

NOTICE OF FILING

This document was lodged electronically in the FEDERAL COURT OF AUSTRALIA (FCA) on 3/07/2019 5:10:28 PM AEST and has been accepted for filing under the Court's Rules. Details of filing follow and important additional information about these are set out below.

Details of Filing

Document Lodged: Concise Statement
File Number: VID721/2019
File Title: AUSTRALIAN COMPETITION AND CONSUMER COMMISSION v SAMSUNG ELECTRONICS AUSTRALIA PTY LTD
Registry: VICTORIA REGISTRY - FEDERAL COURT OF AUSTRALIA



Dated: 4/07/2019 9:48:02 AM AEST

Registrar

A handwritten signature in blue ink, appearing to read "Warwick Soden".

Important Information

As required by the Court's Rules, this Notice has been inserted as the first page of the document which has been accepted for electronic filing. It is now taken to be part of that document for the purposes of the proceeding in the Court and contains important information for all parties to that proceeding. It must be included in the document served on each of those parties.

The date and time of lodgment also shown above are the date and time that the document was received by the Court. Under the Court's Rules the date of filing of the document is the day it was lodged (if that is a business day for the Registry which accepts it and the document was received by 4.30 pm local time at that Registry) or otherwise the next working day for that Registry.



Concise Statement

No. of 2019

Federal Court of Australia

District Registry: Victoria

Division: General

AUSTRALIAN COMPETITION AND CONSUMER COMMISSION

Applicant

SAMSUNG ELECTRONICS AUSTRALIA PTY LTD ACN 002 915 648

Respondent

IMPORTANT FACTS GIVING RISE TO THE CLAIM

- 1 **Overview.** This proceeding concerns representations made by the respondent (**Samsung Australia**) about the water resistance capabilities of certain Samsung 'Galaxy' branded mobile phones listed in Schedule 1 (**Galaxy phones**). The applicant (**ACCC**) alleges that since around February 2016, Samsung Australia has made and continues to make express or implied representations, or otherwise has engaged and continues to engage in conduct likely or liable to cause consumers to believe, that the Galaxy phones would be suitable for use in, or exposure to, all types of water (including, for example, oceans and swimming pools) and/or would not be adversely affected by use in, or exposure to, all types of water for the useful life of the phone:
 - a. without reasonable grounds for making such representations; and
 - b. further or alternatively, when the Galaxy phones would not be, or were not, suitable for use in, or exposure to, all types of water, and the useful life of the Galaxy phones could or would likely be adversely affected if used in, or exposed to, liquid (including liquid other than fresh water).
- 2 **Samsung.** Samsung Australia is a company incorporated in Australia. Its parent company, Samsung Electronics Co., Ltd, designed and manufactures the Galaxy phones for sale to consumers in Australia. Samsung Australia sells the Galaxy phones to

