



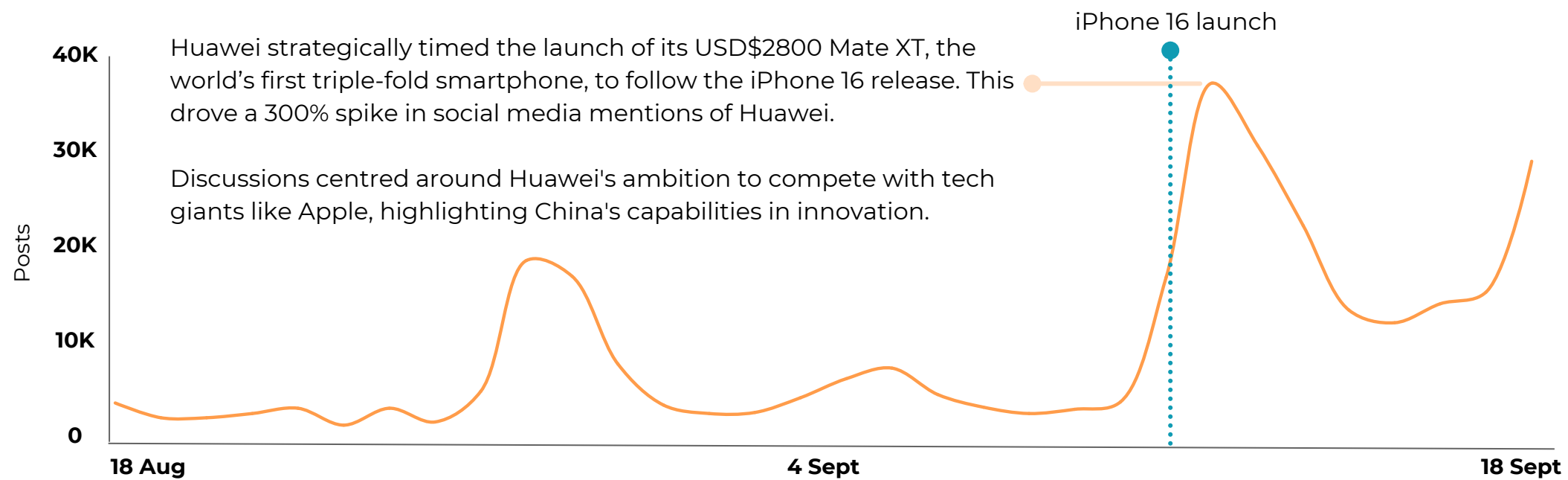
CARMA

APPLE IPHONE 16 LAUNCH Social Media Overview

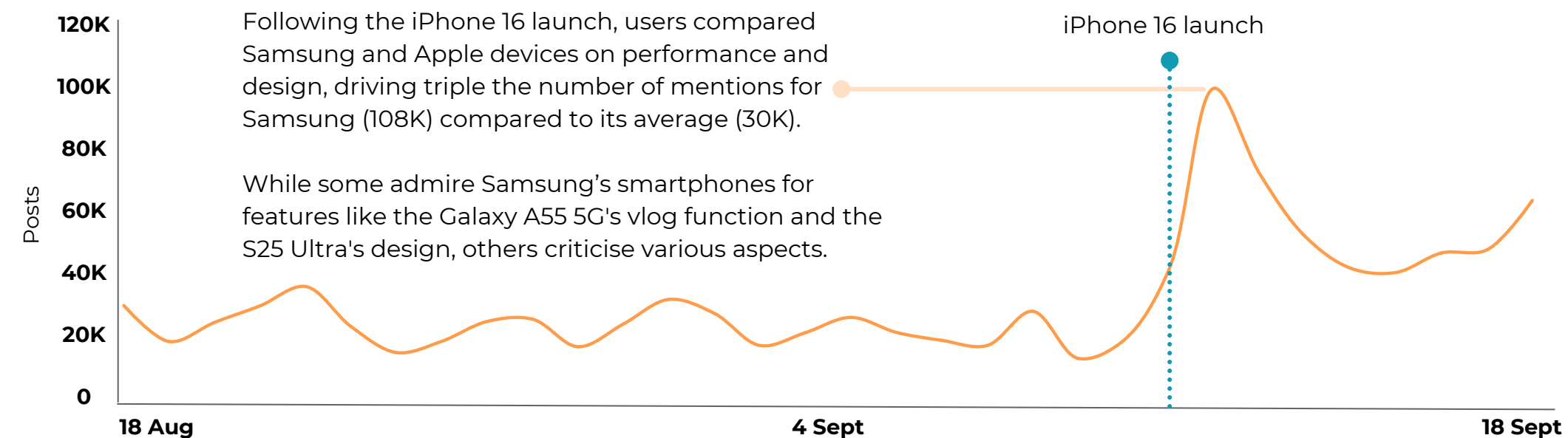
Data: X, Reddit & YouTube
Aug 18 2024 - Sept 18 2024

