



APPLE IPHONE 17

Social Media Overview

Data: X, Reddit, YouTube, HardwareZone
Aug 24 2025 - Sept 24 2025



APPLE LAUNCHES THE IPHONE 17 SERIES WITH ASIAN NETIZENS TAKING CONVERSATION LEAD

In September 2025, Apple introduced its new iPhone 17 series at the Apple Event.

Apple released the new iPhone, Apple Watch, and AirPods models, including the iPhone air.

Apple’s new products include several AI features, such as its new AirPods Pro automatically translating spoken text, and its new Watch models using machine learning to warn users about high blood pressure risks.

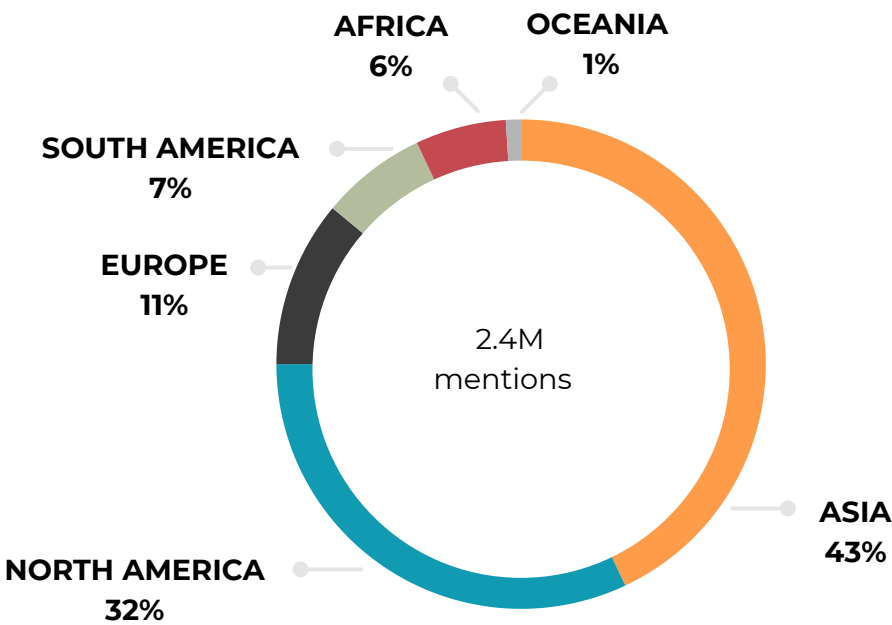
43% of all iPhone 17 discussions originated in Asia, making it the leading region for conversations globally.

