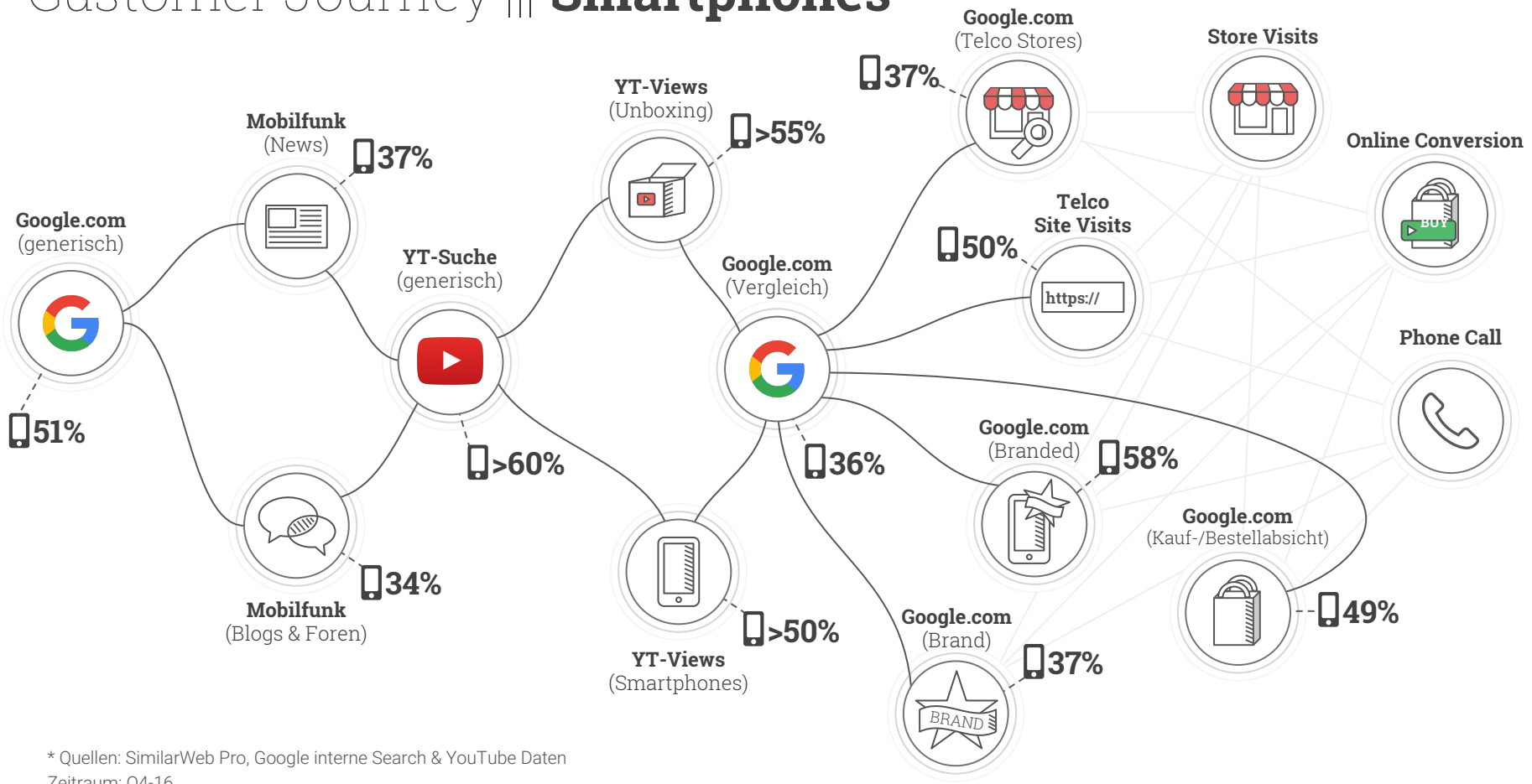