THE IPHONE 16 LAUNCH CAUSED A SPIKE IN SOCIAL MEDIA MENTIONS OF SAMSUNG BY THREE TIMES, AND HUAWEI BY TWO TIMES

VOLUME OF SOCIAL MEDIA CONVERSATIONS ABOUT HUAWEI

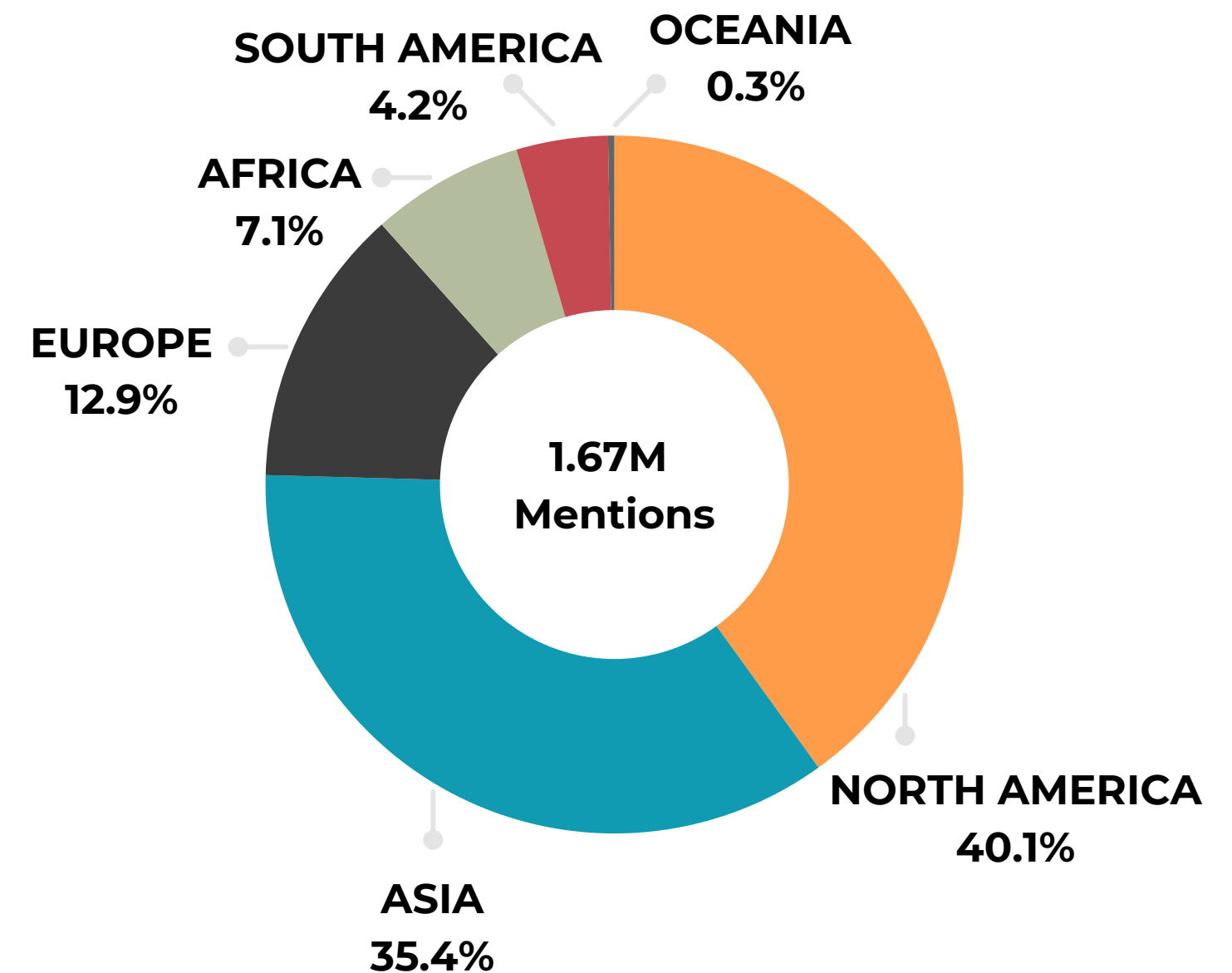


VOLUME OF SOCIAL MEDIA CONVERSATIONS ABOUT SAMSUNG



35% OF ALL IPHONE 16 MENTIONS CAME FROM ASIA

REGIONAL BREAKDOWN





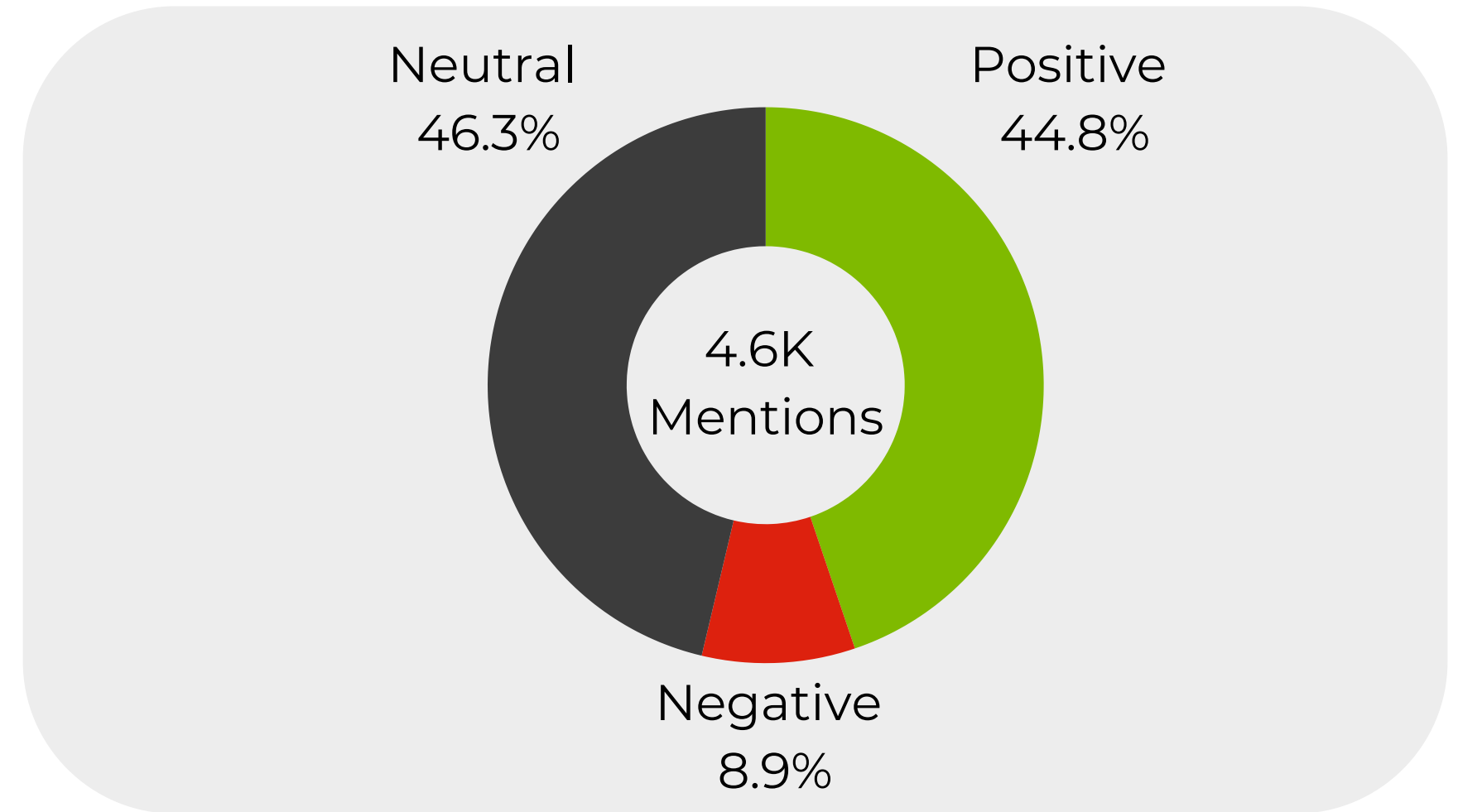
HOW DO SENTIMENTS DIFFER ACROSS ASIA?



SINGAPOREAN NETIZENS COMPARED APPLE TO COMPETITORS LIKE HUAWEI, WITH INNOVATION BEING THE KEY DISCUSSION POINT.

- Huawei's Mate XT tri-fold smartphone had over 4 million pre-orders, while Apple's iPhone 16 launch was less exciting for investors, especially with its AI features still in test mode.
- Users commented on Apple's incremental innovations in comparison to Huawei's foldable technology.
- Discussions of the key iPhone 16 features: improved cameras and the A18 Pro chip, were overshadowed by concerns about the price and lack of major design changes.
- Positive sentiments were primarily driven by discussions on the AI feature "Glowtime," camera control, and iPhone 16's design.