Sentiment of online conversations about the iPhone 17

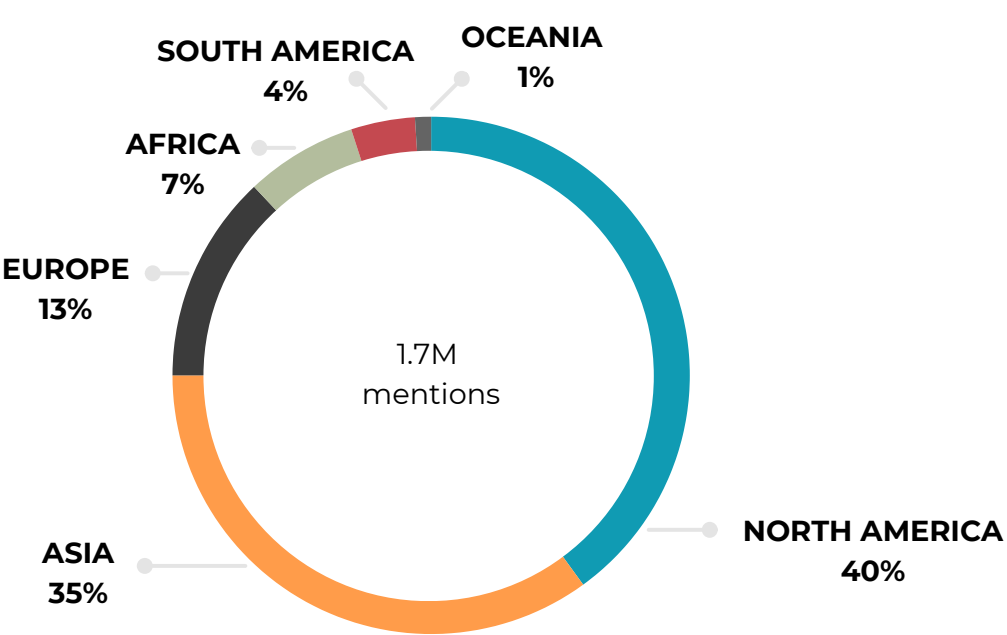
52.7% positive **9.5%** negative

ASIA DROVE 8% MORE OF THE GLOBAL CONVERSATION FOR THE IPHONE 17 LAUNCH THAN FOR IPHONE 16 IN 2024.