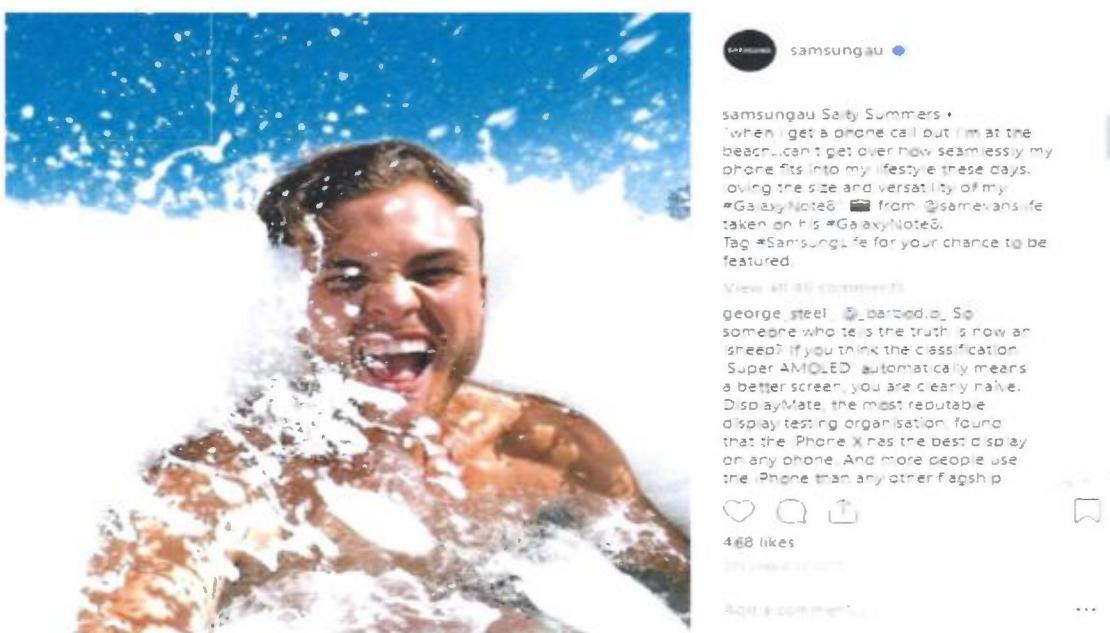
Filed on behalf of (name & role of party)	Australian Competition and Consumer Commission, Applicant		
Prepared by (name of person/lawyer)	Daniel Marquet		
Law firm (if applicable)	Corrs Chambers Westgarth		
Tel	(03) 9672 3000	Fax	(03) 9672 3010
Email	Daniel.Marquet@corrs.com.au		
Address for service (include state and postcode)	Level 22, 567 Collins Street, Melbourne, Victoria 3000		

consumers in Australia on the internet, in Samsung Australia stores and through other retailers. Samsung Australia has sold more than 4 million Galaxy phones in Australia.

- 3 **Samsung Australia's promotion and marketing of the Galaxy phones.** Samsung Australia widely promoted and marketed the Galaxy phones (and continues to do so) on the internet and in other media, including in social media (Facebook, Twitter and Instagram), television, billboards, radio, brochures, YouTube, email marketing, press releases, articles sponsored by Samsung Australia, at point of sale in its stores and in other retailers' stores. In its marketing, Samsung Australia frequently depicts the Galaxy phones being used in or exposed to various types of water, including in the ocean and in swimming pools. Samsung Australia also makes statements in advertisements to the effect that the Galaxy phones are water resistant to a depth of 1.5 metres for up to 30 minutes. Samsung Australia's advertisements and marketing materials include the statements, images and materials identified in Schedule 2.
- 4 **Representations.** By publishing or causing to be published each of the advertisements and marketing materials identified in Schedule 2, Samsung Australia:
 - a. expressly and / or impliedly represented, and continues to represent; and
 - b. further or alternatively, engaged, and continues to engage, in conduct likely or liable to cause consumers to believe -
that:
 - c. the Galaxy phones would be suitable for use in, or exposure to, all types of water, including, for example, oceans and swimming pools (**suitable for use representations**); and/or
 - d. the useful life of the Galaxy phones would not be adversely affected if the phones were used in, or exposed to, all types of water, including, for example, oceans and swimming pools (**useful life representations**).
- 5 The advertisements and marketing materials included the following statements and/or images:



A composite advertisement for Samsung Galaxy S7. The top part shows a man swimming underwater, with a close-up of the phone's screen displaying "#DoWhatYouCant". The bottom part features a large image of a man splashing water, with the text "A PHONE CAN'T BACKSTROKE" on the left and "Galaxy S7" on the right. The overall theme is showcasing the phone's waterproof capabilities.



- 6 The suitable for use representations and the useful life representations concerned future matters. Samsung Australia lacked reasonable grounds for making the suitable for use representations and the useful life representations. The ACCC relies on s 4 of the Australian Consumer Law (**ACL**) which is Schedule 2 to the *Competition and Consumer Act 2010 (Cth) (CCA)*.