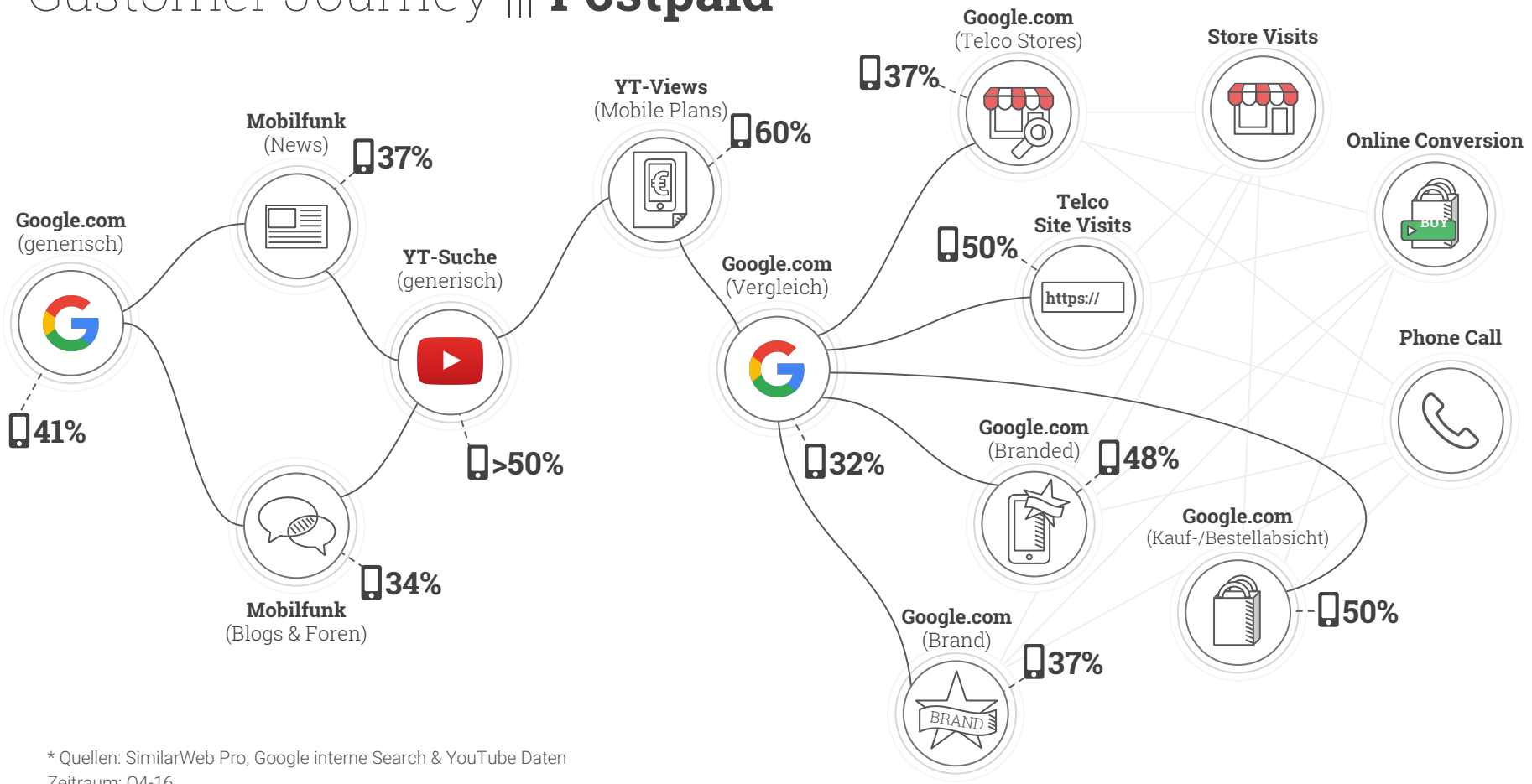