iPhone 17

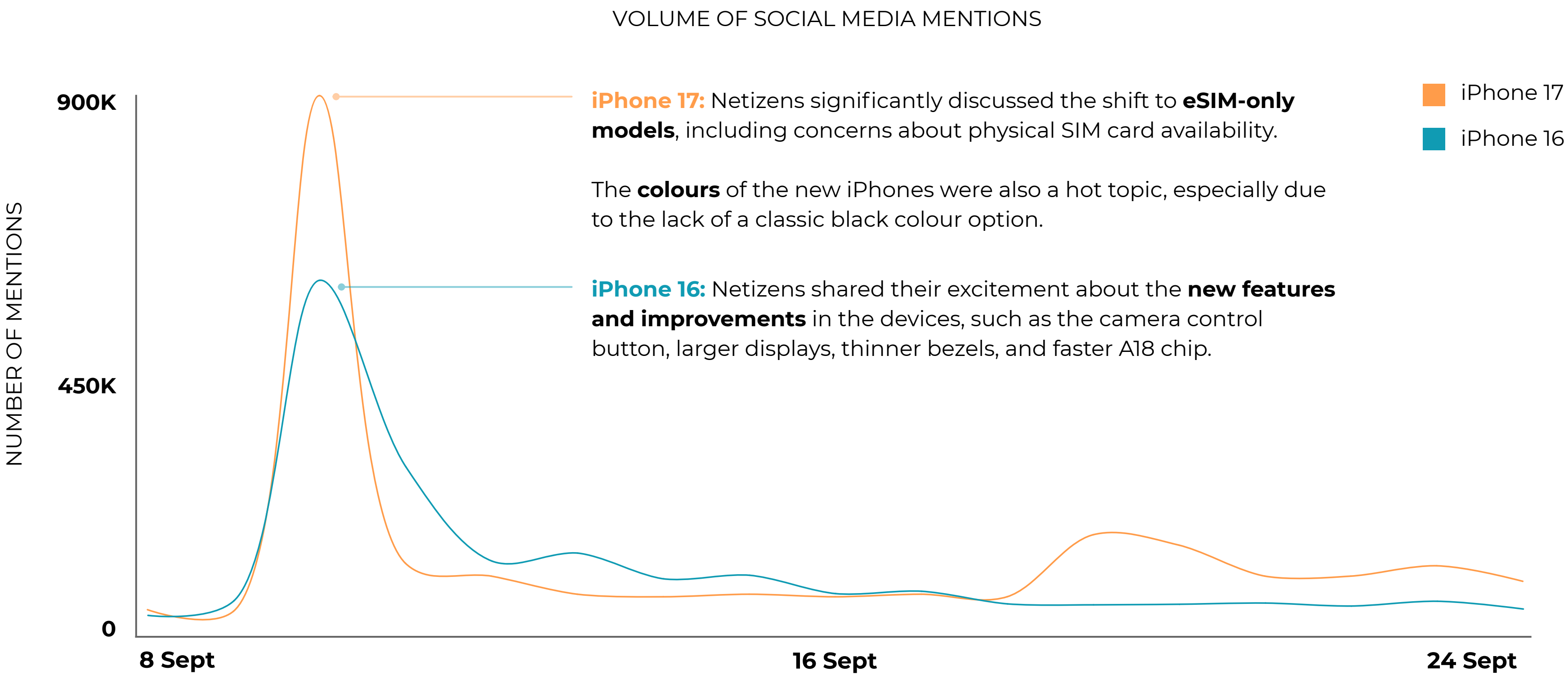


iPhone 16

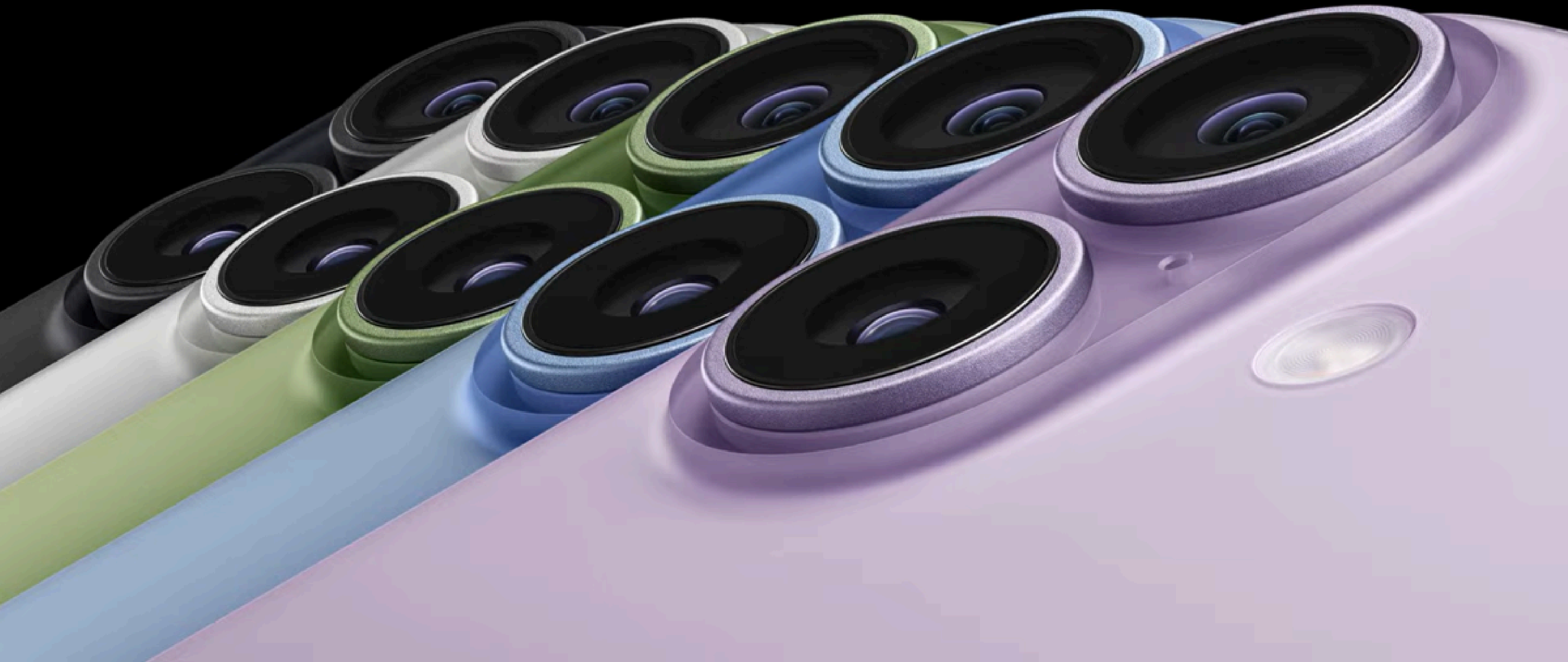


THE IPHONE 17 TRACTION EXCEEDED THAT OF IPHONE 16

BOTH LAUNCHES SUSTAINED HIGH ENGAGEMENT ON SOCIAL MEDIA



HOW DO SENTIMENTS DIFFER ACROSS ASIA?