IPHONE 16 MENTIONS & SENTIMENTS



The 5 colours of iPhone 16 #Apple #iPhone16
 Geek Culture shared a video

Brand new iPhone 16 Pro Max hands on #creative #photography #apple
 YK shared a video

null ~ Timothé @aalinalagu shared an image
 Apple to Debut iPhone 16, 16 Plus, 16Pro, 16Pro Max, Apple Watch 10, and AirPods 4 on September 10!!! Yayy waiting man 🌟🌟🌟🌟🌟🌟 #iPhone16 #iPhone16ProMax #AppleWatch10 #AirPods4 pic.x.com/if705wloj1

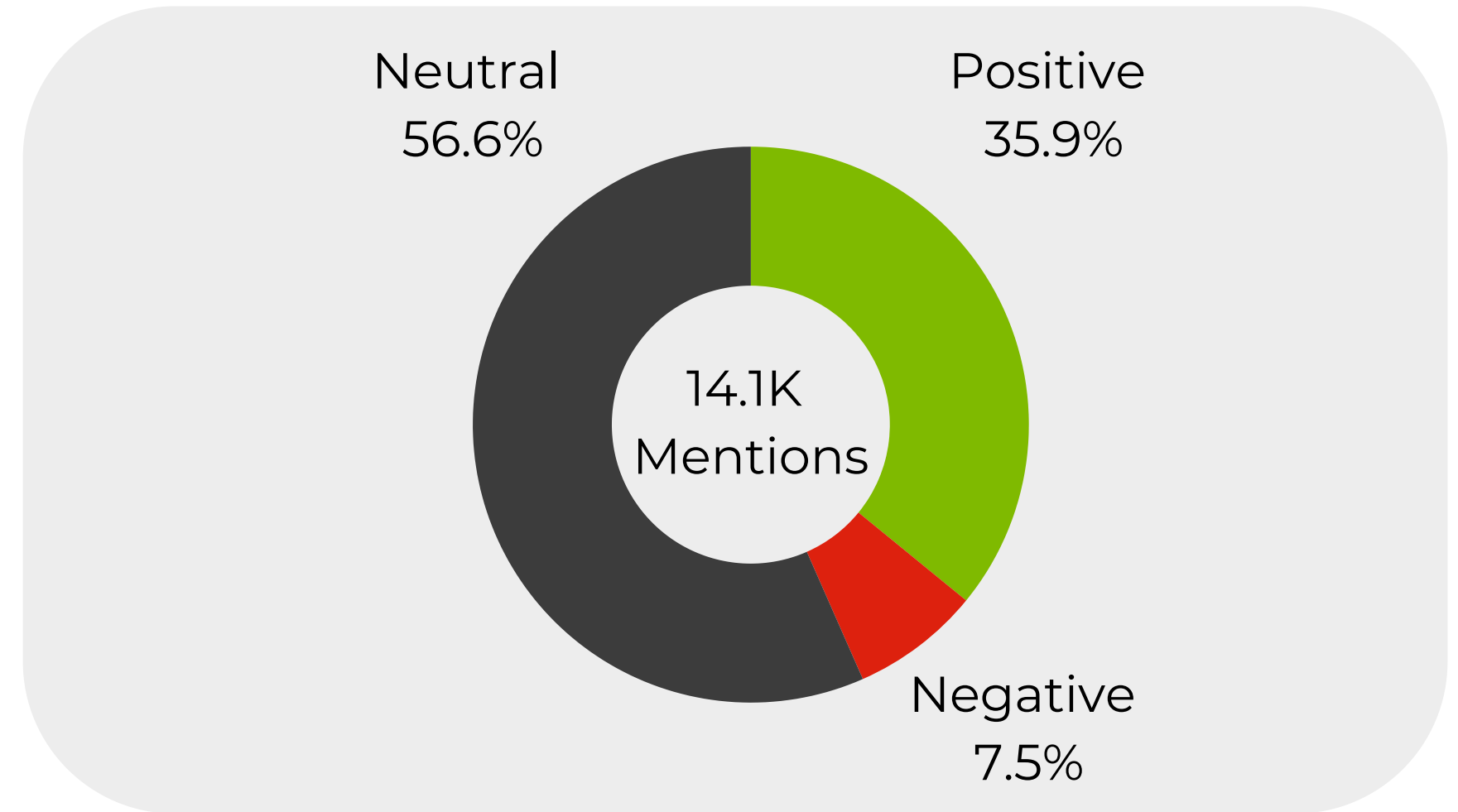
Ignis Rex @Ignis_Rex shared an image
 Huawei Mate XT has received pre-order of 6.4 mil units at closing time of 19 Sep 2024 at 2359 hrs with at retail price of USD 2,800 for basic unit. It is estimated that Apple iPhone 16 in China received order of around 3.7 mil unit at a retail price of USD 1,268 for a basic unit. Chinese consumers describe iPhone 16 as old wine in a new bottle - no new features.