Customer Journey ||| Smartphones



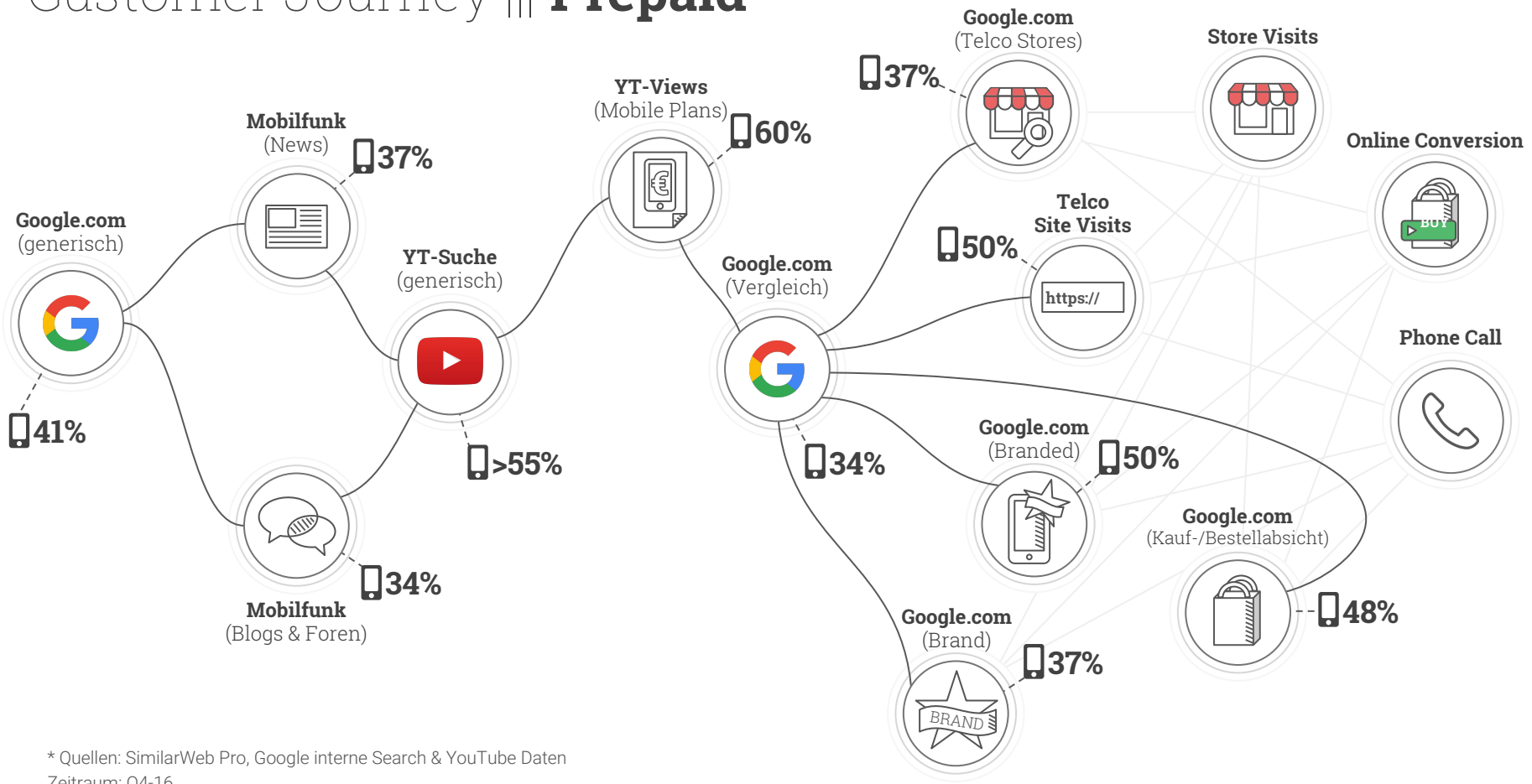
* Quellen: SimilarWeb Pro, Google interne Search & YouTube Daten
Zeitraum: Q4-16