Japan

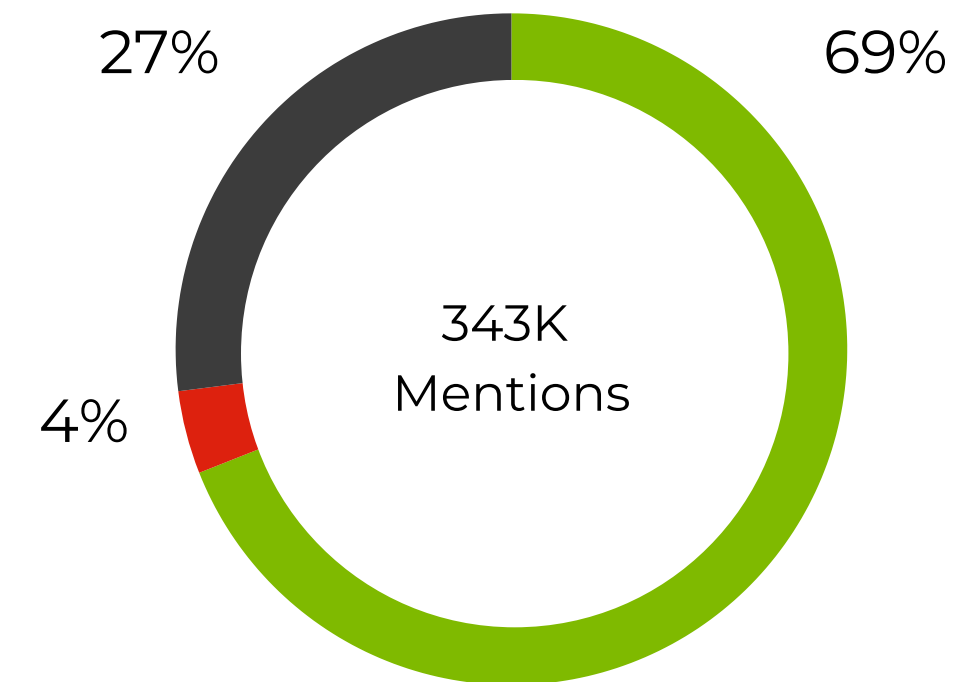


JAPANESE NETIZENS SHOWED THE STRONGEST EXCITEMENT, WITH NEARLY 15× MORE MENTIONS THAN OTHER MARKETS AND THE HIGHEST SHARE OF POSITIVE POSTS.

- Discussions are driven by a strong focus on iPhone 17 and 17 Pro models, pricing and standout features like the centre frame camera, 8x zoom, A19 Pro chip, and vapour chamber cooling.
- Accessories, including the US\$100 Apple Crossbody Strap and TechWoven Cases, generated notable excitement.
- The transition to eSIM is widely discussed, with major carriers making it easier but MVNO customers expressing concerns.
- Apple's AI push ("Apple Intelligence") and new ecosystem features (AirPods Pro 3 live translation, Apple Watch SE 3 improvements) sparked curiosity, though some posts raise ethical questions.

