



## Inside This Issue:

### This Week's Stories

AT&T Rolls Out Prepaid Family Plans For GoPhone

Facebook Will Force Advertising On Ad-Blocking Users

### Products & Services

Google Rolls Out Updates For Docs, Sheets And Slides

Hulu Is Ending Its Free Streaming Service, Yahoo Will Pick It Up

### Emerging Technology

Apple Said To Plan First Pro Laptop Overhaul In Four Years

Instagrammers Rejoice! You May Soon Be Able To Save Posts To Edit Later

### Mergers & Acquisitions

Samsung Is Acquiring This U.S. Luxury Appliances Maker

Microsoft Acquires Beam Interactive Game Live Streaming Service

### Industry Reports

Wireless Purchase Experience Satisfaction Greatly Affected By Expected Length Of Device Ownership; Age And Technology Early Adopters Are Key Influencers

Where LG's Cheap Phones Are Outpacing Apple And Samsung

## This Week's Stories

### AT&T Rolls Out Prepaid Family Plans For GoPhone

August 12, 2016

AT&T on Thursday announced it will soon roll out discounted multi-line options for families through its prepaid GoPhone brand.

As of August 19<sup>th</sup> customers will have the ability to add up to five consumer lines per account or 10 business lines per account on GoPhone's \$45 and \$60 plans, AT&T said. Monthly discounts will be offered on an increasing scale for each additional line added, starting with a \$5 discount for the second line, a \$10 savings for the third line, \$15 off the fourth line and a \$20 discount for the fifth line or above.

The first line of the account is also eligible for a \$5 discount via enrollment in AutoPay, AT&T said.

AT&T said the new GoPhone offering has the potential to save consumer customers up to \$50 each month and business customers up to \$150 each month.

The multi-line roll out comes alongside a buy-one-get-one smartphone offer from the prepaid brand that is running through September 22<sup>nd</sup>.

The move will put GoPhone in a better position to compete with prepaid family offers from the likes of Boost Mobile, MetroPCS and other prepaid carriers and comes as AT&T looks to further strengthen its prepaid offerings.

In the second quarter, AT&T said it pulled in a total of 185,000 branded phone net additions. That figure came despite a loss of 180,000 postpaid phone net additions thanks to the strength of AT&T's 365,000 prepaid phone net additions in the quarter.

[wirelessweek.com](http://wirelessweek.com)

### Facebook Will Force Advertising On Ad-Blocking Users

August 9, 2016

Facebook is going to start forcing ads to appear for all users of its desktop website, even if they use ad-blocking software.

The social network said on Tuesday that it will change the way advertising is loaded into its desktop website to make its ad units considerably more difficult for ad blockers to detect.

"Facebook is ad-supported. Ads are a part of the Facebook experience; they're not a tack on," said Andrew Bosworth, vice president of Facebook's ads and business platform.

User adoption of ad-blocking software has grown rapidly in recent years, particularly outside of the U.S. According to estimates by online advertising trade body the Interactive Advertising Bureau, 26% of U.S. internet users now use ad blockers on their desktop devices. Facebook declined to comment when asked on what portion of its desktop users have ad-blocking software installed.



*“Facebook is ad-supported. Ads are a part of the Facebook experience; they’re not a tack on,” said Andrew “Boz” Bosworth, vice president of Facebook’s ads and business platform.”*

With the move, Facebook risks turning off some of its 1.7 billion monthly users who prefer not to see ads while browsing the internet. But users are more likely to access Facebook’s app on smartphones and tablets, which are less susceptible to ad blocking than personal computers. Facebook will not circumvent ad blockers on mobile devices.

In the second quarter, 84% of Facebook’s ad revenue came from mobile. Still, Facebook says it has lost some desktop ad revenue as a result of ad blockers. The technology poses enough of a threat that Facebook added it as a separate risk factor in its annual securities filing this year.

The change will open up more online ads space for it to sell, although Mr. Bosworth said that wasn’t the motivation for the move.