MALAYSIANS REJOICED AS THE IPHONE 16 SERIES IS CHEAPER THAN THE IPHONE 15 SERIES

- The main focus for netizens was the price drop for the iPhone 16 series, making it more affordable than the previous iPhone 15 series. This price drop, approximately RM500 lower than last year, is attributed to a stronger Malaysian Ringgit.
- Users were excited about the new colour options, especially the pink, which has been described as "lawa baik" (very beautiful).
- Key features of the iPhone 16 discussed by users include the Apple A18 Pro chip, 6.3"/6.9" OLED 120Hz screens and the 48MP triple camera system. The phone's titanium build is seen as a premium addition.
- Some users shared that the pre-orders for the series will begin on September 13, building anticipation overall.

IPHONE 16 MENTIONS & SENTIMENTS



mrmoneytv @mrmoneytvchnl shared an image

Woah, iPhone 16 Pro is RM500 cheaper than iPhone 15 Pro in Malaysia when it first launched .. WHAT A MIRACLE! This year's Apple product launch is cheaper than last year's. (thread) pic.x.com/9pgfxcon36

iPhone 16 Dah Confirm Korang Boleh Tengok ! 🙌 +Apple Intelligence Dan AirPods

Fazli Halim shared a video

iPhone 16 | iPhone 16 Pro Max | iOS18 | Apple Intelligence | AI Apple secara rasminya ... yang lebih dikenali dengan pelancaran iPhone 16 mereka. Tengok sampai habis apa yang apple bakal lancarkan Social Media... [A-Z](#)

Talking iPhone 16 in Malaysia w Karen Rasmussen, Head of Online Retail at Apple | smashpop