IPHONE 17 MENTIONS & SENTIMENTS

Positive Negative Neutral



Indonesia

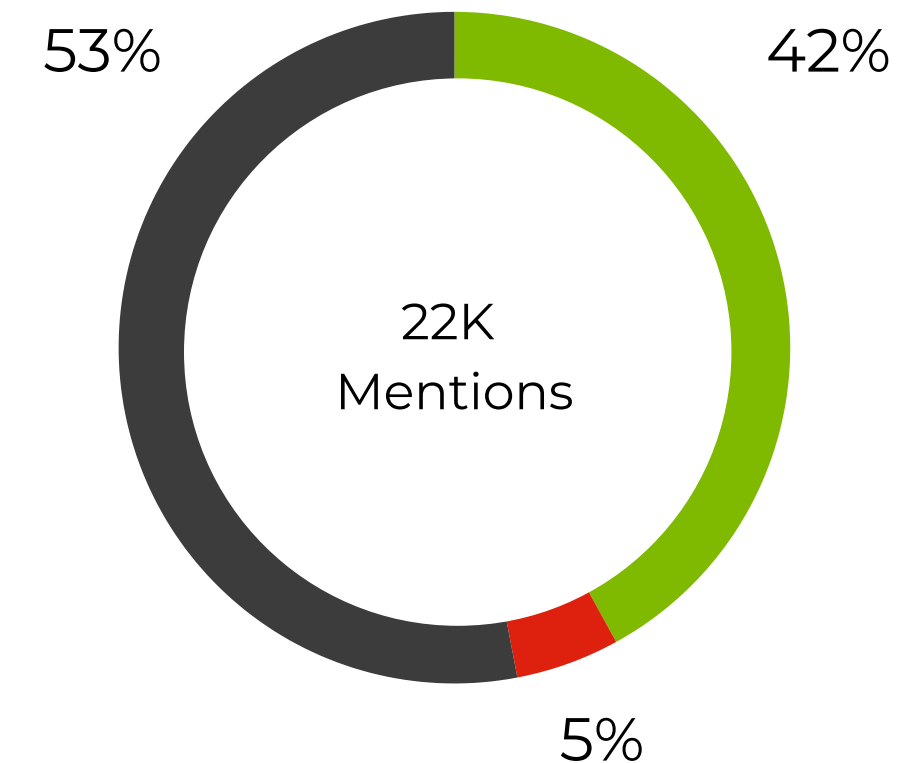


CONVERSATIONS IN INDONESIA WERE DRIVEN BY EXCITEMENT AROUND FEATURES BUT TEMPERED BY AFFORDABILITY CONCERNS.

- The buzz in Indonesia emphasised speculation and anticipation, focusing on potential upgrades like 8K video recording, 8x telephoto lens, and battery improvements.
- Pricing was the largest discussion point, with users converting Singaporean prices into Rupiah and debating affordability.
- Some concern existed around possible launch delays (with early October availability speculated).
- A smaller but notable thread raises ethical concerns about iPhone component production.

IPHONE 17 MENTIONS & SENTIMENTS

Positive Negative Neutral



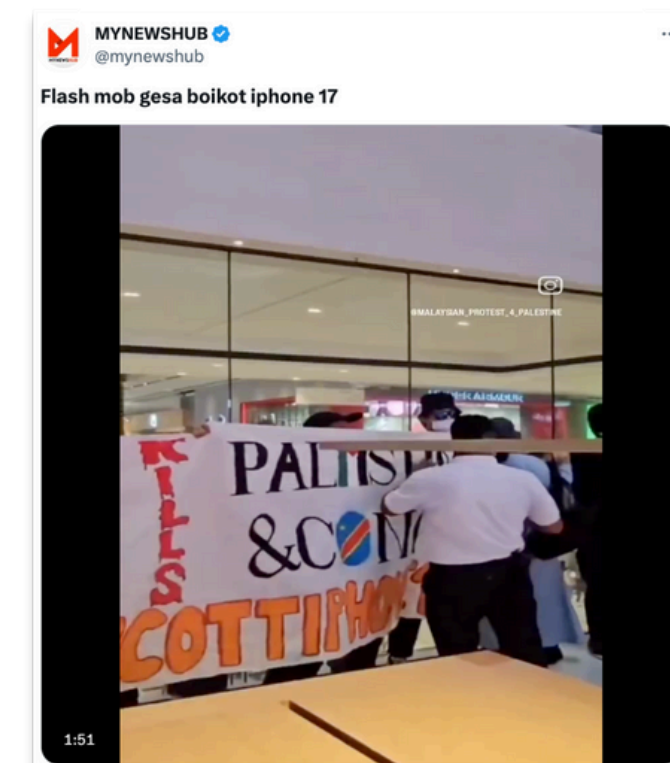
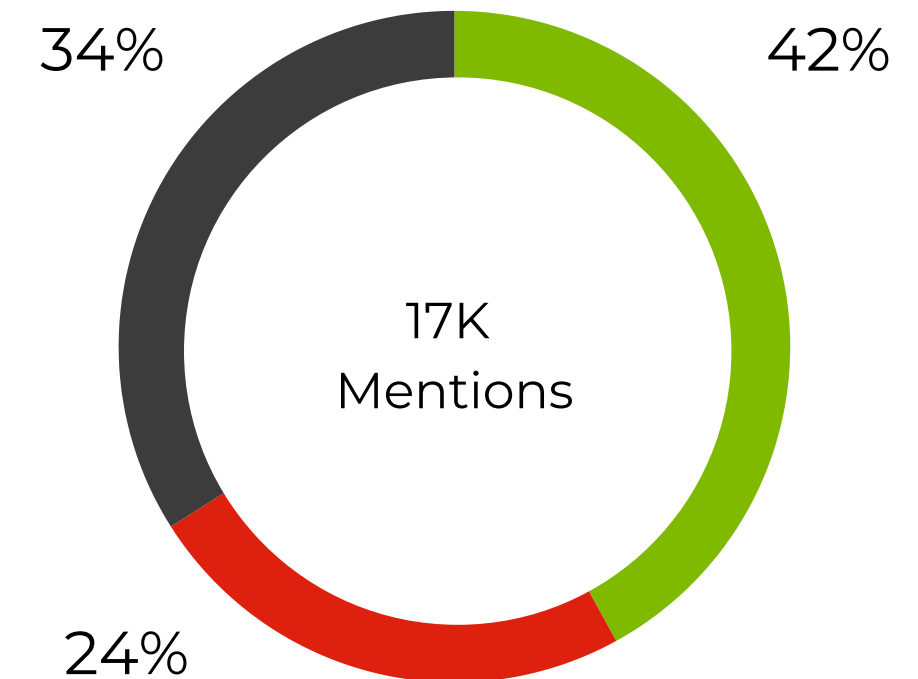


