being given to some customers who would be impacted by the YE21 shutdown of Verizon's 3G network.

Regarding iPhone sales at prepaid:

Apple share is low at prepaid (5+% at Metro for each month in 2021), with customers tending to opt for the 2020 iPhone SE 2 and the iPhone 11, rather than flagship models.

- **Metro:** With port-in and choice of the \$60/month plan, there have been offers in recent months of the 2020 iPhone SE 2 at free, of the 2022 iPhone SE 3 at \$99.99, and of the iPhone 11 at \$49.99. However, there was a December push from Metro that made the iPhone 11 free for switchers net of a \$50 rebated mailed after three monthly payments on the \$60/month plan. The customer pays \$49.99 for it up front, plus \$60 for the first month of service.

- **Boost's** iPhone SE 2 as of 11/18 is free with port-in to the \$60/month plan, having been \$19.99 through 11/17. Before 11/18, this switcher price alternated between free and \$19.99. The iPhone SE was Boost's #3 seller in August and was the #4 seller in July and September, but it was not among the top five sellers in October or November. The used iPhone 11 was the #4 seller for Boost in October and November, due mostly to its \$49.99 switcher offer.

- **AT&T Prepaid:** "Save up to \$200 on AT&T Prepaid iPhones," AT&T Prepaid is pitching for its 11/4-1/13 holiday set of offers. With port-in, the iPhone 11 is \$149.99, assuming port-in, unlimited, and autopay. The iPhone 11 is on the prepaid display at AT&T stores with this \$149.99 price, as is the iPhone SE at \$49.99. At Walmart, there is a holiday offer of the iPhone 11 and iPhone SE at \$100 off with new line on a plan of \$50+/month and autopay. With this offer, the price is \$99 for the iPhone SE and \$299 for the iPhone 11, as seen [here](#).

- **Cricket:** Cricket had the iPhone SE 2 at \$49.99 for switchers, but on 11/18 [announced](#) that it would be free for new lines on the \$60/month plan. The iPhone 11 was \$99.99 for switchers choosing the \$60/month plan, but the price was cut to \$49.99 for these customers for a final holiday push on 12/16. No advertising or signage for these offers have been observed.

- **Straight Talk** iPhones seen at a Kansas Walmart visited on 12/15 were the \$149 iPhone SE, the iPhone 11 at \$299, the \$1,099 iPhone 13 Pro Max, the \$499 iPhone 12 Mini, the \$829 iPhone 14, and the \$729 iPhone 12. Signage at Walmart prominently pitches the iPhone SE at \$149.

Samsung

Numbers in the below table represent how many reps cited a given Galaxy phone as the #1, the #2, and the #3 Galaxy sellers at their store. There has been little change to carriers' Galaxy portfolios recently.



Galaxy display seen at Kansas Cox store on 12/15

The Galaxy S22 Ultra was the top seller for Samsung in the survey, with 30 of 41 reps citing it as their store's #1 Samsung device, while 35 of 41 reps cited the based Galaxy S22 as being among the top three sellers. The Galaxy S22+ was mentioned among the top three sellers, but not a single rep said it was their store's top seller. There were scattered mentions of Galaxy Z devices.

"New Galaxy S23 leak teases massive performance gains over S22" was the headline of a 12/28 Android Authority [report](#). The devices are likely to be unveiled on 2/1. All three models are likely to have Qualcomm Snapdragon 8 Gen 2 chipsets.

Samsung likely has 100% share of sales via Cox Mobile, which seems to have launched throughout its footprint in early December. The only OEM seen at Cox stores so far is Samsung, although reps are pointing to an early 2023 launch of iPhone sales. A Kansas Cox store visited on 12/15 had displays featuring Galaxy S22 smartphones, Galaxy Z smartphones, the Galaxy A13, and the Galaxy A53. A rep at the store said BYO was not yet an option. A 12/20 Fierce Wireless report about the systemwide launch of Cox Mobile by Fierce Wireless is [here](#).

Samsung Galaxy Sales, Based on November 30-December 11 Survey of 41 Carrier Store Reps

	GS22			GS22+			GS22 Ultra			Galaxy A13 5G			Galaxy A53		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Verizon	5	5	4	0	3	7	9	4	1	0	0	0	0	0	0
AT&T	0	5	6	0	6	4	14	0	0	0	0	1	0	0	0
T-Mobile	4	4	2	0	4	3	7	2	3	2	2	2	0	0	1
TOTAL	9	14	12	0	13	14	30	6	4	2	2	3	0	0	1

	Galaxy A13			Galaxy A23			Galaxy A03s			GS21 FE			Galaxy Z Flip4			Galaxy Z Fold4		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Verizon	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0	1	0
AT&T	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	0	1	2
T-Mobile	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	0	0	0
TOTAL	0	0	0	0	0	0	0	0	0	0	1	1	0	3	4	0	2	2

Samsung Galaxy Sales at Each Carrier, Based on September 30-October 7 Survey of 43 Carrier Store Reps

	GS22			GS22+			GS22 Ultra			Galaxy A13			Galaxy A53		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Verizon	7	7	0	0	1	5	7	3	2	0	0	0	0	1	2
AT&T	5	4	2	0	1	6	10	5	0	0	0	0	0	0	1
T-Mobile	7	4	2	0	1	3	6	5	1	0	0	0	0	0	0
TOTAL	19	15	4	0	3	14	23	13	3	0	0	0	0	1	3

	Galaxy A13			Galaxy A23			Galaxy A03s			GS21 FE			Galaxy Z Flip4			Galaxy Z Fold4		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Verizon	0	0	0	0	0	0	0	0	0	0	1	2	0	0	3	0	0	0
AT&T	0	0	0	0	0	0	0	0	0	0	0	0	0	2	4	0	3	1
T-Mobile	0	0	3	0	0	0	0	0	0	0	1	0	0	2	2	0	0	2
TOTAL	0	0	3	0	0	0	0	0	0	0	2	2	0	4	9	0	3	3

A Verizon rep mentioned the Galaxy Z Flip3 as the #2seller. An AT&T rep mentioned the Galaxy Z Fold4 as the #3 seller.

Samsung smartphones are (changes in red):

Carrier	Gal. A02s	Gal. A03s	Gal. A12	Gal. A13	Gal. A13 5G	Gal. A23	Gal. A51	Gal. A52	Gal. A53
Verizon	NA	\$159.99	NA	\$189.99	NA	NA	NA	NA	\$499.99
AT&T	NA	NA	\$179.99	NA	\$249.99	\$299.99	\$499.99	\$499.99	\$449.99
T-Mobile	NA	\$168	NA	\$198	\$258	\$312	NA	NA	\$450

Carrier	GS22	GS22+	GS22 Ultra	GS20	GS20+	GS21	GS21+	GS21 Ultra	Gal. A71
Verizon	\$799.99	\$999.99	\$1,199.99	NA	NA	\$799.99	NA	NA	NA
AT&T	\$799.99	\$999.99	\$1,199.99	\$999.99	\$1,199.99	\$799.99	\$999.99	\$1,199.99	NA
T-Mobile	\$799.99	\$999.99	\$1,199.99	NA	NA	NA	NA	NA	NA

Carrier	Gal. Z Flip4	Gal. Z Fold4	Gal. Z Flip3	Gal. Z Fold3	GS20 Ultra	GS20 FE	GS21 FE	Galaxy XCover6 Pros
Verizon	\$999.99	\$1,799.99	\$999.99	\$1,799.99	NA	\$599.99	\$699.99	NA
AT&T	\$999.99	\$1,799.99	\$899.99	\$1,799.99	\$1,399.99	\$599.99	\$699.99	\$599.99
T-Mobile	\$999.99	\$1,799.99	\$999.99	\$1,599.99	NA	NA	NA	NA

AT&T: Samsung share came in at 22%, slightly down from 24-25% in October/September and well down from a range of 30-32% before the iPhone 14 launch. The best-selling Galaxy phone for AT&T is the GS22 Ultra, with the GS22 and the GS22+ nearly tied for second place. There were a few mentions of the Galaxy Z devices and the Galaxy A13 5G. There is balance between Apple and Samsung with AT&T's lead trade-in offer and with its Tiered Offer. AT&T has replaced the \$509.99 Galaxy XCover Pro with the Galaxy XCover6 Pro.

Verizon: Samsung share of 18% in the survey was down from the 23-24% level of the preceding two months. The GS22 Ultra has slightly outpaced the GS22 recently, with the GS22+ in a distant third place. There were also mentions of Galaxy Z devices and the GS21 FE. Verizon's Galaxy lineup has not changed recently. A Florida rep commented that Samsung sales have been "a bit stagnant" recently. A Colorado rep commented that Samsung sales seem to be down year-over-year.