“This isn’t motivated by inventory; it’s not an opportunity for Facebook from that perspective,” Mr. Bosworth said. “We’re doing it more for the principle of the thing. We want to help lead the discussion on this.”

Nonetheless, Facebook stands to gain financially from showing ads to ad-blocking users. On the company’s second-quarter earnings call in July, Facebook executives said its “ad load”—the volume of ads its users typically see—was in a “good zone.” That means it doesn’t think it can push many more ads to users than they already see during the time they are spending on the social network.

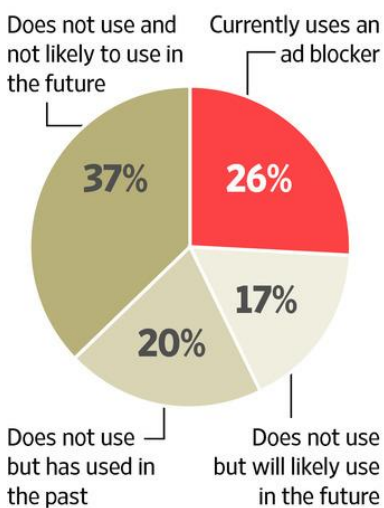
Mr. Bosworth acknowledged that forcing ads onto people who have attempted to avoid them could irritate those users, but he said the company has invested heavily in ensuring advertising on Facebook is “uninterruptive” and relevant. Facebook is also introducing more ways for users to control the type of advertising they see on the service.

“It just seems like a poor bargain to be forced to choose all or nothing. There’s a middle ground,” Mr. Bosworth said.

## Blocking the Ad Blockers

According to a recent study 26% of U.S. internet users use ad blocking software on desktop devices. Facebook gets most of its ad revenue from mobile but will circumvent ad blocking on its desktop service.

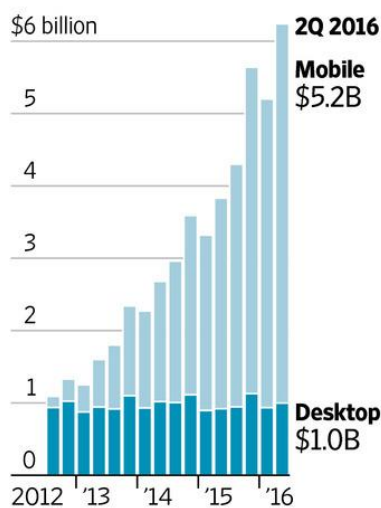
**Survey of ad blocking use\***



\*1,292 computer users surveyed.

Sources: Interactive Advertising Bureau; the company

**Facebook ad revenue**



THE WALL STREET JOURNAL.

Some ad-blocking software providers have faced fierce criticism from the media industry for their business models in recent months. Eyeo GmbH, the company behind popular desktop ad-blocking tool Adblock Plus, accepts payment from more than 70 companies in exchange for letting their ads through its filter.

“This is an unfortunate move, because it takes a dark path against user choice,” Eyeo said of Facebook’s ad decision in a blog post. “But it’s also no reason to overreact: cat-and-mouse games in tech have been around as long as spammers have tried to circumvent spam filters.”

Mr. Bosworth said Facebook hasn't paid any ad-blocking software company to have its ads pass through their filters and that it doesn't intend to.

“It’s not something that Facebook wants to be a part of. It’s not a business model that’s set out to serve the best interests of people,” he said.

The IAB has also been extremely vocal about its disapproval of online ad blockers and their business models, with its CEO Randy Rothenberg describing Adblock Plus earlier this year as “an old-fashioned extortion racket, gussied up in the flowery but false language of contemporary consumerism.” Facebook is an IAB member.

From a technical standpoint, Facebook is able to circumvent ad blockers relatively easily because it loads ads into its service itself. Many online publishers and media companies rely on third-party companies to help display ads on their webpages and services, which can make them more easily identifiable to blocking technologies.