MENTIONS FROM MALAYSIA CARRY THE MOST NEGATIVE SENTIMENT ACROSS THE MARKETS, LARGELY DUE TO ACTIVISM AND ETHICAL CRITICISMS.

- A flashmob protest at an Apple Store in Malaysia accused Apple of humanitarian and labor exploitation in Palestine and the Democratic Republic of Congo.
- Social media amplified accusations about child labor in mineral sourcing.
- Some lighter discussion exists, with fans noting Jackson Wang's use of the iPhone 17 Pro in his music video, but this is overshadowed by ethical controversy.
- Compared to other markets studied, Malaysia is distinctive for framing the iPhone launch through political and social responsibility lenses rather than excitement.

IPHONE 17 MENTIONS & SENTIMENTS

Positive Negative Neutral



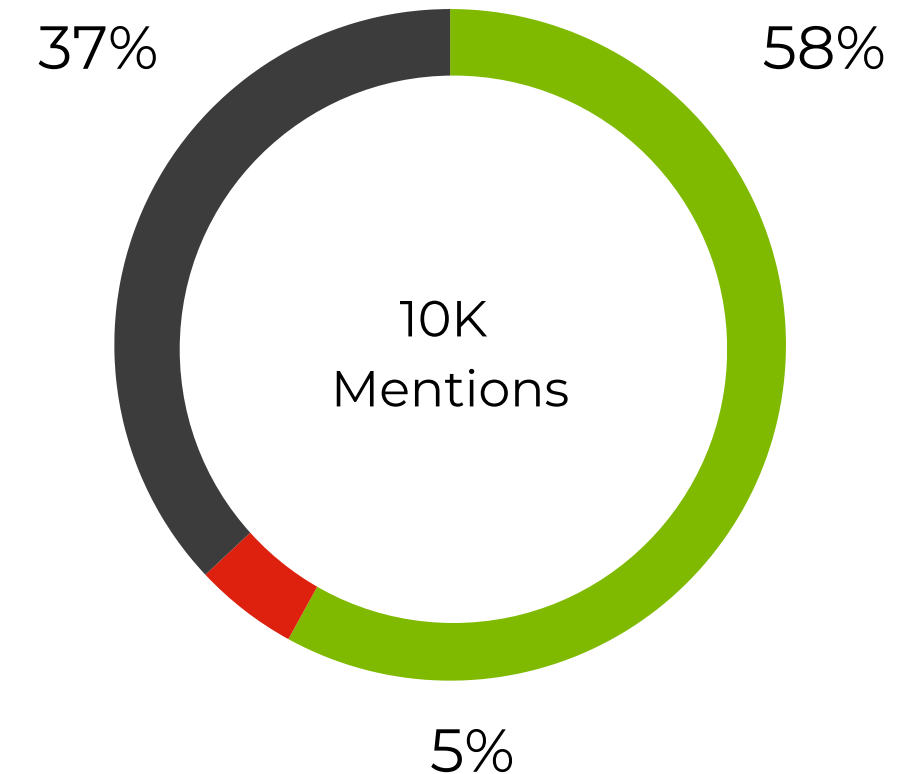


CONVERSATIONS IN THE PHILIPPINES ARE SHAPED BY ASPIRATIONAL INTEREST BUT NETIZENS FACE LOGISTICAL BARRIERS.