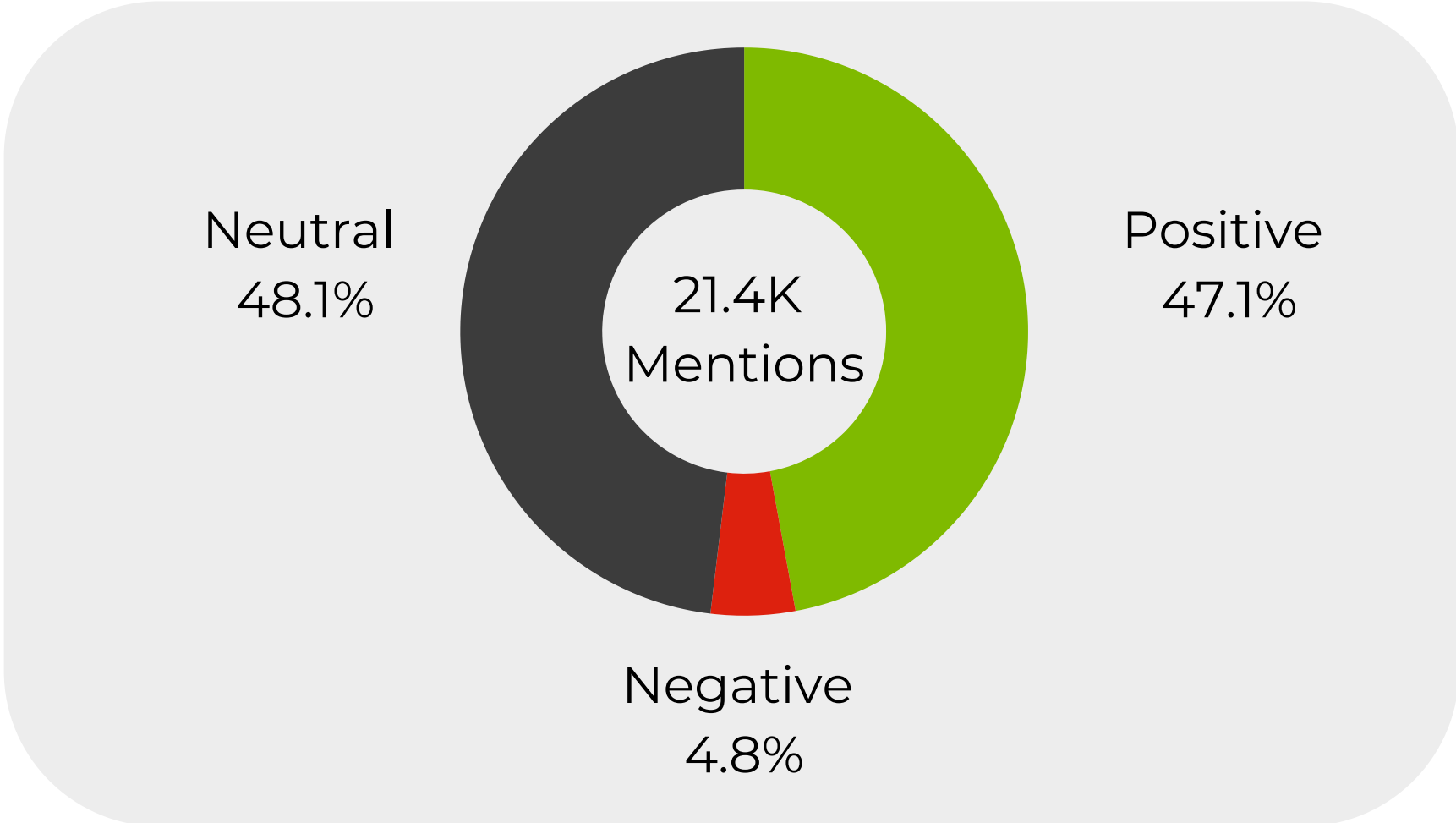
smashpop shared a video

For the very first time, Malaysians can get the new iPhone 16 on the same day as the US and Singapore! I got the chance to talk to Karen Rasmussen, Head of Retail Online, at Apple about this. Pre-order starts 13 Sept 2024...



INDONESIANS SHARED THEIR CONCERNED OVER HIGH SMARTPHONE PRICES, WHILE REMINISCING ABOUT OLDER IPHONES

- The iPhone 16's camera quality, especially its new Visual Intelligence features, is a major talking point. Indonesian users consider the improved camera a significant upgrade and a reason to favor the iPhone over competitors like Google Pixel 9.
- Many Indonesian users were critical of the iPhone 16's high price making references to local economic conditions and comparisons to alternatives like Huawei and Xiaomi. Despite admiration for the product, some question the value of spending so much on a smartphone.