7 Samsung Australia had no reasonable grounds for making the suitable for use representations or the useful life representations, because Samsung Australia:

- a. did not undertake or have knowledge of testing, or sufficient testing, of the effect of immersion in liquid (including liquids other than fresh water) on the useful life of the Galaxy phones;
- b. considered that using the Galaxy phones in liquid other than fresh water could cause damage to them, and could result in operability and cosmetic issues. For example, Samsung Australia's website currently states that the new Galaxy S10 phone range is 'not advised for beach or pool use'; and/or
- c. intended to and did refuse responsibility for damage caused to the Galaxy phones by use in liquid. For example, Samsung Australia has denied manufacturers' warranty claims made by customers and claims made under the ACL on the basis that the customer's Galaxy phone has been damaged through use in, or exposure to, liquid.

8 Further or alternatively to paragraph 6 above, the suitable for use representations and the useful life representations were in all the circumstances false or misleading because:

- a. the Galaxy phones would not be, or were not, suitable for use in, or exposure to, all types of water (such as, for example, in oceans and pools); and/or
- b. the useful life of the Galaxy phones could or would likely be adversely affected if used in, or exposed to, liquid (including liquid other than fresh water).

RELIEF SOUGHT FROM THE COURT

9 The ACCC seeks the relief sought in the accompanying Originating Application.

PRIMARY GROUNDS FOR THE RELIEF SOUGHT

10 By the conduct referred to in paragraphs 3 to 8, Samsung Australia, in trade or commerce:

- a. engaged in conduct that was misleading or deceptive, or likely to mislead or deceive, in contravention of s 18(1) of the ACL;
- b. made false or misleading representations that the Galaxy phones had performance characteristics, uses or benefits, in contravention of s 29(1)(a) and (g) of the ACL; and

- c. engaged in conduct that was liable to mislead the public as to the characteristics and suitability for purpose of the Galaxy phones, in contravention of s 33 of the ACL.

THE ALLEGED HARM SUFFERED BY CONSUMERS

- 11 Samsung Australia has acknowledged that water resistance is a key feature for Australian consumers when making decisions concerning the purchase or potential purchase of a mobile phone. Consumers are concerned about protecting mobile phones from water damage.
- 12 As a result of Samsung Australia's conduct, consumers who were looking to purchase a mobile phone were misled or likely or liable to be misled about:
 - a. the performance characteristics, uses or benefits of the Galaxy phones as being suitable for use in all types of water;
 - b. the performance characteristics, uses or benefits of the Galaxy phones in comparison to cheaper Samsung phones and competing mobile phones; and
 - c. the characteristics and suitability of the Galaxy phones for the purpose of using the Galaxy phones in all types of water.
- 13 Consumers also suffered harm when their Galaxy phones were damaged as a result of use in or exposure to water, including ocean and pool water. The harm to these consumers was and is exacerbated by Samsung Australia refusing to take responsibility for Galaxy phones damaged by such use and Samsung Australia's denial of any liability under its express and statutory warranty obligations.
- 14 Samsung Australia's conduct also gave Samsung Australia an unfair competitive advantage over competing mobile phone manufacturers who sold water resistant mobile phones and other mobile phones without engaging in misleading conduct. Samsung Australia's mobile phones which were advertised as water resistant attracted a premium price compared to Samsung Australia's mobile phones which did not have this feature.

Date: 3 July 2019



Signed by Barbara Anne Bell

Lawyer for the Applicant

This Concise Statement was prepared by N O'Bryan and C van Proctor of counsel.

Schedule 1 – Galaxy phones

- 1 Galaxy S7
- 2 Galaxy S7 Edge
- 3 Galaxy S8
- 4 Galaxy S8 Plus
- 5 Galaxy S9
- 6 Galaxy S9 Plus
- 7 Galaxy S10e
- 8 Galaxy S10
- 9 Galaxy S10 Plus
- 10 Galaxy A5 (2017 onwards)
- 11 Galaxy A7 (2017 onwards)
- 12 Galaxy A8
- 13 Galaxy Note 7
- 14 Galaxy Note 8
- 15 Galaxy Note 9