As a result, a new breed of “anti-ad-blocking” technology companies has emerged, hoping to cash in on the situation by selling software designed to help media companies and publishers counteract the effects of ad blocking.

[wsj.com](http://wsj.com)

## Products & Services

### Google Rolls Out Updates For Docs, Sheets And Slides

August 11, 2016

.....  
*“Google said it has also made some improvements to charts in Sheets, so users may notice a handful of small changes in the way they're drawn. Google has also added support to insert images and page breaks for the Docs app at certain times of the day.”*

Users like the convenience of Google’s Drive suite of applications, but the Docs, Sheets and Slides apps haven’t received high ratings from mobile users, especially when it comes to using them to make tables and charts. However, an update to the Docs, Sheets and Slides apps for Android released this week aims to make them easier to use than ever.

For instance, when users copy a body of cells in Sheets and paste it into Docs or Slides, the selection will render as a fully-formatted table, complete with grid lines, according to Google. That functionality, however, won't work with selections of more than 400 cells, anything larger will be pasted in a tab-separated format.

#### Available Now

Google said it has also made some improvements to charts in Sheets, so users may notice a handful of small changes in the way they're drawn. Google has also added support to insert images and page breaks for the Docs app.

The three apps must be updated for users to take advantage of the new auto-formatting. The updated versions will be pushed automatically to mobile users over the next few days, or users can go to the following APK mirror sites if they want them right away: for Google Docs, for Google Sheets and for Google Slides.

The change log included with the latest update specifies that bug fixes and performance improvements have been introduced for all three applications. Google didn't offer any details about those enhancements.

### Many Recent Updates

The latest updates to Google Docs, Sheets, and Slides comes on the heels of other recent refinements to the apps. In June, the suite was updated to allow for easier last-minute changes before printing a document. In July, Google released an update for Docs, Slides, and Sheets that allows for the use of add-ons from eight partners, with more add-ons expected in the future.

Those third-party apps include: DocuSign, which lets users trigger or complete signing processes from Docs or Sheets and save the executed documents to Drive; ProsperWorks to enable users to import CRM Relevant Products/Services data to create and update advanced dashboards, reports and graphs on Sheets from mobile devices; and Scanbot to allows users to scan business documents using built-in OCR, and insert the contents of those documents into Docs as editable text.

Google's Docs, Sheets and Slides apps were also updated to support iOS 9's Split Screen multi-tasking feature available for the iPad Pro 12.9, iPad Pro 9.7 and the iPad Air 2. The new version is called for Docs, Slides and for the Sheets app, which adds support for the iPad's multi-tasking feature.

Google said that update was to encourage the use of two of its apps at once. Apple users may be disappointed to learn that even the updated versions of the apps use Google's Material Design guidelines rather than being designed specifically for iOS 9.

[mobile-tech-today.com](http://mobile-tech-today.com)

## Hulu Is Ending Its Free Streaming Service, Yahoo Will Pick It Up

August 8, 2016

Hulu will be ending its free, ad-supported service and go to an entirely subscription model.

In its place, Yahoo is picking up the slack.

Yahoo on Monday announced the launch of Yahoo View, a new platform that will host free, ad-supported TV episodes as Hulu once did.

It's the end of an era for Hulu, which had been moving toward a premium service for a while by slowly amassing a respectable amount of exclusive rights as well as developing original series.

Hulu's free service will go offline in the next few weeks. Going to an entirely paid model puts Hulu directly in line to compete with Netflix and HBO. Hulu recently brought on Time Warner as an investor, adding to previous owners Comcast, 21st Century Fox and Disney.

Hulu is reportedly readying a streaming TV service with live content to compete with Sling TV and Playstation Vue.

*"Yahoo View will be free to watch (as long as you can handle the ads) and feature the last five episodes of shows from ABC, NBC, FOX and other network sitcoms. Those episodes will be up eight days after first airing catalog, as well as downloading titles directly."*

Yahoo View will be free to watch (as long as you can handle the ads) and feature the last five episodes of shows from ABC, NBC, FOX and other network sitcoms. Those episodes will be up eight days after first airing.