- Filipino netizens are fascinated by the design especially the claim of the “thinnest iPhone ever” and technical upgrades like the A19 Pro chip and enhanced telephoto lens.
- There are several discussions around pricing, features, and potential design changes, including the absence of the "black" colour option.
- The pricing and availability are a major concern, with users expressing frustration over high prices and questioning the value proposition compared to previous releases.
- Price conversion discussions (US\$1,099 ≈ ₱61,544) appear frequently.

IPHONE 17 MENTIONS & SENTIMENTS


Positive Negative Neutral



iPhone 16 Pro Max vs iPhone 17 Pro Max

 **pastillas** has replied
hahahahaha wala naman na ako sa phase na flex parin ang iphone i'd rather flex the suv i just bought this year mga broke lang naman may ganyang mindset 

iPhone 17 Series Overview

 **Ready_Donut6181** has replied
Baka eto na ang susunod 🤔 Tapos ang presyo nito mga 2 motor!

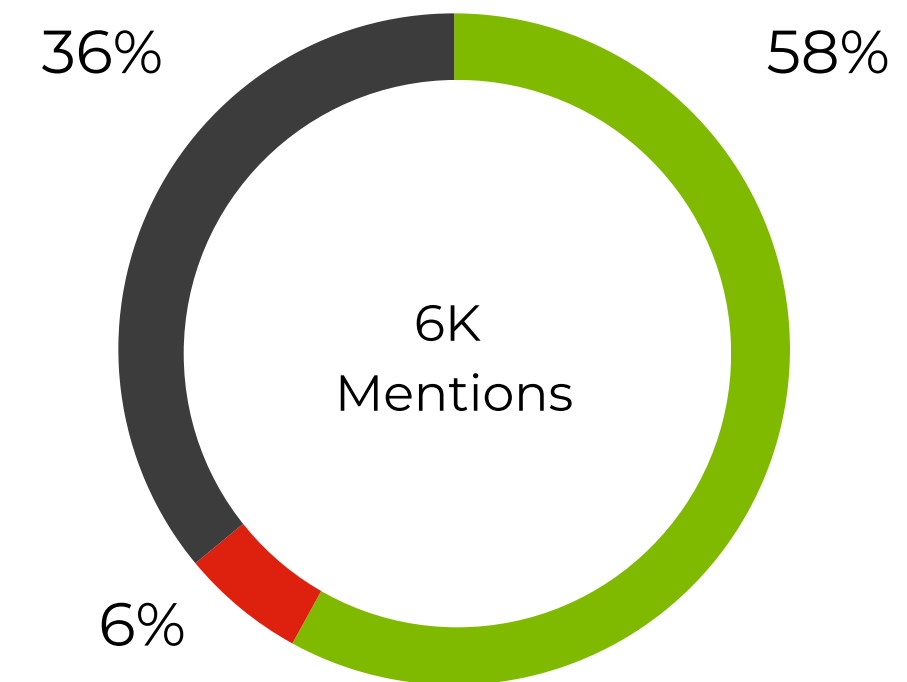


HONG KONG STANDS OUT FOR BEING CONCERNED WITH DESIGN AESTHETICS AND REGIONAL TELECOM POLICY.

- Colour options spark debate, especially the controversial “prison orange.”
- eSIM functionality is a major theme, with local discussions tying Apple’s rollout to broader carrier developments in China.
- Jackson Wang’s music video is being discussed for spotlighting the iPhone 17 Pro’s creative use cases.
- Some criticisms emerge around design choices limiting customisation (e.g., “cannot stick film”).