T-Mobile: Samsung share came in at 28%, up modestly from 26% in October and 24% in September, but well below 36% in the August survey just before the launch of the iPhone 14. The best-selling Galaxy phones for T-Mobile are the GS22 Ultra and the GS22, in that order, with the GS22+ a distant third. There were also mentions of The Galaxy A13 5G and of Galaxy Z devices. The carrier continues with its offer of \$800 in credits on top Galaxy phones with new line of Magenta Max. T-Mobile has dropped the Galaxy A71.

Samsung at prepaid: At **Boost**, the Galaxy A03s was the top seller and the Galaxy A13 was the #2 seller in June, July, August, September, October, and November, per a source. No other Galaxy devices were among the top five in October. There were also mentions in November of the new Galaxy A23 and the Galaxy A53. **Metro** had four Galaxy smartphones among its top five smartphones in November, including the Galaxy A53, the Galaxy A13 5G, the Galaxy A03s, and the Galaxy A23. At **Cricket**, interviews suggest that the Galaxy A03s, the Galaxy A53, and the Galaxy A23 were among the top five sellers in December. Concerning **Straight Talk**, a pair of OSL reps at a Kansas Walmart on 10/22 said the Galaxy A03s was the top seller, with Galaxy A13 variants in second place and with no other phones vaguely close to these for sales. A Carolina T-ROC rep on 12/20 said that these two were among the best sellers. He did not mention an order, but he also put the Moto G Pure and the Moto G Power among the top sellers. Similarly, a Premium rep at a California Walmart on 11/17 said that the best sellers at his store have been the Galaxy A03s, the Galaxy A13 5G, and the Galaxy A53, in that order. **AT&T Prepaid** at Walmart has a holiday offer of the Galaxy A13 LTE at \$79, the Galaxy A03s at \$29.88, and the Galaxy A13 5G at \$149. This pricing assumes in-store activation. **Verizon Prepaid** at Best Buy had a holiday offer of \$30 off the Galaxy A03s during 11/1-12/31.

Motorola smartphones are (changes in red):

Carrier	Moto Edge 2022	Moto Edge+ 5G UW	Edge+	G Power 2022	Edge 5G UW	Moto G Stylus 5G	One 5G	One 5G Ace	Moto G Pure	Moto G 5G
Verizon	\$659.99	\$849.99	\$869.99	\$249.99	\$549.99	\$399.99	NA	\$299.99	\$149.99	NA
AT&T	\$499.99	NA	NA	NA	NA	\$299.99	\$444.99	NA	NA	NA
T-Mobile	\$498	NA	NA	NA	NA	\$299.99	NA	NA	\$156	\$222

Motorola share at postpaid has changed little in recent months. There was no change in share at either Verizon or AT&T in the survey. Counterpoint Research has reported 10% share of smartphone shipments for Motorola in North America during 1Q22. Motorola does far better with prepaid sales than is the case with postpaid sales. The firm [blogged](#) on 8/12 the global smartphone share of Motorola/Lenovo grew from 3.5% in 2Q21 to 4.2% in 2Q22.

The Moto G Pure was the tenth best-selling phone in the U.S. during 2Q22, Strategy Analytics [reported](#) on 8/11. This device was the only smartphone in the top ten not made by Apple or Samsung. The Moto G Pure is sold broadly by U.S. postpaid and prepaid carriers and is featured significantly by many of them. For example, at Walmart, AT&T Prepaid features it at \$19.88 and Cricket features it at \$9.88. It was the #5 seller at Boost in July, the #4 seller in August, the #3 seller in September and November, and the #5 seller in October, a source said.

Walmart continues to have a table with unlocked smartphones, including some from Motorola. At a Kansas Walmart visited on 12/12, Motorola phones seen were the \$135 Moto G Pure, the \$300 Moto G Stylus, the \$160 32GB Moto G Power, and the \$180 64GB Moto G Power. Also seen were two phones from TCL and one from OnePlus.

GSM Arena on 12/29 [took a look back](#) at phones launched by Motorola in 2022. The OEM “released more than 30 smartphones covering pretty much all price segments,” per GSM Arena. The editorial praises the 2022 Motorola Razr, which “is a tale of lessons learned.” Not long ago, GSM Arena recommended the Moto G Series “as arguably the best value in the mid-range,” but this is no longer the case. “It appears several wrong decisions were made at the product-planning stage,” per GSM Arena.

Android Authority on 12/16 [reported](#) that the Motorola X40 is likely to launch globally in early 2023, following a December launch in China. It will have “a crazy low price, starting at just around \$490,” per the report. It will have “an ultra-high 165Hz display refresh rate on its 6.7-inch OLED screen” and 125W charging.

Motorola may be planning a new smartphone known as the ThinkPhone. A 12/30 Android Headlines report about this is [here](#).

Spectrum Mobile and Xfinity Mobile have a portfolio of five Motorola devices, including the Moto G 5G, the Moto Edge+, the Moto G Pure, the 2022 Motorola Edge, and the 2022 Moto G Stylus 5G. Both cablecos’ Motorola portfolios are the same.

Verizon: Verizon share came in at 2%, flat with recent months. A Utah Verizon rep commented that Google Pixel is “a better brand than Motorola.” He said that the Edge is Verizon’s best-selling Motorola phone. The \$149.99 Moto G Pure is \$0/month with new line and the 2022 Moto G Power is \$5/month with new line. The Motorola Edge 5G UW is \$5/month with new line of premium unlimited. The 2022 Moto Edge costs \$10/month with new line. A Kansas corporate store visited on 11/17 had giant backsplashes of two Motorola devices. The Moto Edge+ is out of stock online.

T-Mobile: Motorola share came in at 1%, having been at 2% in some recent months and 1% in other recent months. All Motorola phones are \$0/month with new line and indications are that Motorola share is likely driven by new lines. A couple of reps in the survey pointed to the Moto G Stylus as the best-selling Motorola phone.

AT&T: Motorola share came in at 1% in the survey, flat with recent months. AT&T’s Motorola portfolio has not changed recently. The 2022 Moto G Stylus 5G costs \$1/month and the 2022 Moto Edge costs \$5/month as part of AT&T’s tiered offer. Motorola does not have any devices that are part of the lead Android trade-in offer. A Florida rep commented that the Moto G 5G has not been selling as it did in past months. The Moto One 5G is out of stock online for AT&T.

Prepaid carriers: At **Metro**, the Moto G Stylus 5G was said to be among the top sellers in December. The carrier also sells the Moto G Pure and the Moto G 5G. For **Cricket**, the Moto G Stylus 5G was said to be the top sellers, but there were also mentions of the Moto G Power and the Moto G 5G. **Boost** is selling four Motorola models, including the Moto G Stylus, the Moto G Pure, the Moto G Power, and the Moto G 5G. A source said that in November, the Moto G Pure was the #3 seller and the Moto G 5G was the #5 seller for Boost. These two phones have been among the top five sellers at Boost for months. The Moto G Power is one of three featured devices on Boost displays at Walmart, but the Moto G 5G is no longer the featured phone in store window signage, as the Galaxy A23 is now featured. **Straight Talk** is featuring the Moto G Power at \$99.88 on Rollback at Walmart. The \$149 Moto G Stylus and the \$49 Moto G Pure are also sold by Straight Talk at Walmart.

Google Pixel smartphones are:

Carrier	Pixel 7	Pixel 7 Pro	Pixel 6	Pixel 6 Pro	Pixel 6a
Verizon	\$699.99	\$899.99	\$799.99	\$899.99	\$499.99
AT&T	\$739.99	\$939.99	\$739.99	\$939.99	\$469.99
T-Mobile	\$599.99	\$899.99	\$599.99	NA	\$449.99

The Pixel 7 and Pixel 7 Pro launched in carrier stores on 10/13. The launch was supported by heavy TV advertising, which continued throughout 4Q22. Google Pixel advertising has been far heavier than iPhone or Galaxy advertising, with only Google Pixel ranked #1 or #2 many weeks in November-December, while neither Apple nor Samsung even

Four Motorola phones
along with TCL and
OnePlus phones on
display at Kansas
Walmart visited on 12/12

 **Unlocked
Smartphones**



ranked among the top ten in national TV advertising among OEMs during many weeks. Many carrier stores have a backslash featuring the Pixel 7 Pro.

“Meet the best smartphone of 2022,” Android Authority [opined](#) about the Pixel 7 Pro on 12/12. “We particularly loved the Pixel 7 Pro’s camera features explored in depth during our review, from Photo Unblur to its expanded zoom capabilities,” per Android Authority. The review also praised the device’s Tensor G2 chipset.

An 11/8 Android Authority article about the Pixel 8 is [here](#), with alleged leaks about the device. It is expected to have a Tensor G3 chipset.