Yahoo View, which is technically a distribution partnership with Hulu, is also looking to become a social hub for fans of particular shows, featuring behind-the-scenes clips, recaps, GIFs and photos from Tumblr communities.

Yahoo View is available immediately on desktop, with mobile versions coming soon.

Yahoo recently struck a deal to be acquired by Verizon for \$4.8 billion. Verizon has its own online video ambitions, most notably the Go90 platform. A Yahoo spokesperson declined to comment on whether TV episodes from Yahoo View could end up on Go90.

[mashable.com](http://mashable.com)

## Emerging Technology

### Apple Said To Plan First Pro Laptop Overhaul In Four Years

August 10, 2016

Apple Inc. is preparing the first significant overhaul of its MacBook Pro laptop line in over four years, according to people familiar with the matter, using one of its older products to help reverse two quarters of sliding sales.

The updated notebooks will be thinner, include a touch screen strip for function keys, and will be offered with more powerful and efficient graphics processors for expert users such as video gamers, said the people, who asked not to be named.

The new computers have been in advanced testing within Apple since earlier this year, said one of the people, who didn't want to be identified discussing products before their release. The MacBook Pros aren't likely to debut at an event currently scheduled for Sept. 7 to introduce next-generation versions of the iPhone, according to one of the people. Apple spokesman Bill Evans declined to comment.

Apple co-founder Steve Jobs heralded tablets as possible laptop replacements by calling the iPad a "post-PC" device after it launched in 2010, but products like the MacBook Pro have shown surprising resilience. Sales of Macs, including the Pro line, rose 6% to \$25.5 billion in the last fiscal year, while iPad sales fell 23% to \$23.2 billion.

This year's MacBook Pro overhaul is aimed at increasing notebook sales at a time when consumers are taking longer to buy or replace iPads. Apple research suggests customers upgrade iPads roughly every three years, while they buy new iPhones every 18 to 24 months, according to a person familiar with Apple's strategy, which helps explain why iPad sales numbers have fallen from a peak in 2013.

The most significant addition to the new MacBook Pro is a secondary display above the keyboard that replaces the standard function key row. Instead of physical keys, a strip-like screen will present functions on an as-needed basis that fit the current task or application. The smaller display will use Organic Light-Emitting Diodes, a thinner, lighter and sharper screen technology, KGI Securities analyst Ming-Chi Kuo said earlier this year.

Apple's goal with the dedicated function display is to simplify keyboard shortcuts traditionally used by experienced users. The panel will theoretically display media playback controls when iTunes is open, while it could display editing commands like cut and paste during word processing tasks, the people

said. The display also allows Apple to add new buttons via software updates rather than through more expensive, slower hardware refreshes.

The new top-of-the-line MacBook Pros will be slightly thinner than the current models but are not tapered like the MacBook Air and latest 12-inch MacBook, one of the people said. The new MacBook Pros have a smaller footprint than current models and the casing has shallower curves around the edges. The pressure-sensitive trackpad is also slightly wider, the person added.

An option for a version featuring a higher-performance graphics chip from Advanced Micro Devices Inc. will be available, another person familiar with the matter said. It's unclear which provider Apple will use for the main processor, but Intel Corp. has supplied this in the past.

Apple is using one of AMD's "Polaris" graphics chips because the design offers the power efficiency and thinness necessary to fit inside the slimmer Apple notebook, the person said. The new graphics card is more than 20 percent thinner than its predecessor, AMD said earlier this year. AMD declined to comment, referring inquiries to Apple.

The new design will include USB-C technology, a multifunctional type of port that can handle charging, data transfers, and display connectivity, one of the people said. Apple has also considered bringing gray, gold, and silver colors to the new line, as it has done with other products like the iPhone, iPad, and the 12-inch MacBook, a person said. It's unclear whether colored Pro laptops will be available when the new line is released.