Schedule 2 - advertisement and marketing materials

Document ID	Medium	Date Posted / Date Range	Location
SAM.006.001.0001	Facebook	Unknown	Unknown
SAM.006.001.0006	Facebook	Unknown	Unknown
SAM.006.001.0063	Various	Various	Various
SAM.007.001.0001	Television Commercial	5/03/2017 - 1/04/2017	5 Metros
SAM.007.001.0002	Television Commercial	Unknown	Unknown
SAM.007.001.0003	Television Commercial	Unknown	Unknown
SAM.007.001.0005	Television Commercial	Unknown	Unknown
SAM.007.001.0006	Television Commercial	Unknown	Unknown
SAM.007.001.0007	Television Commercial	Unknown	Unknown
SAM.007.001.0008	Television Commercial	Unknown	Unknown
SAM.007.001.0009	Television Commercial	Unknown	Unknown
SAM.007.001.0010	Television Commercial	Unknown	Unknown
SAM.007.001.0011	Television Commercial	Unknown	Unknown

Document ID	Medium	Date Posted / Date Range	Location
SAM.007.001.0012	Television Commercial	Unknown	Unknown
SAM.007.001.0013	Television Commercial	6/08/2016 - 31/6/2016	5 Metros
SAM.100.001.0001	Electronic Direct Mail (EDM)	19/08/2016	Directly to consumers via EDM distribution list - GCDM
SAM.100.001.0002	Electronic Direct Mail (EDM)	4/08/2016	Directly to consumers via EDM distribution list - GCDM
SAM.100.001.0003	Electronic Direct Mail (EDM)	18/08/2016	Directly to consumers via EDM distribution list - GCDM
SAM.100.001.0004	Electronic Direct Mail (EDM)	5/10/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0005	Electronic Direct Mail (EDM)	3/08/2016	Directly to consumers via EDM distribution list - GCDM
SAM.100.001.0006	Out of Home	1/08/2016 - 25/09/2016	5 Metros
SAM.100.001.0007	Out of Home	1/08/2016 - 25/09/2016	5 Metros
SAM.100.001.0081	Digital Out of Home	1/08/2016 - 25/09/2016	National
SAM.100.001.0082	Digital Out of Home	1/08/2016 - 25/09/2016	National
SAM.100.001.0083	Digital Out of Home	1/08/2016 - 25/09/2016	National
SAM.100.001.0085	Digital Out of Home	1/08/2016 - 25/09/2016	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0091	Out of Home	1/08/2016 - 25/09/2016	5 Metros
SAM.100.001.0092	Out of Home	1/08/2016 - 25/09/2016	5 Metros
SAM.100.001.0094	Out of Home	1/08/2016 - 25/09/2016	5 Metros
SAM.100.001.0095	Television Commercial	1/08/2016 - 25/09/2016	5 Metros
SAM.100.001.0102	Electronic Direct Mail (EDM)	Sent 27/05/2018	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0267	Electronic Direct Mail (EDM)	Sent 16/08/2018	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0268	Electronic Direct Mail (EDM)	Sent 16/08/2018	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0275	Electronic Direct Mail (EDM)	Sent 11/03/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0276	Electronic Direct Mail (EDM)	Sent 11/03/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0277	Electronic Direct Mail (EDM)	Sent 11/03/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0278	Electronic Direct Mail (EDM)	Sent 11/03/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0279	Electronic Direct Mail (EDM)	Sent 26/02/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0280	Electronic Direct Mail (EDM)	Sent 8/03/2016	Directly to consumers via EDM distributionlist - GCDM

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0281	Electronic Direct Mail (EDM)	Sent 10/03/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0282	Electronic Direct Mail (EDM)	Sent 22/02/2016	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0283	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0284	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0285	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0286	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0287	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0288	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0289	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0290	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0291	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0292	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0293	Out of Home	22/02/2016 - 12/09/2016	5 Metros

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0415	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0459	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0460	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0461	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0462	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0463	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0464 SAM.100.001.0465	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0466	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0467	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0468	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0469	Out of Home	22/02/2016 - 12/09/2016	5 Metros
SAM.100.001.0470	Electronic Direct Mail (EDM)	Sent 15/03/2017	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0471	Electronic Direct Mail (EDM)	Sent 2/03/2017	Directly to consumers via EDM distributionlist - GCDM