Verizon: Pixel share came in at 7%, flat with 7% in the previous survey, but up from a previous range of 3-4%. A Nebraska rep said that the Pixel 7 Pro leads sales at his store. A Utah dealer rep said that the new Pixels are selling well, with 15+% share at his store. He said that reps are getting higher spiffs for selling the new Pixels. Verizon has increased the price of the Pixel 6 by \$100 to \$799.99. Verizon was offering a \$700 credit, which required a new line, a trade-in, and 36 months of EIP credits, but this offer expired in recent days. The Pixel 6a is \$0/month with new line of unlimited.

AT&T: Share came in at 6%, up strongly from 3% in October and 2% in preceding months. The Pixel 7 and Pixel 7 Pro have been \$1K off with trade-in of a device worth \$35+. Before the holidays, this credit was up to \$800. As part of the Tiered Offer, the Pixel 6a costs \$1/month. A Florida AT&T rep said that his store almost averages a sale of a Pixel 7 variant per rep per day. A second Florida rep said that Google cloud is a seamless experience, making the Pixel appealing for users with heavy storage needs. A third rep commented about superior Pixel features compared with those of other Android OEMs. A Texas AT&T rep cheerfully said that he has sold three units of the Pixel 7 Pro in the month.

T-Mobile: Pixel share came in at 4%, flat with the October survey, but well above the recent range of 1-3% ahead of the Pixel 7 launch. The Pixel 7 is \$0/month with Magenta Max and eligible trade-in (iPhone X or GS20 or newer or similar device), but is also available at \$99 with new line. The discount is \$400 with a phone of less value. The Pixel 7 Pro has roughly the same offer, \$800 off with Magenta Max and eligible trade-in, while with new line, it costs \$399. The Pixel 6a is \$0/month with new line. Reps indicated that the Pixel 7 leads Pixel sales at T-Mobile. A Florida T-Mobile rep said that the new Pixel phone have “different features in terms of software and camera compared to other Samsung devices.”



Pixel 7 sales stronger, weaker, or about the same compared to early Pixel 6 sales in 2021?

- Early Pixel 7 sales are stronger than early Pixel 6 sales were in fall 2021. Some 77% of respondents (30 of 39) said that sales were stronger than they were in fall 2021, while only 1 of 39 respondents said that early Pixel sales were weaker this year. Only 8 of 39 respondents (21%) felt that Pixel 7 sales have been about the same as early Pixel 6 sales in fall 2021.

"Are sales to date of the Pixel 7 and the Pixel 7 Pro stronger than early sales of Pixel 6 variants in 2021 or are they weaker or are they about the same?"

	Stronger in 2022	Weaker in 2022	About the same
Verizon	12	1	0
AT&T	11	0	2
T-Mobile	7	0	6
Total	30	1	8

N=39

Stronger: A Florida AT&T rep said that sales are well above last year’s levels, as reps are getting extra spiffs to sell Pixels, so they are actively pitching them to customers. Another Florida AT&T rep said, “We try to upsell the Pro version and customers go for it. A Boston Verizon rep said that his store even had some preorders this time. A couple of reps commented about many sales being to returning Pixel users.

Weaker or about the same: A Verizon rep in Virginia said the launch was weaker this year. He did not elaborate. Six of the eight reps who said that sales were about the same this year were T-Mobile reps, so the improvement may be less pronounced at T-Mobile. Pixel share rose at T-Mobile, but was lower than Pixel share at Verizon or AT&T.

OnePlus smartphones are:

Carrier	Nord N300	Nord N20	OnePlus 10T	OnePlus 10 Pro	OnePlus 9
T-Mobile	\$228	\$282	\$649.99	\$899.99	\$649.99

T-Mobile sells five OnePlus models. The lineup of models has not changed over the past month, but the price of the OnePlus 10 Pro was increased by \$100 to \$899.99. Metro sells four OnePlus models. The \$239 Nord N200 is seen on unlocked displays at Walmart.

“OnePlus 11 leak details its internals months ahead of release” was the headline of a 12/30 Android Police [report](#), which is said to provide “almost everything you’d expect from a 2023 flagship phone.” The report, based in part on leaks from @evleaks, is that the OnePlus 11 will have “a 6.7-inch 2K 120Hz AMOLED panel” and “12GB or 16GB of LPDDR5X RAM.” It is likely to have a 5,000 mAh battery and memory options of 256GB and 512GB.

T-Mobile: Share at T-Mobile came in at 1+% in the survey, as rep commentary points to weakening share. A Colorado rep said that Pixels have been displacing sales from OnePlus and Motorola. A Texas rep said that the Nord N200 has been the top seller for OnePlus. Rep commentary suggests that the low-end Nord models has dominated OnePlus sales, with high-end OnePlus models not selling well. A Washington state rep said that she has sold one OnePlus phone in the last three months.

Prepaid carriers: Metro is the only prepaid carrier that sells OnePlus devices. Its OnePlus portfolio includes the new Nord N300, Nord N200, the Nord N10, and the Nord N20. The Nord N200 is one of four featured free phones as part of Metro’s holiday offer. An ad pitching the N200 as free is now airing on TVs at Walmart. This was first seen at a Kansas Walmart on 11/17.

TCL smartphones are:

Carrier	TCL 10	TCL 30 V	TCL 30 XE	TCL Stylus
Verizon	\$399.99	\$299.99	NA	NA
T-Mobile	NA	NA	\$198	\$258

The TCL lineups at Verizon and T-Mobile have not changed for some time. In addition to smartphones, T-Mobile also sells the \$96 TCL Flip Go. At a Kansas Walmart visited on 12/12, TCL phones seen on the unlocked table were the \$99.99 TCL A30 and the \$190 TCL 30 XL. Rep commentary suggests soft TCL share at T-Mobile, with a New Mexico rep saying that his store has had few if any sales of TCL devices recently.

Alcatel/TCL had 3% U.S. smartphone share during 1Q22, up from 1% in 1Q21, Counterpoint Research analyst Maurice Klaehne [blogged](#) on 5/3. Wave7 Research believes that its postpaid share is tiny, but that its share at Straight Talk is decent.

The new TCL 30T has been launched online by Total by Verizon and sells for \$79.99 online. It is unclear whether any other carriers have launched the TCL 30T.

TCL is expected to have a presence at CES 2023. Details are [here](#).

Prepaid: **Metro** sells the TCL Stylus 5G, the TCL 30 XE, and the TCL 20 XE. These devices have not been among the top sellers at Metro in 2022. **Boost** sells the TCL 30 XE and a TCL flip phone. The TCL 20 XE is sold at Walmart. **Straight Talk** at Walmart is displaying the \$149 TCL 30 XL, the \$39.88 TCL A3X, the \$29.88 TCL A3, and the \$59.88 TCL 30 Z. **Verizon Prepaid** online is selling the \$299.99 TCL 30 V, the \$399.99 TCL 10, the \$79.99 TCL Signa, and the \$69.99 TCL LE, although the Signa is out of stock online. The \$169 TCL V30 V and the \$89.88 TCL 30 LE are sold by Verizon Prepaid at Walmart. **Cricket** sells the TCL 30 Z and the TCL Ion Z, as seen [here](#), in addition to a TCL flip phone. **AT&T Prepaid, TracFone, and Walmart Family Mobile** sell the TCL 30 Z at Walmart. **Total by Verizon** sells the \$39.88 TCL 30Z at Walmart, while selling the \$79.99 TCL 30T. **Visible** sells the \$150 TCL 20 A. **UScellular** sells the TCL A30 and the TCL Ion Z, both at \$109.99, in addition to the TCL Flip Go.

Nokia/HMD Global smartphones are:

Carrier	Nokia X100	Nokia G400	Nokia 8V 5G UW	Nokia 2V Tella
Verizon	NA	NA	\$699.99	\$168
T-Mobile	NA	\$234	NA	NA

Postpaid carrier Nokia portfolios are unchanged.

T-Mobile sells the \$234 Nokia G400, but recently dropped the \$252 Nokia X100, as has its Metro subsidiary. A New Mexico rep, asked about Nokia sales, laughed when asked, saying that his store has sold few if any Nokia devices.

Verizon sells the \$699.99 Nokia 8V and the \$168 Nokia 2V Tella. These were not mentioned during the survey.

Prepaid: Metro sells the Nokia G400. Neither Boost nor Cricket sells any Nokia devices. Nokia had a higher shelf share at national retail in 2022 due to the launches by **TracFone brands** at national retail of the Nokia C100, the Nokia C200, the Nokia G300, and the Nokia G400. **Consumer Cellular** sells the \$217 Nokia G400 and the \$99 Nokia C100. There is a 10/31-12/31 TracFone offer at Best Buy of the Nokia C100 as free with purchase of a \$199 one-year airtime card.

Unlocked: Unlocked Nokia phones are sold [here](#) on NewEgg and are [seen](#) here on eBay. Target's online selection of unlocked Nokia phones is [here](#), but five units of the Nokia G100 (\$169.99 for 32GB and \$199.99 for 128GB) were seen at a Target store visited on 12/30. Unlocked Nokia phones are [here](#) on BestBuy.com, but unlocked Nokia phones are not on display at Best Buy. The Nokia 2760 Flip Phone had two facings from Straight Talk at a Kansas Walmart visited on 12/12.