### Fingerprint Scanners

Apple is planning to bring over its Touch ID fingerprint technology from the iPhone to the new MacBook Pro line. Apple has tested versions of the upcoming laptops that integrate the scanner beside the new function key display, according to one of the people. The sensor would allow users to log in more quickly and theoretically authenticate Apple Pay purchases. Like with iPhones, the new Pro laptops will encrypt fingerprint data so it can't be removed from the devices.

Apple will also release a new version of its Mac operating system named Sierra this fall that brings Siri, new messaging and photo-management features, deeper iCloud integration, and more efficient file storage to Apple's desktops and laptops, the company said in June.

Apple's shares have begun to recover after tumbling to as low as \$90.34 in May amid concerns of slowing iPhone sales. They are up 3.4 percent now for the year to \$108.81.

[bloomberg.com](http://bloomberg.com)

## Instagrammers Rejoice! You May Soon Be Able To Save Posts To Edit Later

August 10, 2016

*"The app is currently testing a new drafts feature that allows you to save your progress mid-post — edits and all — to finish later."*

As any seasoned Instagram user knows, crafting the perfect post can take a while. There are settings to adjust, filters to choose — not to mention the caption, which can make or break the whole thing.

Now, it appears Instagram may soon have a way to save posts for later. The app is currently testing a new drafts feature that allows you to save your progress mid-post — edits and all — to finish later.

The test, which users have reported seeing for at least a couple of days, will prompt you to save a photo that's been edited after you hit the back button mid-post. Saved drafts will appear separate from your other photos the next time you open the app to post a photo or video.

The test appears to be fairly widespread, with a number of Twitter users reporting they have seen the change. It also has the distinction of being a new Instagram feature that is widely well-received.

Instagram won't say if it has plans to make the feature official yet — a spokesperson told Mashable "we're always testing new ways to improve the Instagram experience" — but given how useful the feature is, don't be surprised if it makes its way to the app in a future update.

[mashable.com](http://mashable.com)

## Mergers and Acquisitions

### Samsung Is Acquiring This U.S. Luxury Appliances Maker

August 11, 2016

South Korean tech giant Samsung Electronics said on Thursday it will acquire U.S.-based luxury appliances maker Dacor, seeking to boost high-end product sales.

Samsung said in a statement it will keep Dacor's brand name and leave its operations unchanged following the acquisition. The company did not disclose financial terms. The Korea Economic Daily said Samsung paid \$150 million to buy the California-based company.

Researcher Traqline says Samsung was the top home appliances maker in the United States during the second quarter with a 16.7% market share, beating out rivals such as LG Electronics and Whirlpool.

[fortune.com](http://fortune.com)

### Microsoft Acquires Beam Interactive Game Live Streaming Service

August 11, 2016

Microsoft has acquired Beam, a Seattle-based interactive game streaming service that lets viewers play along with streamers as they watch. Beam's model takes the mostly passive interaction that streaming fans may be used to from services like Twitch and YouTube, and adds the ability for viewers to interact with the streamer via crowdsourced controls.

Players interacting through Beam can direct the play of the person streaming, doing things like setting which weapon loadout they take into battle for multiplayer shooters, for example. It launched at TechCrunch Disrupt NY 2016, and won our Startup Battlefield competition. Visual controls provide viewers the ability to help players pick quests, and you can even assign challenges that alter the gameplay considerably from what you'd get via a typical playthrough.

Beam will join Microsoft's Xbox team, and "remains committed to its mission of importing users and streamers across platforms" according to Microsoft.

Beam founder and CEO Matt Salsamendi told me via email that Xbox's community focus is specifically what made them a good fit for the young company.

"I'm really excited about Xbox's focus on community," he wrote. "Beam is fundamentally built on a connected group of passionate individuals that love gaming, and Xbox is super in tune with that."

In a blog post announcing the news, Salsamendi explained that no immediate changes are planned for the platform, but that the Microsoft acquisition will help Beam grow the platform and add new features and game integrations thanks to the additional support the larger company can provide.