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0472	Electronic Direct Mail (EDM)	Sent 20/11/2017	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0473	Electronic Direct Mail (EDM)	Sent 15/12/2017	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0495	Digital Display	2/07/2017 - 31/12/2017	National
SAM.100.001.0506	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0507	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0508	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0509	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0510	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0511	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0512	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0513	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0514	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0515	Online Video	2/07/2017 - 31/12/2017	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0539	Online Video	2/07/2017 - 31/12/2017	National
SAM.100.001.0621 SAM.100.001.0622 SAM.100.001.0623 SAM.100.001.0624	Digital Display	22/09/2017 - 31/12/2017	National
SAM.100.001.0821	Online Video	27/04/2017 - 31/07/2017	National
SAM.100.001.0822	Online Video	27/04/2017 - 31/07/2017	National
SAM.100.001.0823	Online Video	27/04/2017 - 31/07/2017	National
SAM.100.001.0824	Online Video	27/04/2017 - 31/07/2017	National
SAM.100.001.0825	Online Video	27/04/2017 - 31/07/2017	National
SAM.100.001.0828	Video Carousel	27/04/2017 - 31/07/2017	National
SAM.100.001.0829	Livestream video	27/04/2017 - 31/07/2017	National
SAM.100.001.0839	Online Video	27/04/2017 - 31/07/2017	National
SAM.100.001.0841	Electronic Direct Mail (EDM)	Sent 28/04/2017	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0842	Electronic Direct Mail (EDM)	Sent 28/04/2017	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0843	Electronic Direct Mail (EDM)	Sent 31/03/2018	Directly to consumers via EDM distributionlist - GCDM

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0844	Electronic Direct Mail (EDM)	Sent 12/04/2018	Directly to consumers via EDM distributionlist - GCDM
SAM.100.001.0847	Out of Home	27/07/2018 - 31/07/2017	5 Metros
SAM.100.001.0849	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0851	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0853	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0855	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0856	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0858	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0860	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0862	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0864	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0865	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0866	Out of Home	27/04/2017 - 31/07/2017	5 Metros

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0867	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0868	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0869	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0876	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0877	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0878	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0879	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0886	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0887	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0888	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0889	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0890	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0891	Out of Home	27/04/2017 - 31/07/2017	5 Metros

Document ID	Medium	Date Posted / Date Range	Location
SAM.100.001.0898	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0899	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0900	Out of Home	27/04/2017 - 31/07/2017	National
SAM.100.001.0901	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.0902	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.100.001.1350	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.101.001.0002	In-store tickets	1/03/2018 - 5/10/2018	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0004	In-store tickets	1/03/2018 - 5/10/2018	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0006	In-store tickets	1/03/2018 - 5/10/2018	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0007	In-store tickets	1/03/2018 - 5/10/2018	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0010	Experience kit	03/2018	Branded Retail Samsung Experience Store
SAM.101.001.0011	Point of Sale Marketing	1/03/2018 - 30/04/2018	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0016	Fab Frames, Lightboxes and Graphics - Point	11/2017 - 01/2018	Branded Retail Samsung Experience Store

Document ID	Medium	Date Posted / Date Range	Location
	of Sale Marketing		
SAM.101.001.0066	Windows, Fab Frames, Lightboxes and Graphics - Point of Sale Marketing	08/2017 - 11/2017	Branded Retail Samsung Experience Store and Studio
SAM.101.001.0127	Windows, Fab Frames, Lightboxes and Graphics - Point of Sale Marketing	08/2017 - 11/2017	Branded Retail Samsung Experience Store and Studio
SAM.101.001.0164	In-store tickets	1/03/2017 - 5/10/2018	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0166	Windows, Fab Frames, Lightboxes and Graphics - Point of Sale Marketing	05/2017 - 06/2017 or 07/2017	Branded Retail Samsung Experience Store and Studio
SAM.101.001.0205	Windows, fab frames, lightboxes and Graphics - Point of Sale Marketing	06/2017 or 07/2017 - 08/2018	Branded Retail Samsung Experience Store and some Studio locations
SAM.101.001.0264	In-store tickets	1/03/2017 - 5/10/2017	Branded Retail Samsung Experience Storeand Studio
SAM.101.001.0266	In-store tickets	1/03/2017 - 5/10/2018	Branded Retail Samsung Experience Storeand Studio