Other OEMs

- **Vivo** gained high visibility in November and December as a sponsor of the World Cup in Qatar, where Vivo was the official smartphone maker for the 2022 World Cup, as seen in [this 12/19/22 press release](#). Electronic signage for the brand was seen routinely along the sideline during the tournament.

- **Blu** on 11/25 [tweeted](#) about its Black Friday deals via Amazon, which provided the Blu G91 Pro at \$149, the Blu G91 Max at \$169, and the Blu N2 at \$229. These three devices were also pitched at approximately the same prices via Amazon as Cyber Monday deals. The OEM has its Blu View 2 sold by some Verizon brands at national retail, as it is sold by TracFone at Walmart and Target and is sold by Total by Verizon via Dollar General and CVS. Blu devices are now seen on the Total by Verizon website, but the Blu View 2 is out of stock. The Blu View 2 is still seen at Walmart, Target, and Kroger-owned stores, as sold by TracFone. Blu smartphones are seen in the unlocked display case at Target stores. Blu is active on Twitter, as seen [here](#). The OEM in recent days has been tweeting to promote the Blu F91 and the Blu N2.



Vivo signage as seen during a game of the 2022 World Cup in Qatar

- **REVL**: T-Mobile is down to three REVL devices, having just dropped the \$120 REVL 4. The \$169.99 REVL 6, the \$219.99 REVL 6 Pro, and the \$199 REVL V+ 5G are sold by T-Mobile. Share is estimated to have been <1% in November. Metro now sells four REVL variants, as seen [here](#). They do not appear to be among the top sellers, based on rep commentary. The REVL V+ is one of the featured free devices from Metro at Walmart. REVL devices are made by several OEMs, including TCL, Motorola, and Wingtech. A 10/20 review of the REVL 6 Pro by the Android Guys is [here](#).



Ad pitching a free REVL V+ from Metro on TVs at a Kansas Walmart on 12/12

- **Orbic** has launched its \$49.88 Orbic Joy via Verizon Prepaid and it is now seen on pegs at Walmart. The OEM is selling its Orbic Journey V flip phone via Spectrum Mobile and Verizon Prepaid. It is on display at Spectrum stores. Verizon sells the \$299.99 Orbic Speed 5G UW hotspot and the \$79.99 Orbic Speed Mobile Hotspot. Orbic accounts for two of six Verizon hotspots seen online and one Orbic tablet is sold by Verizon. Orbic's [\\$349.99 Orbic Myra](#) and is sold by Verizon. TracFone online sells the \$299.99 Orbic Magic 5G and the \$39.99 Orbic Journey V. Orbic phones are made in India and China, but the company is based in the U.S. Online, TracFone is selling the \$299.99 Orbic Magic, which is a 5G device and the new \$49.99 Orbic Maui+. Orbic on 11/16 [posted to LinkedIn](#) about launching a product in Australia for the first time, with Telstra launching the Orbic Tab 9. The \$299 Orbic Magic is sold online by Straight Talk.

- **Alcatel**: Metro sells Alcatel devices such as the Alcatel Joy Tab 2. LinkZone 2 hotspot sales have been strong at Boost, fueled by ACP efforts. AT&T Prepaid sells the Alcatel Volta for \$49.99 at Kroger-owned stores and sells the

\$49 Alcatel Axel at Walmart. Alcatel flip phones are still seen, but Alcatel in 2022 lost significant shelf share to Nokia. Phones from Lively, an MVNO focused on older customers, are made by Alcatel. The MVNO has 900K subscribers.

- **ZTE** sells its \$199.99 ZMAX 5G, \$129.99 ZMax 10, its \$59 ZTE Avid, and the \$39.99 Verve Snap via Consumer Cellular at Target. During 10/30-12/3, the ZMAX 5G was discounted by \$30 to \$169.99. These have been seen on pegs recently at Target. Visible sells ZTE mostly under the Blade brand and is selling four ZTE-made devices, including the \$100 Visible Midnight, the \$240 Blade X1 5G, the \$79 Blade A7 Prime, and the \$50 Blade A3 Prime, with the Blade A3 Prime and Visible Midnight free with trade-in. Unlocked ZTE phones are [here](#) on eBay and [here](#) on NewEgg.com.
- **Cat**: The \$498 Cat S62 and the \$234 Cat S22 Flip, and are sold by T-Mobile. The Cat S62 is a ruggedized smartphone and it is seen on T-Mobile for Business displays at T-Mobile stores. The \$210 XP3plus was recently dropped by T-Mobile. Phones from Cat are sold via Catphones.com and via online retailers, including Amazon, B&H Photo, and HomeDepot.com. The OEM's phones are pitched [here](#), with numerous companies listed as selling Cat phones. "Made mighty" is the OEM's tagline. The Cat S62 costs \$475 from Southern Linc. "Bullitt Group has confirmed it will launch the first smartphone to include a two-way satellite messaging capability" was the headline of a 9/6 [press release](#) from Bullitt Group, the Britain-based OEM that makes Cat phones. The device "will switch seamlessly between Wi-Fi, cellular and satellite," per Bullitt Group. Online, Cabela's is selling the dual-SIM Cat S42 H+ unlocked smartphone.
- **Kyocera** sells the \$579.99 Kyocera DuraSport and the [\\$899.99 DuraForce Ultra 5G](#) via Verizon. AT&T sells the \$269.99 DuraXE Epic flip phone.
- **Wiko** sells its \$126 Wiko Voix via T-Mobile and Metro sells it also. Wave7 Research is unaware of any U.S. retail presence for Wiko in the U.S. beyond these carriers. The Wiko Voix is made by Tinno and Tinno now has a U.S. website that promotes it, as seen [here](#).
- **Schok**: The \$24.88 Schok Flip and the [\\$34.88 Schok Volt SV55](#) are sold by Boost at Walmart, although the Schok Volt SV55 is not in stock at most Walmarts. The Schok Flip is sold by T-Mobile and by Metro. An unlocked Schok Classic Flip phone is seen [here](#) on Verizon's website. Schok's website is [here](#).
- **Sonim**: AT&T has launched the \$569.99 Sonim XP10. "This ultra-rugged smartphone replaces the XP8, offering 5G, a sleeker design, tougher body, larger display, wireless charging, more memory, better camera, and improved noise cancellation," Phone Arena [reported](#) in November. The carrier also sells the \$297.99 Sonim XP5plus and the \$339.99 Sonim XP5s. T-Mobile sells the \$210 Sonim XP3plus flip phone. Southern Linc sells the \$99 Sonim XP5s. Verizon sells the \$648 Sonim XP8.
- **Sharp** in October announced its re-entry into the U.S. smartphone market, as seen in this 10/26 [press release](#) from Sharp. The device is seen [here](#) from Verizon Prepaid and it is routinely seen from Verizon Prepaid at Walmart, where its price is \$84.88. Details about the device are [here](#) from Sharp.
- **Nubia**: "The RedMagic 8 Pro is the world's first Snapdragon 8 Gen 2 gaming smartphone" was the headline of a 12/28 Android Police [report](#). Nubia Technology is an OEM based in Shenzhen, China. Up until 2015, it was a subsidiary of ZTE, which continues to have a large stake in Nubia, but not a majority stake.
- **Oppo**: "Oppo Find X6 leak gives us a first look at Oppo's next flagship" was the headline of a 12/13 Android Authority [report](#). "...It could be powered by a Snapdragon 8 Gen 2 chip, have up to 512GB of storage, and a 5,000mAh battery," per the report. Oppo does not compete in the U.S.
- **Hot Pepper** has its Serrano 3 sold via Amazon by Q Link Wireless, as seen [here](#). Generally, Wave7 Research is not seeing Hot Pepper devices sold at retail.