“Right now it’s business as usual!” Salsamendi wrote regarding product plans. “We just launched three brand new interactive integrations and we’ll continue to focus on making the Beam platform an awesome place for gaming communities that want to interact with their audience.”

No terms of the deal were disclosed. The company launched on January 5 this year, with an official debut of its interactive tools at Disrupt in May. Salsamendi will lead the Beam team from Microsoft’s Redmond campus, where they’ll operate under the Xbox engineering department.

In addition to winning TechCrunch Disrupt, the Beam team had raised around \$420,000 in seed funding, and participated in Techstars Seattle’s 2016 class.

For Microsoft, picking up Beam gives it a way to build an in-house streaming service, and one designed for participatory play. In its blog post announcing the deal, Microsoft highlights Minecraft as an example of how Beam’s software can promote more social play, and it’s actually a title tailor-made to the kinds of interactions Beam provides. If Microsoft can use the acquisition to drive more community engagement among the younger audience that devours Let’s Play videos, then this should turn out to be a very worthwhile partnership.

[techcrunch.com](http://techcrunch.com)

## Industry Reports

### Wireless Purchase Experience Satisfaction Greatly Affected By Expected Length Of Device Ownership; Age And Technology Early Adopters Are Key Influencers, J.D. Power Finds

August 11, 2016

*“AT&T ranks highest among wireless full-service carriers, with an overall score of 845. AT&T performs particularly well in four of the six purchase experience factors, excelling in the store representative and offerings and promotions factors.”*

Overall satisfaction with the wireless purchase process increases as the expected duration of mobile device ownership decreases, which is heavily influenced by age and openness to new technology, according to the J.D. Power 2016 U.S. Wireless Purchase Experience Full-Service Performance Study<sup>SM</sup>—Volume 2 and the J.D. Power 2016 U.S. Wireless Purchase Experience Non-Contract Performance Study<sup>SM</sup>—Volume 2, both released today.

The studies find that overall satisfaction with the purchase experience is higher among wireless customers who purchase a mobile device and expect to use it less than one year than among those who purchase a phone and expect to use it longer. Among full-service customers who purchase or upgrade a wireless phone with their carrier, overall satisfaction is 853 (on a 1,000-point scale) among those who plan to use it for less than a year; 843 among those who plan to use it between one and two years; 809 among those who plan to use it between two and three years; and 817 among those who plan to use it three or more years.

Wireless full-service customers who expect to use their phone less than a year tend to be younger and early adopters of new technology. More than half (58%) of customers who expect to own their phone for less than one year are 18 to 34 years old. This compares to only 28% of all customers expecting to own their phone for three or more years. Further, 79% of customers who expect to own their phone for less than a year say they “strongly agree” or “somewhat agree” that they are among the first to try new technological products, compared with 37% who expect to own their phone for three or more years who say the same.



“It’s surprising to learn that the expected length of mobile device ownership can influence the purchase experience process,” said Kirk Parsons, senior director and technology, media & telecom practice leader at J.D. Power. “Part of the reason is demographics and willingness to own the latest smartphone with the latest technology and service capabilities. However, the study suggests that cost and service coupled with offerings, such as more data plan minutes or unlimited usage plans, are significant reasons overall satisfaction is above average among younger subscribers.”

The largest satisfaction gaps between customers who expect to own their mobile device less than one year and the overall average are in the cost of service (+65 points) and offerings and promotions (+31) factors. “This underscores the importance of catering to younger customers and early adopters by carrying and promoting phone brands that release new models more frequently,” Parsons said.