Document ID	Medium	Date Posted / Date Range	Location
SAM.101.001.0268	Light box graphic	02/2017 - 03/2017	Branded Retail Studio
SAM.101.001.0283	Poster, Placement, Ticket	11/2016 - 04/2017	JB Hifi, Bing Lee, The Good Guys
SAM.101.001.0316	Poster, Info panel, Ticket	08/2017 - 03/2018	JB Hifi, Bing Lee, Harvey Norman, The Good Guys
SAM.101.001.0317	Ticketing	11/08/2018	Bing Lee, JB Hifi, Harvey Norman
SAM.101.001.0319	Ticketing	11/08/2018	Bing Lee, JB Hifi, Harvey Norman
SAM.101.001.0323	Ticketing	11/08/2018	Bing Lee, JB Hifi, Harvey Norman
SAM.101.001.0325	Ticketing	11/08/2018	Bing Lee, JB Hifi, Harvey Norman
SAM.101.001.0327	Ticketing	11/08/2018	Bing Lee, JB Hifi, Harvey Norman
SAM.101.001.0329	Ticket	Available 08/2017	Bing Lee, The Good Guys
SAM.101.001.0330	Info panel, poster	Available 08/2017	JB Hifi
SAM.101.001.0400	Poster, Ticket	04/2017 - 05/2017	JB Hifi, Harvey Norman, Bing Lee, The Good Guys, Perth Airport, Brisbane Airport
SAM.101.001.0497	Poster, Ticket	Available 03/2018	JB Hifi
SAM.101.001.0498	Poster, Ticket	Available 03/2018	The Good Guys

Document ID	Medium	Date Posted / Date Range	Location
SAM.101.001.0500	Poster	10/2017 - 03/2018	JB Hifi, Bing Lee, Harvey Norman,Melbourne Airport
SAM.101.001.0528	In-store tickets	1/03/2018 - 5/10/2018	VHA SIS fixtures multiple locations
SAM.101.001.0529	In-store tickets	1/03/2018 - 5/10/2018	VHA SIS fixtures multiple locations
SAM.101.001.0532	Fab Frame - Point of Sale Marketing	11/2017 - 01/2018	VHA SIS 1M wall bays and Table displays
SAM.101.001.0540	In-store tickets	1/08/2017 - 5/10/2018	VHA SIS fixtures multiple locations
SAM.101.001.0542	In-store tickets	1/03/2017 - 5/10/2018	VHA SIS fixtures multiple locations
SAM.101.001.0543	In-store tickets	1/03/2017 - 5/10/2018	VHA SIS fixtures multiple locations
SAM.104.001.0003	Facebook	Posted 4/07/2018	https://www.facebook.com/SamsungAustralia/videos/1826215864110293/
SAM.104.001.0008	Facebook	Posted 15/07/2018	https://www.facebook.com/SamsungAustralia/posts/1100194563379097:0
SAM.104.001.0009 SAM.116.001.0002	Facebook	2/08/2018	https://www.facebook.com/SamsungAustralia/videos/1110457745686112/
SAM.104.001.0010 SAM.116.001.0003	Facebook	4/08/2018	https://www.facebook.com/SamsungAustralia/videos/1125575344174352/
SAM.104.001.0016	Facebook	Posted 27/02/2017	https://www.facebook.com/SamsungAustralia/videos/1319487074783177/
SAM.104.001.0020	Facebook	Posted 23/03/2017	https://www.facebook.com/SamsungAustralia/videos/1344789125586305/