- There's a strong sense of nostalgia among Indonesian users, with many reminiscing about older iPhone models like the iPhone 3G and iPhone 4. This reflects an emotional connection to the brand, despite the growing frustration with rising prices.



Soal iPhone 16 baru yang penuh "INOVASI" 🤖

GadgetIn shared a video
Atau inovasi beneran? Tokopedia Unicase Store : <https://tokopedia.link/mPYiFpR3Pub?>

Aditya Julian @adityajuliannn shared an image
lebih suka pink yang mana? google pixel 9 or iphone 16? <pic.x.com/a2g05vrq8c>

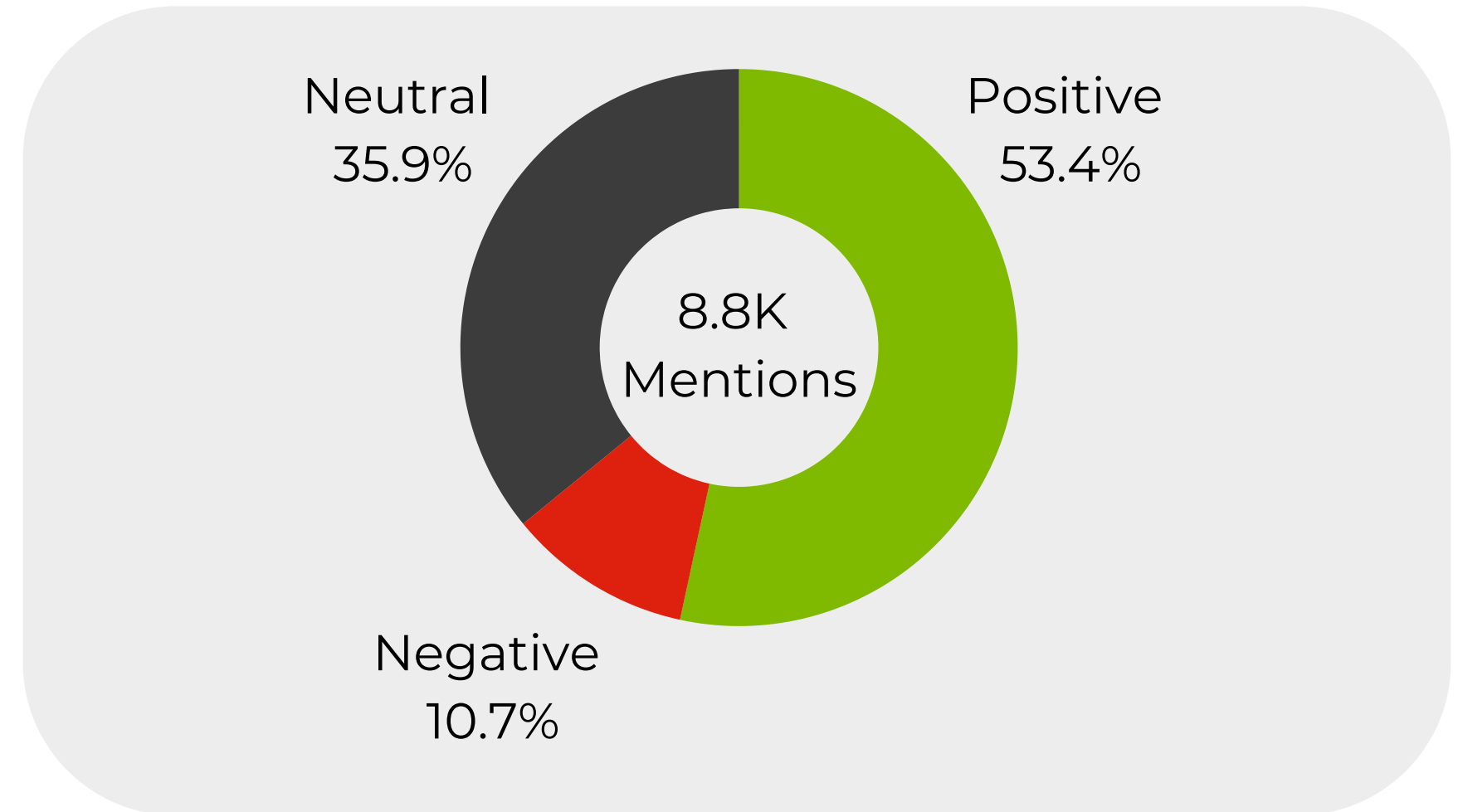
Tanyarl @tanyakanrl shared an image
WOY! AKHIRNYA IPHONE 16 ADA WARNA PINK NYA YANG BENERAN PINK !!!
<pic.x.com/uozupgahya>