Brands Sold at Retail Only by Kroger Wireless

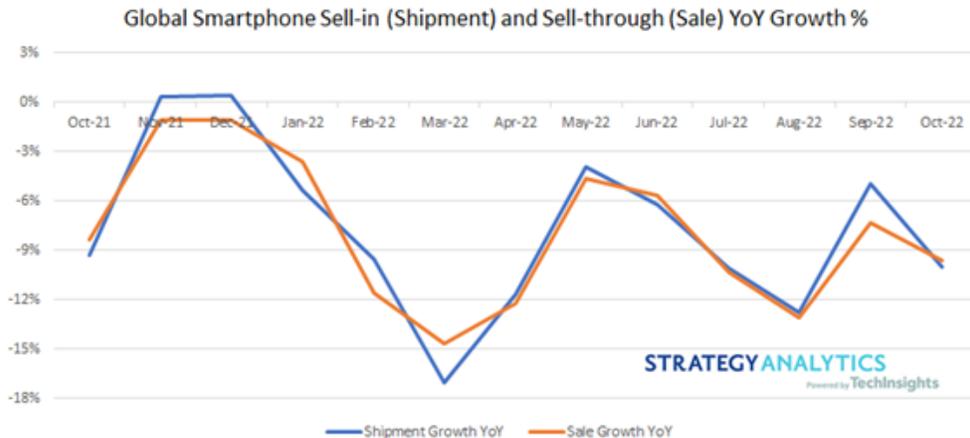
- **Sky Devices** continues to have its Sky Elite E55 phone sold via Kroger Wireless at Kroger-owned stores. The OEM had a booth at the All Wireless & Prepaid Expo in August.
- **Nuu Mobile** has its \$29.99 Nu F4L flip phone available via Kroger Wireless at 2K+ Kroger-owned grocery stores. It is in stock at most Kroger-owned stores checked in 2022. Verizon [online](#) is touting a variety of certified unlocked devices, including the Nu A11L.
- **PCD's** \$39.99 Jaguar Pro II is sold by Kroger Wireless and it is seen at kiosks in some Kroger-owned stores.

Tidbits

- **Pre-Covid levels of smartphone sales are expected by 2025**, as [projected](#) by Manish Rawat of Strategy Analytics. The research report projects a -9% and -5% year over year sales volume change in 2022 and 2023 due to geopolitical events, inflation pressures, and changing consumer demands. Recovery is expected to start in 2024 and a return to pre-Covid levels is expected by 2025.

- **Global smartphone shipments expected** to decline 5% in 2023 and 10% in 2022, as [forecasted](#) by Linda Sui of Strategy Analytics. Samsung and Apple stand apart with improved market share and are likely to outperform all other competitors in 2022 and 2023.

- **Shipments and sales of smartphones** fell year-over-year in October 2022, as [reported](#) by Manish Rawat of Strategy Analytics. Global prices and exchange rate volatility weakened demand as inventory variance and changes continued to decrease for major OEMs, per the report. Apple led shipment volumes while Samsung led sales volumes, with Xiaomi being third in both categories.



- **Xiaomi** had a 9.7% decrease in YoY revenues during 3Q22, with smartphones revenues falling 11.1% YoY, as [reported](#) by Mengmeng Zhang. Quarter-over-quarter, 3Q22 revenues were flat. Xiaomi has difficulties in overseas markets generally, but continues to gain market share in Latin America, Europe, and the Middle East, per the report.

- **EcoATM** has an ad running on TVs at Walmart, pitching phone trade-ins. EcoATM claims that 28M cellphones and tablets have been traded in at its kiosks. The firm states that it has 5K+ kiosks in operation. Many of these are at Walmart, while some are at Kroger-owned grocery stores. EcoATM and Gazelle are part of the same company. Gazelle buys and sells used phones, as seen [here](#).

- **AT&T** continues to heavily feature white label phones sold under its AT&T Prepaid and Cricket brands. Currently, Cricket is selling seven Cricket-branded devices, including seven smartphones and one hotspot, as seen [here](#) on Cricket's website. AT&T online has four AT&T-branded devices, including the \$79.99 AT&T Fusion Z, the \$88.99 AT&T Calypso, and the \$219.99 AT&T Fusion 5G, in addition to the Cingular Flip IV basic phone. AT&T works with Emblem Solutions for white-label device sourcing. AT&T-branded AT&T Prepaid phones online currently are the AT&T Calypso, the AT&T Radiant Max, and the AT&T Calypso 2. AT&T on 10/19 trademarked three brand names under the category of mobile phones and smartphones. The names were AT&T Vista, AT&T Enduro, and AT&T Propel.

Advertising

- **Apple:** Apple since 11/1 has had nearly 3K airings of [this "Big and Bigger" TV ad](#). Apple during 9/24-11/22 had had 800+ airings of [this "Crash Detection" TV ad](#), which pitches the iPhone 14's camera capabilities and its crash detection feature. Apple ranked second in out-of-home advertising in 2021, 2020, and in 2019, per the Out-of-Home Association of America. Outdoor spending was \$65M during 2021, behind only McDonald's, which led with \$69M in 2021 outdoor spending. The iPhone 14 Pro and the iPhone 14 Plus were the subject of Apple outdoor advertising in October and November.

- **Google** was the #10 spender on national TV advertising during 11/10-17 and during much of late November and into early December, Google Pixel was the #1 spender in the U.S. Google Pixel has been the sponsor for halftimes both of NFL broadcasts on Fox and World Cup games on Fox. Its leading ad has been [this "Things Other Phones Can't Do" TV ad](#), which has had 5K+ airings since 10/6. It states that the new Pixel devices "can do things other phones can't do." Among these are taking "stunning photos in the dark," "edit annoying items out of pictures," and "unblur faces." The ad also pitches the Pixel Watch and the Pixel Buds Pro, linking them to the new Pixels. Google has also been airing two TV ads for the Pixel 7 in Spanish, including [this "Mas Magico" TV ad](#) and [this "Obten Mas" TV ad](#). Billboard advertising for the Pixel 7 Pro has been seen in recent weeks. Also, there has been abundant advertising for Google's "Find that thing" ad campaign, which is detailed [here](#). This is said to be a "campaign to

position Google Lens as the ‘new way to Search’ for everyday things,” per the ad agency. Google uses billboard advertising heavily.

- **Samsung:** Samsung on 11/21 launched [this “Quick Share the Holidays” TV ad](#) and it has aired 400+ times. It shows a boy and a girl using Galaxy devices and the Quick Share feature to share photos in a creative way. [This “Join the Flip Side” TV ad](#) has aired 9K times since 9/4. It shows an iPhone user switching to Samsung to get a Galaxy Z Flip4. [This “When I Move, You Move” TV ad](#) for the Galaxy Z Flip4 aired 2.5K times during 9/26-11/14. It shows people using the Galaxy Z Flip4 in a variety of ways. [This “Multitasking Mastery” TV ad](#) for the Galaxy Z Flip4 aired 1.5K times during 8/28-11/20. It showed a man who resembles Leonardo da Vinci using his Galaxy Z Flip4 in creative ways. There has been some digital advertising at malls for Galaxy Z devices.

- **Motorola** has not run any TV or radio advertising during the past two months, but in Indianapolis, there has been some modest radio advertising for the Edge. There has been some online advertising for the Edge, the Moto G Stylus 5G, the RAZR, and the Moto G Power.

National Retail Tidbits

- **Walmart** continues to have a table with unlocked smartphones. At a Kansas Walmart visited on 12/12, phones seen were the \$99.99 TCL A30, the \$135 Moto G Pure, the \$190 TCL 30 XL, the \$160 32GB Moto G Power, the \$180 64GB Moto G Power, the \$239 Nord N200, and the \$300 Moto G Stylus. The \$224 TCL 20S was recently replaced by the \$300 Moto G Stylus.

- **Straight Talk** at a Kansas Walmart visited on 6/9, 7/19, 8/7, 9/14, 10/9, 11/15, and 12/12 has had the following number of “facings” for Straight Talk OEMs. In terms of shelf share, there is near parity between four OEMs – Motorola, TCL, Apple, Nokia, and Samsung – each of which have 5-7 facings each.

OEM	Samsung	Motorola	Apple	TCL	Blu View 3	Nokia smart.	Nokia 2760 Flip
Facings 6/9	9	7	6	4	3	1	3
Facings 7/19	6	7	6	7	0	4	3
Facings 8/7	6	7	6	7	0	5	2
Facings 9/13	6	7	5	7	0	4	2
Facings 10/9	6	7	5	7	0	4	2
Facings 11/15	5	6	6	6	0	4	2
Facings 12/12	6	7	6	6	0	5	2

- **Unlocked phones at Best Buy:** Unlocked phones on display during a 12/14 visit to a California Best Buy are in the below table. Unlike month ago checks, the Moto G Stylus 5G 256GB was not seen, but the Moto Edge+ 512GB and the Galaxy Z Flip4 has been added. Best Buy’s unlocked page is [here](#).

Motorola	Blu	OnePlus	Samsung	Google
Moto G Stylus 128GB (2022) \$179.99	Blu G91S \$169.99	OnePlus 10 Pro 128GB \$479.99	GS22 \$799.99	Pixel 7 \$499
Moto G Power (2022) 64GB \$149.99	Blu S91 Pro 128GB \$179.99	Nord N200 5G 64GB \$169.99	GS22+ \$999.99	Pixel 7 Pro \$749
Moto Edge 5G 256GB (2022) \$349.99	Blu S91 64GB \$149.99	OnePlus N20 5G 128GB \$229.99	GS22 Ultra \$949.99	Pixel 6a \$299
Moto G Play 32GB (2021) \$149.99			GS21 FE 128GB \$624.99	
Moto Edge+ 512GB (2022) \$499.99			Galaxy A53 5G 128GB \$449.99	
Moto G Power 128GB (2022) \$169.99			Galaxy A13 5G 64GB \$224.99	
Moto G 5G 256GB (2022) \$249.99			Galaxy A23 64GB \$299.99	
			Galaxy Z Flip4 128GB \$899.99	

- **Apple stores:** Apple has only one store in each of the following ten states: Alaska, Arkansas, Delaware, Idaho, Iowa, Maine, Mississippi, Nebraska, New Mexico, and Rhode Island. Apple stores number 273 in the U.S., with Apple opening a new store in New Jersey in December, as [reported](#) on 12/2 by News 12, a New Jersey news station.