Document ID	Medium	Date Posted / Date Range	Location
SAM.104.001.0021	Facebook	Posted 25/02/2016	https://www.facebook.com/SamsungAustralia/posts/1010999798965241
SAM.104.001.0022	Facebook	Posted 12/03/2016	https://www.facebook.com/SamsungAustralia/posts/1019761824755705:0
SAM.104.001.0025	Facebook	Posted 18/03/2016	https://www.facebook.com/SamsungAustralia/posts/1024406780957876:0
SAM.104.001.0030	Facebook	Posted 19/04/2016	https://www.facebook.com/SamsungAustralia/posts/1044547132277174:0
SAM.104.001.0040	Facebook	19/06/2017 - 8/08/2017	https://www.facebook.com/SamsungAustralia/videos/1440176949380855/
SAM.104.002.0003	Facebook	25/03/2016	https://www.facebook.com/SamsungAustralia/posts/1028347070563847
SAM.104.002.0004	Facebook	26/03/2016	https://www.facebook.com/SamsungAustralia/posts/1028347070563847
SAM.104.002.0005	Facebook	27/03/2016	https://www.facebook.com/SamsungAustralia/posts/1028347070563847
SAM.105.001.0037	Instagram	20/04/2016	https://www.instagram.com/p/BEanVqOkyhI/?taken-by=samsungau
SAM.105.001.0040	Instagram	17/06/2016	https://www.instagram.com/p/BGv2rBmkyob/?taken-by=samsungau
SAM.105.001.0042	Instagram	15/07/2016	https://www.instagram.com/p/BH3OrUJBbFC/?taken-by=samsungau
SAM.105.001.0059	Instagram	1/04/2017	https://www.instagram.com/p/BSVF2EQB0BA/?taken-by=samsungau
SAM.105.001.0083	Instagram	Posted 21/12/2017	https://www.instagram.com/p/Bc8f1ztBHGP/?taken-by=samsungau

Document ID	Medium	Date Posted / Date Range	Location
SAM.106.001.0003	Twitter	Posted 5/07/2018	https://twitter.com/SamsungAU/status/1014645031213420545
SAM.106.001.0015 SAM.116.002.0002	Twitter	Posted 30/07/2017	https://twitter.com/SamsungAU/status/891497097601597440
SAM.106.001.0017	Twitter	Posted 29/05/2017	https://twitter.com/SamsungAU/status/869123906308718592
SAM.106.001.0018	Twitter	Posted 9/05/2017	https://twitter.com/SamsungAU/status/861837277978181632
SAM.106.001.0020	Twitter	Posted 21/04/2017	https://twitter.com/SamsungAU/status/855302525632757765
SAM.106.001.0021	Twitter	Posted 13/04/2017	https://twitter.com/SamsungAU/status/852403490097815552
SAM.106.001.0026	Twitter	Posted 15/07/2016	https://twitter.com/SamsungAU/status/753752066233802753
SAM.106.001.0029	Twitter	Posted 15/07/2016	https://twitter.com/SamsungAU/status/753790463291772928
SAM.106.001.0031	Twitter	Posted 12/05/2016	https://twitter.com/SamsungAU/status/730667345757143040
SAM.106.001.0033	Twitter	Posted 1/04/2016	https://twitter.com/SamsungAU/status/715818531661582336
SAM.106.001.0034	Twitter	Posted 11/03/2016	https://twitter.com/SamsungAU/status/708178191307804673
SAM.106.001.0035	Twitter	Posted 24/02/2016	https://twitter.com/SamsungAU/status/702417811755311104
SAM.107.001.0002	Media release	Distributed 21/02/2016	Distributed directly to relevant Australian media