SOCIAL MEDIA SENTIMENTS FROM THE PHILIPPINES WERE LARGELY NEGATIVE, DESPITE NETIZENS BEING IMPRESSED WITH IPHONE 16 FEATURES

- The iPhone 16 Pro's camera control function is the standout feature for Filipino netizens, where users can gather information about places, menus, and reservations simply by pointing the camera. Its practicality and innovation has been praised by users.
- Similar to Singapore, Apple's AI software was another highlight, particularly for its ability to improve Siri and generate text or images using natural language prompts.
- Memes were a common response to the iPhone 16's high price.
- While many are excited about the new features, some users question the need for an upgrade, especially given the lack of major innovations in recent years. Comparisons with other smartphones, such as Huawei, show that price-conscious consumers are exploring alternatives.

IPHONE 16 MENTIONS & SENTIMENTS



Selfie Dog **@SelfieDog_SOL** shared an image

The new **iPhone 16**: Because 48 megapixels will finally capture my true beauty. 🐶
pic.x.com/nltvtlcn8

Martin **@immartinsy** shared a link

Really considering switching to Google Pixel Pro if not for the Apple Ecosystem 🤔🤔 x.com/theapplehub/st...

QT **@theapplehub**: Apple introduces the iPhone 16! #AppleEvent <https://t.co/4GgL7gmPHT>