- **Target** has a display featuring unlocked Android phones. A Kansas Target visited on 12/30 had five units of the Nokia G100, which costs \$169.99 for the 32GB variant and \$199.99 for the 128GB variant. and one unit of the \$299.99 Nokia G50. The Moto G Pure and the Moto G Power were in stock. There were two Blu smartphone models in the display, the Blu C5L Max and the Blu Studio X5. The \$449.99 Pixel 6a and the \$299.99 Galaxy A23 were seen. Young people in blue shirts pitching AT&T services have been seen during some recent Target visits. Unlocked phones from Target are [here](#).

- **Best Buy** had 925 U.S. stores as of 10/30, having closed 13 stores over the past year. “For the first nine months of the year, our online sales as a percentage of domestic revenue were 31%, nearly twice as high as pre-pandemic,” Best Buy CEO Corie Barry reported on 11/22. There is an ongoing trickle of closings as leases come up for less profitable stores. Some Best Buy stores have been converted into hybrids of a store and a shipping hub, with perhaps half of the store newly dedicated to warehousing and shipping. Unlocked phones from Best Buy are [here](#).

Prepaid Phones

Reps in December were asked about the best-selling phones for Boost, Cricket, Metro, and Straight Talk. All were asked to list the three best-selling phones. “Popularity points” were assigned as 3 for a top finish, 2 for second place, and 1 for third place. A Boost source has spoken about the five best-selling phones for Boost in November.

- **Metro:** Interviews suggest that Metro’s most popular phones in December are the Moto G Stylus 5G, the Galaxy A53, the Galaxy A13 5G, the Galaxy A03s, the Galaxy A23, and the REVVL 6, reps said. There were also mentions by reps of the iPhone 11 and the OnePlus Nord N20.

- **Boost:** A Boost source has said that the top sellers for Boost in November were – in order – the Galaxy A03s, the Galaxy A13, the Moto G Pure, the used iPhone 11, and the Moto G 5G. Among reps interviewed in December, the Galaxy A23 was said to be the top seller, with the iPhone SE, the Moto G 5G, and the Galaxy A03s. There were also mentions of the iPhone 11, the Galaxy A53, and the Moto G Stylus 5G.

- **Cricket:** Interviews suggest that Cricket’s most popular phones in December were the Moto G Stylus 5G, the iPhone 11, the Galaxy A03s, the Galaxy A53, and the Galaxy A23, in roughly that order.

December: Best-Selling Phones by Carrier, Based on Interviews with Store Reps

Carrier	Phone	#1 Selling Phone	#2 Selling Phone	#3 Selling Phone	“Popularity Points”
Metro N=4	Moto G Stylus 5G	1	1	0	5
	Galaxy A53	0	2	1	5
	Galaxy A13 5G	1	0	1	4
	Galaxy A03s	1	0	0	3
	Galaxy A23	1	0	0	3
	REVL 6	0	1	0	2
	There was one mention each of the iPhone 11 and the OnePlus Nord N20 as being their store’s #3 seller.				
Cricket N=4	Moto G Stylus 5G	1	1	1	6
	iPhone 11	2	0	0	6
	Galaxy A03s	1	1	0	5
	Galaxy A53	0	1	1	3
	Galaxy A23	0	1	0	2
	There was one mention each of the Moto G 5G and the Moto G Power as being their store’s #3 seller.				
Boost N=4	Galaxy A23	1	3	0	9
	iPhone SE	1	0	1	4
	Moto G 5G	1	0	0	3
	Galaxy A03s	1	0	0	3
	iPhone 11	0	0	2	2
	Galaxy A53	0	1	0	2
	Moto G Stylus 5G	0	0	1	1

Note: Interviews conducted in December, mostly by phone.

- **Straight Talk:** A T-ROC rep was asked about the top-selling Straight Talk phones at his store near the East Coast. He cited, in no particular order, the Moto G Pure, the Galaxy A03s, the Galaxy A13, the Moto G Power, and the Nokia 2760 Flip. A pair of OSL reps at a Kansas Walmart on 10/22 said the Galaxy A03s was the top seller, with Galaxy A13 variants in second place. Asked about the #3 seller, they said nothing else comes close for Straight Talk.

Lighter Side of Smartphones

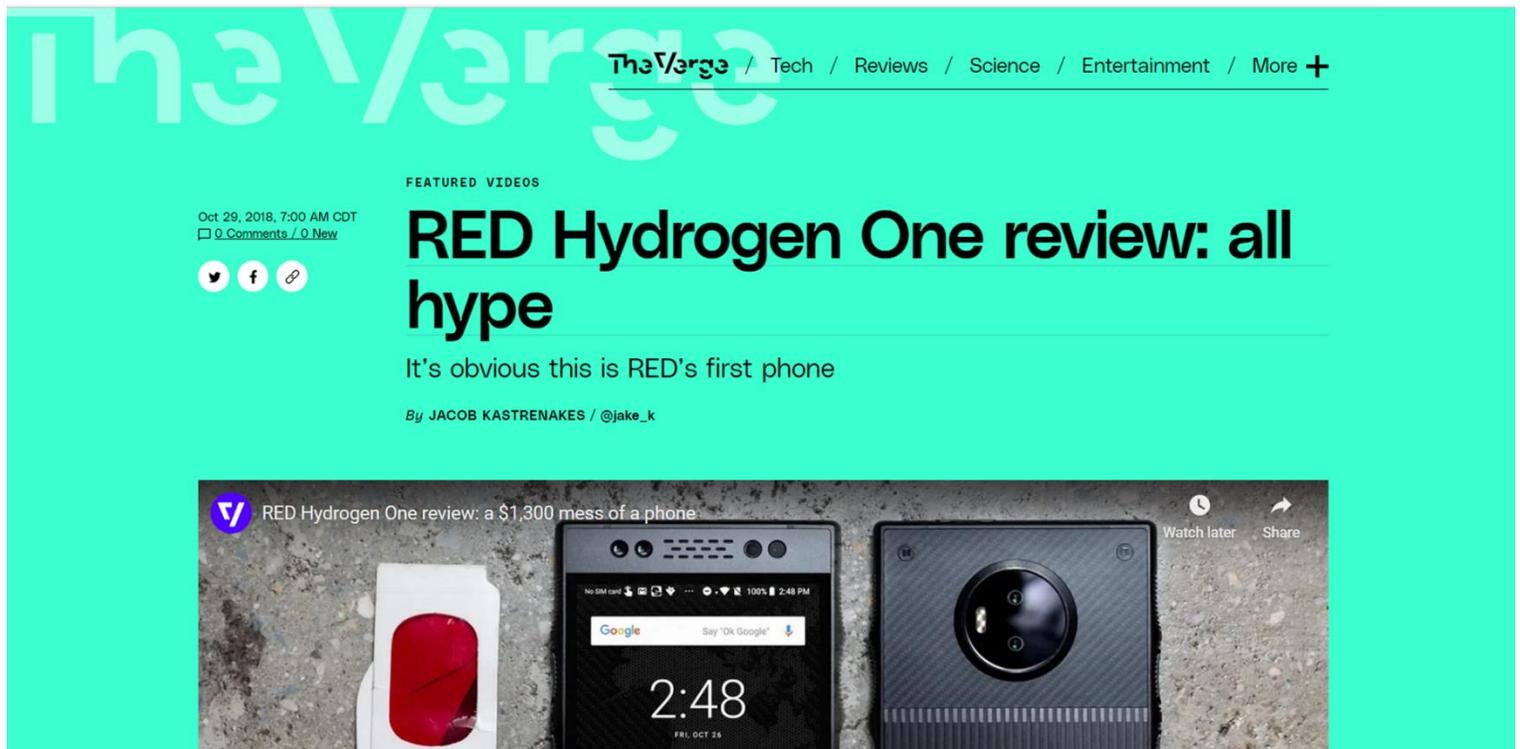
"The 10 Worst Smartphones of All Time" was the headline of a 3/14 SlashGear [report](#). The Red Hydrogen One was on the list, with a camera company attempting to gain a piece of the smartphone market. Red [announced](#) the Red Hydrogen One on 5/17/18, saying that Verizon would be among the carriers to sell the device.

Sometimes "a company comes along with novel applications of existing technology and utterly fails, providing a product that nobody wants, doesn't work, and costs too much," per SlashGear. The Hydrogen One was "a phone created to meet a demand that didn't exist using technology that didn't work."