Customer Journey ||| Postpaid



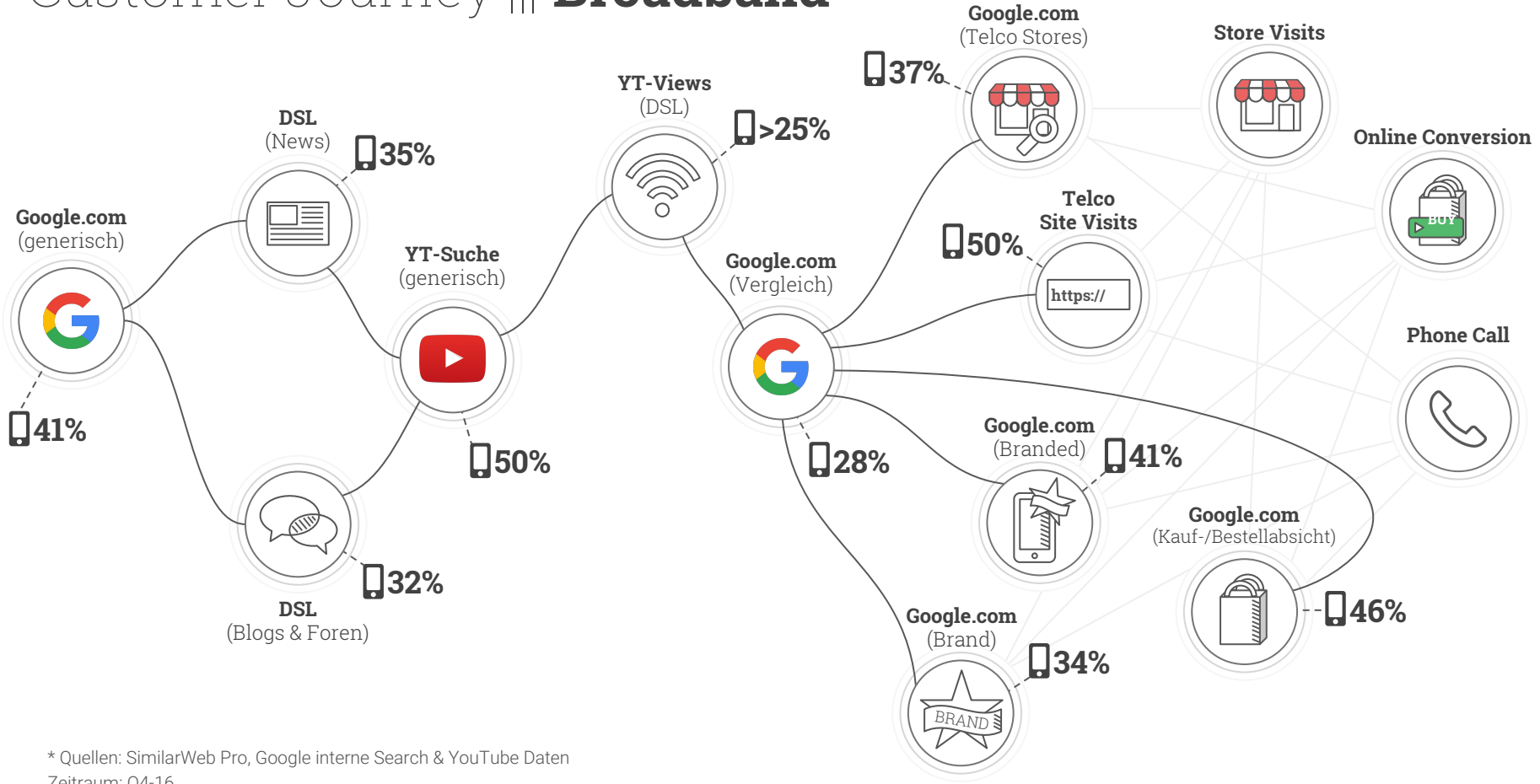
* Quellen: SimilarWeb Pro, Google interne Search & YouTube Daten
Zeitraum: Q4-16