#### Following are key findings of the 2016 studies:

- **Customer Satisfaction Improves:** Overall purchase experience satisfaction is 834 among wireless full-service customers and 807 among non-contract customers. Satisfaction in the full-service segment has risen 31 points from the 2016 Vol. 1 Study, while satisfaction in the non-contract segment has risen 16 points.
- **Incidence of Expected Mobile Device Ownership:** More than one-third (34%) of full-service wireless customers expect to own their mobile device less than one year, compared with 13% of those who expect to own their device for three or more years.
- **Mobile Device Cost of Ownership:** Full-service wireless customers who purchase a phone and expect to use it less than one year pay an average of \$188, compared with \$279 for those who expect to use it between one and two years; \$312 for those who expect to use it between two and three years; and \$313 for those who expect to use it three or more years.
- **Wireless Customers Prefer to Purchase Device in Retail Store:** More than three-fourths (78%) of full-service customers indicate they made a purchase in a wireless retail store, while 54% purchased over the phone and 61% purchased online. In contrast, 62% of non-contract customers indicate their most recent purchase transaction occurred in a store and only 38% made the purchase via telephone.

#### Study Rankings

AT&T ranks highest among wireless full-service carriers, with an overall score of 845. AT&T performs particularly well in four of the six purchase experience factors, excelling in the store representative and offerings and promotions factors.

Consumer Cellular ranks highest for the first time among wireless non-contract carriers, scoring 899. Consumer Cellular performs particularly well across all six purchase experience factors, especially in offerings and promotions and cost of service.

[jdpower.com](http://jdpower.com)

## Where LG's Cheap Phones Are Outpacing Apple And Samsung

August 10, 2016

The low-end phones are most popular with prepaid mobile subscribers.

While Apple and Samsung battle for smartphone market supremacy, Korean appliance maker LG Electronics has been quietly gaining ground.

LG, which makes phones running Google’s Android operating system as well as dishwashers and air conditioners, climbed to third place in the U.S. smartphone market during the second quarter,

*“Subscriber growth has nearly stalled overall for regular monthly mobile phone customers—known in the industry as postpaid phone subscribers. But growth is accelerating among customers who have to pay in advance: the prepaid subscribers.”*

according to Kantar Worldpanel. It grabbed 14% of sales—double its market share two years ago—and is trailing only Samsung at 35% and Apple at 32%.

But while LG started selling a new flagship phone, the G5, in April to compete head-to-head with Apple’s iPhone 6S and Samsung’s Galaxy S7, the real gains for the Korean manufacturer have been in lower-priced segments of the market.

Fortunately for LG, those segments have been growing faster than the rest of the market.

Subscriber growth has nearly stalled overall for regular monthly mobile phone customers—known in the industry as postpaid phone subscribers. But growth is accelerating among customers who have to pay in advance: the prepaid subscribers.

The generally lower-priced prepaid market has grown between 10% and 12% for the past two years, according to data compiled by research firm MoffettNathanson. The more expensive postpaid market has grown only between 4% and 5% over the same period.

But only about one-third of the postpaid subscriber gains have been from phone users while the remaining two-thirds have been from subscribers buying tablets or other devices. Put it together, and postpaid phone subscriber growth hasn’t exceeded 2% in more than five years.

The slowdown in postpaid phone growth is more of a challenge for manufacturers focused on selling more expensive phones—especially Apple’s iPhone, which has suddenly seen two consecutive quarters of declining sales. Samsung has some mid-range phones that are appealing to prepaid subscribers, but LG has really taken advantage of the prepaid boom. The trend has also helped manufacturers purely targeting the low end, like BLU and Huawei.

While LG’s flagship G5 was its bestseller, LG’s cheaper model—such as the \$80 Sunset and the \$60 Leon—collectively sold in much greater volume, Kantar noted. The cheaper phones are sold by prepaid brands like MetroPCS, owned by T-Mobile, Sprint’s Boost Mobile, and America Movil’s TracFone.

LG was the top-selling brand at all three prepaid carriers, accounting for 40% of MetroPCS sales, 31% of Boost and 34% at TracFone, Kantar reported.

[fortune.com](http://fortune.com)



120 Madison Street, 15<sup>th</sup> Floor  
 Syracuse, New York 13202  
[www.ksrinc.com](http://www.ksrinc.com)  
 (315) 470-1350  
 1-888-8KSRIINC