In a 10/29/18 [review](#) by Jacob Kastrenakis of The Verge, it was said that the Hydrogen One was "all hype." "It's obvious this is Red's first phone," Kastrenakis wrote.

Allison Johnson, a writer for The Verge and a smartphone expert, was asked about the Red Hydrogen One. She said:

The "holographic" effect the Hydrogen One was supposed to feature sounded way too good to be true and it sure was. It reminded me of those old Magic Eye books where you kind of let your eyes go cross and see a 3D dinosaur or something. Truly, but very memorably, awful.



Screen shot of 10/29/18 review of the Red Hydrogen One by Jacob Kastrenakes of The Verge

Appendix A: Prepaid Phones at National Retail, as of 11/15

Smartphones from Leading Prepaid Carriers at Walmart (price cuts in red, price increases in green)

Carrier	Android Brand	Phone	Price	iPhone	Price
Straight Talk	Samsung	Galaxy A03s	\$59.88 (+\$10)	iPhone SE	\$149 (-\$50)
		Galaxy A13 5G	\$149	iPhone 11	\$299
		Galaxy A53 5G	\$259	iPhone 12	\$629 (-\$100)
		Galaxy A23 5G	\$199	iPhone 13	\$829
	Motorola	Moto G Stylus	\$149	iPhone 13 Max	\$1,099
		Moto G Stylus 5G	\$199	iPhone SE 3rd	\$379.99
		Moto G Power	\$99		
		Moto G Pure	\$49		
		Moto G 5G	\$199		
	TCL	TCL A3X			
		TCL A3			
		TCL 4X 5G	\$149		
		TCL 30XL	\$149		
		TCL 30Z	\$39.88 (-\$20)		
	Nokia	TCL 30T	\$79.88		
		G300 5G	\$99.88 (-\$50)		
		Nokia G100	\$79.99		
		Nokia C100	\$29.88 (-\$10)		
		Nokia C200	\$59.88 (-\$10)		
Walmart Family Mobile	Samsung	Galaxy A13 5G	\$149	iPhone SE	\$149
		Galaxy A03s	\$59.88	iPhone 11	\$299
	Motorola	Moto G Stylus 5G	\$199		
		Moto G Stylus	\$149 (-\$30)		
		Moto G Power	\$99.88		
		Moto G Pure	\$49.88		
	TCL	TCL 30Z	\$39.88 (-\$20)		
	Nokia	Nokia C100	\$29.88 (-\$10)		
Boost	Samsung	Galaxy A03s	\$59.88	iPhone SE	\$199
		Galaxy A13 LTE	\$99 (-\$30)		
		Galaxy A13 5G	\$129 (-\$50)		
	TCL	TCL 20 XE	\$39.88		
	Motorola	Moto G Power	\$79		
		Moto G Stylus 5G	\$149		
		Moto G 5G	\$129		
Other	Celero 5G	\$79			
AT&T Prepaid	Samsung	Galaxy A03s	\$79.88	iPhone SE	\$249
		Galaxy A13	\$129.88		
	Alcatel	Axel	\$49		
	Motorola	Moto g Pure	\$69.88		
		Moto g Power	\$99		
		Moto g 5G	\$159		
	Others	Calypso	\$39.88		
		Calypso 3	\$49.88		
		Motivate 2	\$49		
		Motivate Max	\$79.88		
	Maestro 3	\$69			
Total by Verizon	Motorola	Moto g 5G	\$199		
		Moto g Stylus	\$149		
		Moto g Power	\$99.88		
		Moto g Pure	\$59.88		

	Samsung	Galaxy A03s	\$59.88		
	TCL	TCL 30Z	\$39.88		
	Nokia	Nokia C100	\$39.88		
Verizon Prepaid	Other	Orbic Joy	\$49.88		
		Sharp Rouvo V	\$84.88		
	TCL	V30 V 5G	\$169 (-\$30)		
	Motorola	Moto G Power	\$169		
		Moto G Pure	\$105 (-\$4)		
		Moto One 5G Ace	\$199		
	Samsung	Galaxy A03s	\$119		
Galaxy A13		\$179			
Cricket Prepaid	Samsung	Galaxy A03s	\$79.88	iPhone SE	\$199
		Galaxy A13 LTE	\$119 (+\$34)		
	Motorola	Moto G Pure	\$59.88		
		Moto G Power	\$99.88		
	TCL	TCL 30Z	\$49.88		
	Other	Cricket Splendor	\$49		
Metro by T-Mobile	Samsung	Galaxy A02s	\$69		
		Galaxy A12	\$149		
		Galaxy A13 5G	\$229		
	Motorola	Moto G Stylus 5G	\$189		
		Moto G Pure	\$119		
	OnePlus	OnePlus N200	\$189		
	Other	REVV L V	\$59		
		REVV L V + 5G	\$139		

Based on phones visible during visit to California Walmart on 11/15. [TracFone](#) is also sold at Walmart.

Smartphones from Leading Prepaid Carriers at Best Buy (price cuts in red, price increases in green)

Carrier	Android Brand	Phone	Price	iPhone	Price
Verizon Prepaid	Samsung	Galaxy A03	\$89.99 (-\$30)		
		Galaxy A13 LTE	\$179.99		

Based on phones visible at California Best Buy visited on 11/15. Other prepaid brands at Best Buy are Lively and [TracFone](#).

Appendix B: Postpaid Promotions as of 12/19

Provider	Current and Recent Promotions	Timing
Verizon (offers)	<ul style="list-style-type: none"> - iPhone 14 \$0/month w/new line, premium unlimited, and trade-in - iPhone 13 \$5/month, iPhone 13 Mini \$0/month w/new line of unlimited; \$0/month iPhone 13 Pro w/new line of premium unlimited; iPhone 13 Pro Max \$10/month online w/new line - \$800 off top Galaxy devices w/trade-in and a new line on a premium unlimited plan - Galaxy BOGO: \$800 off second Galaxy w/trade-in and new line of premium unlimited - \$200 gift card with port-in - Pixel 7 \$700 off and Pixel 7 Pro \$900 off with new line of premium unlimited and trade-in - Pixel 6a \$0/month with new line of premium unlimited. - Pixel 6 and Pixel 6 Pro \$300 off online with new line of unlimited - GS20 FE \$0/month with new line of unlimited - iPhone 12 \$0/month w/new line, available with 5G Start and more expensive plans - W/new line, the iPhone 12 Mini is \$0/month online - Disney+, Hulu, and ESPN+ free for subscribers to Play More and Get More unlimited plans - New lines of 5G Home at \$25/mo. with premium unlimited plus a free month of service - Free AMC+ offer with new line of premium unlimited - \$500 card with BYO and new line on premium unlimited plan (\$360 without premium unlimited) - \$350 card to port-in customers who purchase top smartphones and get unlimited - W/new line unlim., \$0/mo. Galaxy A03s, Moto G Stylus, and Moto G Pure, etc. 	<ul style="list-style-type: none"> 11/12-1/4 10/1-1/4 12/8-1/4 12/8-1/4 6/2-12/27 Ongoing Ongoing Ongoing 5/5-now 5/5-now Ongoing End 3/31 1/4-now End 12/31 Ongoing Ongoing Ongoing
AT&T (offers)	<ul style="list-style-type: none"> - Up to \$1K off top iPhones w/trade-in of phone worth \$230+; unlimited and 36-mo. EIP req. - \$800 off top Galaxy phones w/trade-in of phone worth \$35+ - Tiered offer for all; w/36-month EIP, phones at monthly price in the \$1-35/month range - 25% discount on unlimited for nurses, doctors, teachers, and military - \$250 card for online BYO customers who add a line - \$250 port-in credit via In-Home Experts and choice of unlimited - \$20 credit on AT&T In-Car Wi-Fi and Harman Spark connected car device at \$29.99 - \$10/month discount on Unlimited Premium for union members 	<ul style="list-style-type: none"> 12/2-now 10/6-now Ongoing Ongoing Ongoing 1/12-now 10/21-1/5 Ongoing
T-Mobile (offers)	<ul style="list-style-type: none"> - "Get 4 iPhone 14 on us and 4 lines for \$25/line" - New line of T-Mobile Home Internet \$25/month with new line and autopay - \$800 credit on iPhone 14 w/new line and trade-in of iPhone X, GS20, or similar - \$730 credit on iPhone 13 w/new line and trade-in of iPhone XR, GS20, or similar - Up to \$800 credit on Galaxy phones w/Magenta Max plus new line - iPhone BOGO valued at \$700 for iPhones, requires new line and iPhone purchase - iPhone SE 3 50% off with trade-in of recent phones - W/new line of Magenta Max, Pixel 7 \$0/month and \$800 in credits on Pixel 7 Pro - Pixel 6a \$0/month with new line - Android phones \$0/mo. w/new line (TCL Stylus, Nokia G400, Moto G Pure, Nord N200, Nord N300, Nord N20, REVVL 6/Pro, Moto G Stylus 5G, TCL 30 XE, Moto G 5G, Galaxy A13, and Galaxy A23) - Apple TV+ free for a year for customers on Magenta and Magenta Max plans; free Paramount+ - OnePlus 10 Pro and OnePlus 10T \$0/month with new line of Magenta Max - Add two new lines, get free line - Free flip phones with new line 	<ul style="list-style-type: none"> Holiday ~12/6-now Ongoing Ongoing Ongoing Ongoing Ongoing 10/6-now Ongoing Ongoing Ongoing Ongoing Ongoing Ongoing