New iPhone 16, balik raman oi

Dangerous-Ad-3475 has replied

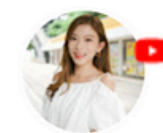
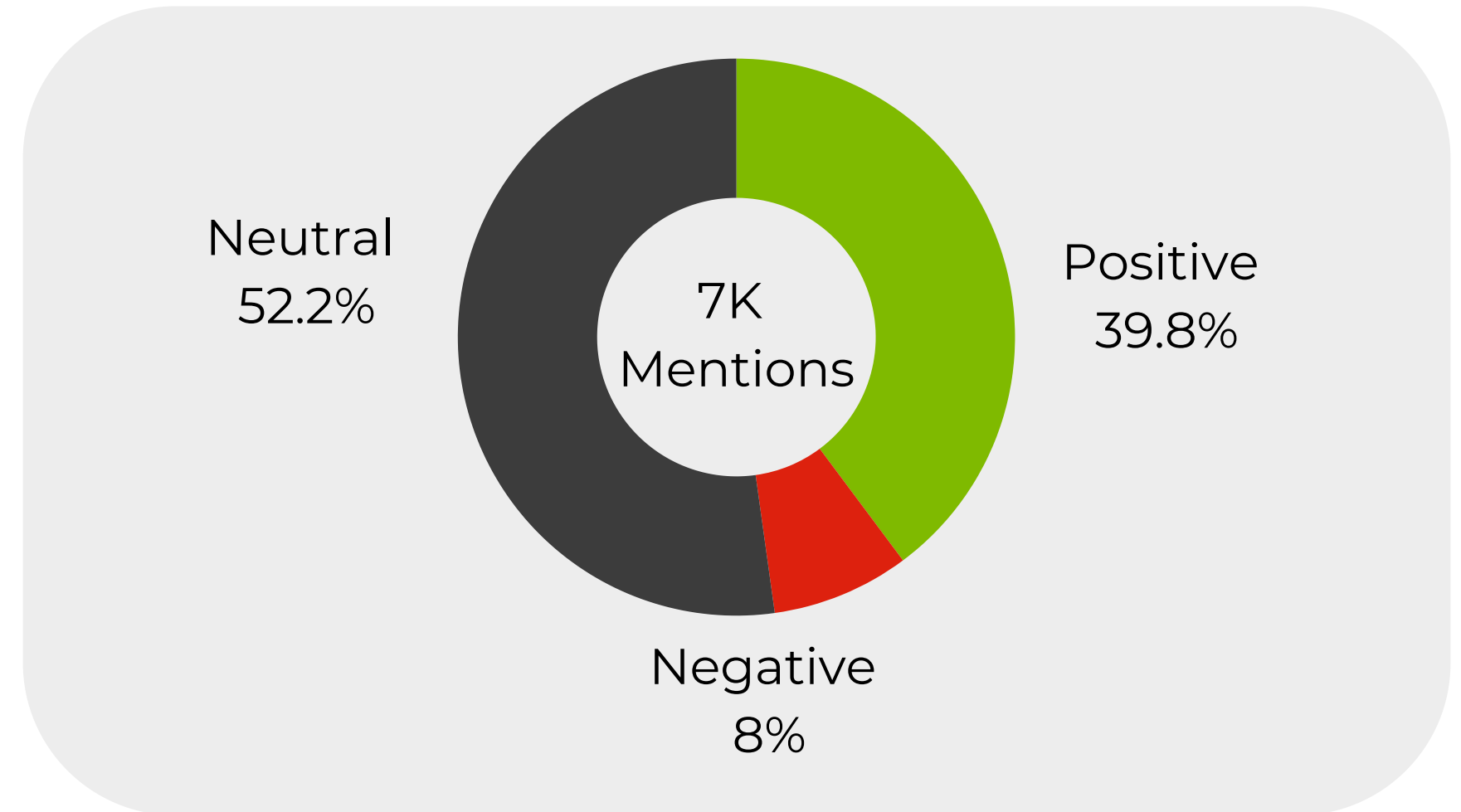
Na reach na nato ang peak sa smartphone so ayaw na mo pag expect ug extraordinary innovations.



HONG KONG NETIZENS FOCUSED ON THE LATEST CHIP TECHNOLOGY AND PERFORMANCE IMPROVEMENTS

- Similar to other markets, Hong Kong netizens are excited by the improved performance, better cameras, and sleek design of the iPhone 16, and are eager to make a purchase.
- However, due to the high price, users are considering alternatives like Huawei.
- Discussions about Apple's use of the ARM V9 CPU architecture in the A18 chip was prominent, with users appreciating the potential for increased performance and energy efficiency.
- The adoption of 3nm technology was seen as a major step forward. Apple's partnership with TSMC on the 3nm chip is seen as critical to maintaining their technological edge.

IPHONE 16 MENTIONS & SENTIMENTS



iPhone 16全系列上手試! 沙漠金實物真心靚! 實試新相機快門鍵 | AirPods 4 降噪掂? 搶眼亮黑Watch S10...



Pinky Talks shared a video

一年一度的iPhone發布會又來了! 我今年都在美國Apple Park現場跟大家實試真機, Pro系列成為史上最大iPhone螢幕、新增Camera Control按鍵、Action Button下放至iPhone 16系列、全系列都有攝力升級! 另外亦有全新AirPods 4降噪版、新顏色的AirPods Max、Watch S10 一齊去片啦! 00:00 - 開場 00:16 - Pro系列成為史上最大屏幕iPhone...



StarBoySAR @StarboySAR shared a link

Forget the iPhone 16 There are more interesting phone choices in China Huawei Mate XT tri-fold handset sees over 3 million pre-orders ahead of iPhone 16 launch. 3.04 million people have made online reservations to buy Huawei's new 5G Mate XT [scmp.com/tech/big-tech/...](https://scmp.com/tech/big-tech/)



Dan Nystedt @dnystedt tweeted

Orders for TSMC's 3nm process may push full year revenue growth to as high as 34%, media report, as Apple's impending iPhone 16 launch, with the A18 chip built by TSMC on 3nm, begins a wave of 3nm chip work, including 5G chips from Qualcomm and MediaTek, followed by another wave by Nvidia and AMD. Some investment banks reportedly see TSMC's annual revenue growth forecast rising to 31%-34% from 26%-29%. \$TSM \$AAPL \$QCOM \$NVDA \$AMD #semiconductors #semiconductor <https://t.co/8Jbn1GHeCM>



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