Customer Journey ||| Prepaid



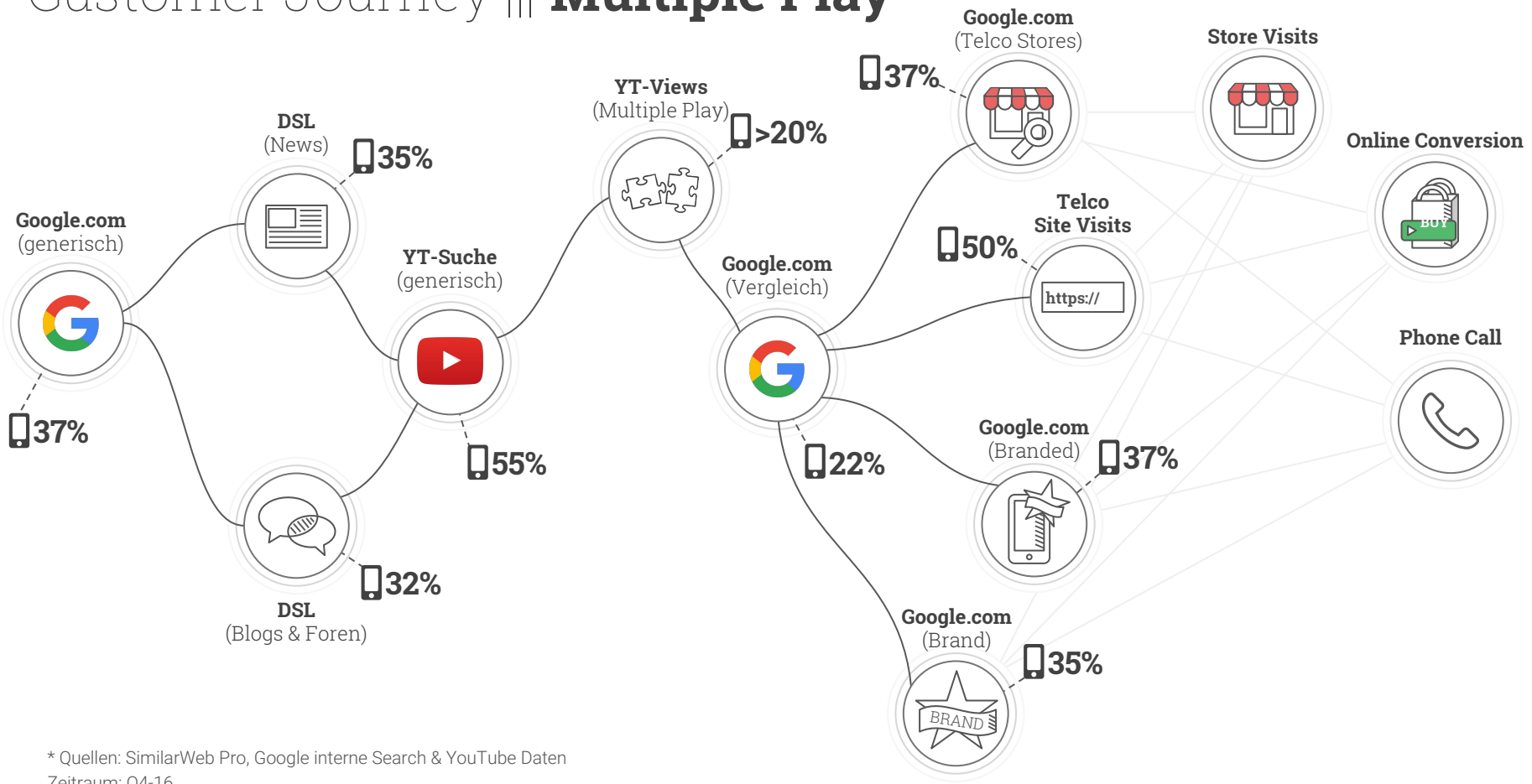
* Quellen: SimilarWeb Pro, Google interne Search & YouTube Daten
Zeitraum: Q4-16

Customer Journey ||| **Broadband**



* Quellen: SimilarWeb Pro, Google interne Search & YouTube Daten
Zeitraum: Q4-16

Customer Journey ||| Multiple Play



* Quellen: SimilarWeb Pro, Google interne Search & YouTube Daten
Zeitraum: Q4-16