IPHONE 17 MENTIONS & SENTIMENTS

Positive Negative Neutral



苹果发布的9月12号接受预购的橙色 iPhone 17 Pro Max
在发布会展示后 被全球网友吐槽为“监狱橙”
因美国囚犯的衣服就是这个色



#观察 今日联通官方微信服务号“我的 eSIM”时隔3年首次变动，将认证更名为“联通 eSIM”。
为eSIM版iPhone 17作准备？

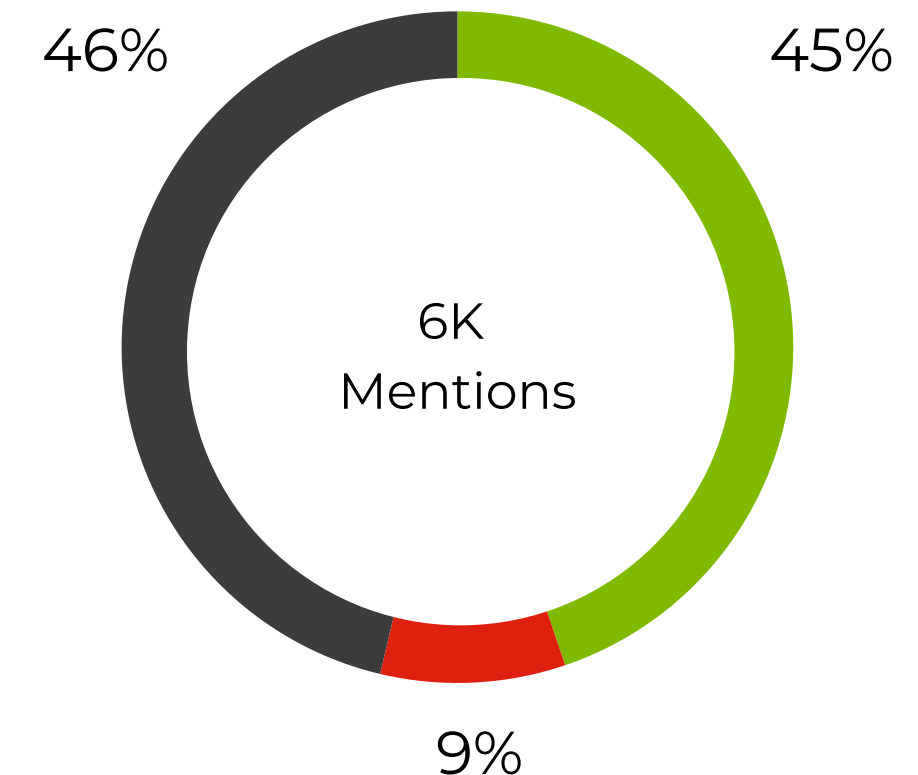


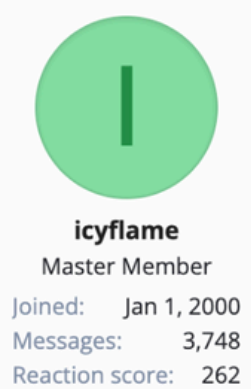
SINGAPORE STANDS OUT FOR VISIBLE CONSUMER ENTHUSIASM, WITH QUEUES OUTSIDE APPLE STORES AND STRONG INTEREST IN AI FEATURES.

- Singapore's launch-day excitement manifested in long queues outside Apple Stores, with fans cheering and then counting down the seconds. This underlining its role as an early-adopter hub.
- The Phone 17 Pro and iPhone 17 Pro Max were the central focus, generating considerable excitement and debate about their value proposition compared to older models and each other.
- Apple's personal AI system, Apple Intelligence, generated notable mentions. Apple Intelligence was compared to the likes of AI capabilities by Microsoft and Google, along with speculation of future performance and future.

IPHONE 17 MENTIONS & SENTIMENTS

Positive Negative Neutral





Sep 10, 2025 #702

[twosix said:](#) 🕒

You know what. Apple will launch when it feels it has perfected it. Why release a half-bake product that cannot beat the competitors hands down? Haha.

Well, they released Apple Intelligence last year when it was not even half baked.

Used to be proud to use apple products and trust them 100% but now think they are really behind the curve on AI.



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