Appendix C: Availability of the iPhone 14 Pro and the iPhone 14 Pro Max as of 12/24

Apple iPhone 14 Pro availability as of Dec 24 (backorder ship dates by memory/color/carrier)



T-Mobile

Ships by

	Available Now	Jan 2	Jan 9	Jan 16	Jan 23	After Jan 23
iPhone 14 Pro – 128GB		Deep Purple, Space Black		Gold	Silver	12/24 Update: No meaningful changes
iPhone 14 Pro – 256GB	Space Black			Gold	Silver, Deep Purple	12/24 Update: Gold moved in 2 weeks
iPhone 14 Pro – 512GB		Deep Purple, Space Black, Gold, Silver				12/24 Update: All colors now ship between Dec 29 and Jan 4
iPhone 14 Pro – 1 TB	Deep Purple, Gold, Space Black, Silver					12/24 Update: No changes

Ships by

iPhone 14 Pro – 128GB	Deep Purple, Space Black, Silver, Gold					
iPhone 14 Pro – 256GB	Deep Purple, Space Black, Silver, Gold					12/24 Update: All colors now in stock
iPhone 14 Pro – 512GB	Deep Purple, Space Black, Silver, Gold					
iPhone 14 Pro – 1 TB	Deep Purple, Space Black, Silver, Gold					

Delivered by

iPhone 14 Pro – 128GB			Deep Purple, Gold	Space Black	Silver	12/24 Update: Silver moves out a week
iPhone 14 Pro – 256GB	Space Black		Deep Purple, Silver, Gold			12/24 Update: Deep Purple and Silver move out a week; Space Black now in stock
iPhone 14 Pro – 512GB	Space Black, Deep Purple, Silver, Gold					12/24 Update: All colors now available for delivery this week
iPhone 14 Pro – 1 TB	Space Black, Gold			Deep Purple, Silver		12/24 Update: Space Black and Gold now available

verizon

AT&T

Apple iPhone 14 Pro Max availability as of Dec 24 (backorder ship dates by memory/color/carrier)



T-Mobile

Ships by

	Available Now	Jan 2	Jan 9	Jan 16	Jan 23	After Jan 23
iPhone 14 Pro – 128GB	Gold	Deep Purple, Space Black		Silver		12/24 Update: Gold available this week; Silver moves in 2 weeks
iPhone 14 Pro – 256GB	Gold	Deep Purple		Silver, Space Black		12/24 Update: Deep Purple moves out a week; Gold moves in a week
iPhone 14 Pro – 512GB			Deep Purple	Silver, Gold, Space Black		12/24 Update: Deep Purple moves out 2 weeks
iPhone 14 Pro – 1 TB	Deep Purple		Gold, Space Black	Silver		12/24 Update: Gold and Space Black move out 2 weeks

Ships by

iPhone 14 Pro – 128GB	Deep Purple, Space Black, Silver, Gold					12/24 Update: All colors in stock
iPhone 14 Pro – 256GB	Deep Purple, Space Black, Silver, Gold					12/24 Update: All colors in stock
iPhone 14 Pro – 512GB	Deep Purple, Silver, Gold, Space Black					12/24 Update: Space Black now ships by Dec 30; All other colors in stock
iPhone 14 Pro – 1 TB	Deep Purple, Silver, Gold, Space Black					12/24 Update: Space Black now ships by Dec 30; All other colors in stock

Delivered by

iPhone 14 Pro – 128GB	Gold			Deep Purple, Silver, Space Black		12/24 Update: Silver and Space Black move in a week; Gold now available for delivery
iPhone 14 Pro – 256GB	Deep Purple		Space Black	Gold, Silver		12/24 Update: Deep Purple now available
iPhone 14 Pro – 512GB			Deep Purple, Gold, Silver	Space Black		12/24 Update: Minimal changes
iPhone 14 Pro – 1 TB	Silver		Gold, Deep Purple	Space Black		12/24 Update: Silver now available; Deep Purple moves out two weeks

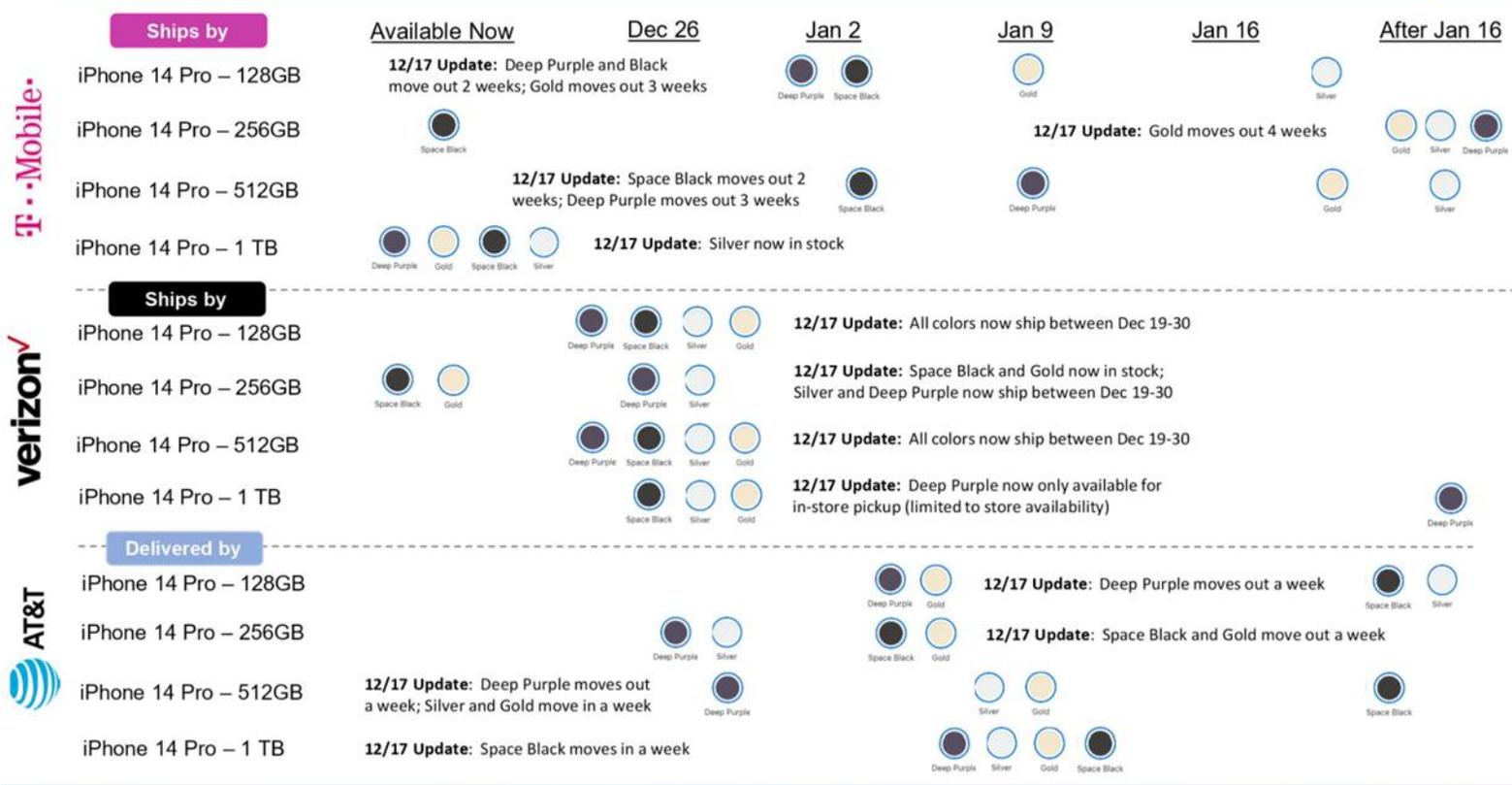
verizon

AT&T

Appendix D: Availability of the iPhone 14 Pro and the iPhone 14 Pro Max as of 12/17



Apple iPhone 14 Pro availability as of Dec 17 (backorder ship dates by memory/color/carrier)



Apple iPhone 14 Pro Max availability as of Dec 17 (backorder ship dates by memory/color/carrier)