Document ID	Medium	Date Posted / Date Range	Location
SAM.107.001.0006	Media release	Distributed 2/08/2016	Distributed directly to relevant Australian media
SAM.107.001.0010	Media release	Distributed 11/05/2018	Distributed directly to relevant Australian media
SAM.107.001.0013	Media release	Distributed 23/08/2017	Distributed directly to relevant Australian media
SAM.107.001.0016	Media release	Distributed 30/06/2017	Distributed directly to relevant Australian media
SAM.107.001.0018	Media release	Distributed 29/03/2017	Distributed directly to relevant Australian media
SAM.107.001.0022	Media release	Distributed 25/02/2018	Distributed directly to relevant Australian media
SAM.107.001.0026	Media release	Distributed 9/08/2018	Distributed directly to relevant Australian media
SAM.107.001.0031	Media release	Distributed 10/02/2017	Distributed directly to relevant Australian media
SAM.107.001.0041	Sponsored content	11/05/2017	https://www.samsung-reimagine.com.au/2017/05/11/eight-coolest-features-new-samsung-galaxy-s8/
SAM.107.001.0044	Sponsored content	4/04/2017	https://www.samsung-reimagine.com.au/2017/04/04/water-resistance-changed-how-i-used-my-phone/
SAM.108.004.0003	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0004	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0005	Animated Banner	22/02/2016 - 12/09/2016	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.108.004.0006	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0007	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0008	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0009	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0010	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.108.004.0011	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.108.004.0012	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.108.004.0013	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.108.004.0014	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.108.004.0015	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.108.004.0016	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.108.004.0017	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0018	Animated Banner	7/07/2018 - 30/09/2018	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.108.004.0019	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0020	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0021	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0022	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0023	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0024	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0025	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0026	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0027	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0028	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0029	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0030	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0031	Animated Banner	7/07/2018 - 30/09/2018	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.108.004.0032	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0033	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0034	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0035	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0036	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0037	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0038	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0039	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0040	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0041	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0042	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0043	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0044	Animated Banner	7/07/2018 - 30/09/2018	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.108.004.0045	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0046	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.108.004.0047	Digital Display	2/07/2017 - 31/12/2017	National
SAM.108.004.0048	Digital Display	2/07/2017 - 31/12/2017	National
SAM.108.004.0049	Digital Display	2/07/2017 - 31/12/2017	National
SAM.108.004.0050	Digital Display	2/07/2017 - 31/12/2017	National
SAM.108.004.0055	Digital Display	27/04/2017 - 31/07/2017	National
SAM.108.004.0057	Digital Display	27/04/2017 - 31/07/2017	National
SAM.108.004.0059	Digital Display	27/04/2017 - 31/07/2017	National
SAM.108.004.0061	Digital Display	22/09/2017 - 31/12/2017	National
SAM.109.001.0003	Youtube	Posted 4/03/2018	https://www.youtube.com/watch?v=Swt6pp2fQYA
SAM.109.001.0004	Youtube	Posted 4/07/2018	https://www.youtube.com/watch?v=_XTphzg9j-I
SAM.109.001.0007	Youtube	Posted 24/03/2018	https://www.youtube.com/watch?v=Qxgjge82ims

Document ID	Medium	Date Posted / Date Range	Location
SAM.109.001.0008	Youtube	Posted 30/04/2018	https://www.youtube.com/watch?v=zS49kLBmwWs
SAM.109.003.0001 SAM.116.004.0001	Facebook	15/07/2016	https://www.facebook.com/SamsungAustralia/videos/1110457745686112/
SAM.112.001.0002	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0003	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0004	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0013	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0014	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0015	Animated Banner	22/02/2016 - 12/09/2016	National
SAM.112.001.0016	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.112.001.0017	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.112.001.0018	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.112.001.0019	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.112.001.0020	Animated Banner	1/08/2016 - 25/09/2016	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.112.001.0021	Animated Banner	1/08/2016 - 25/09/2016	National
SAM.112.001.0022	Digital Out of Home	1/08/2016 - 25/09/2016	National
SAM.112.001.0023	Digi Skin	1/08/2016 - 25/09/2016	National
SAM.112.001.0024	Digi Skin	1/08/2016 - 25/09/2016	National
SAM.112.001.0025	Expanding Banner	1/08/2016 - 25/09/2016	National
SAM.112.001.0031	Animated Banner	7/07/2018 - 30/09/2018	National
SAM.112.001.0032	Online Video	2/07/2017 - 31/12/2017	National
SAM.112.001.0033	Online Video	2/07/2017 - 31/12/2017	National
SAM.112.001.0034	Digital Display	2/07/2017 - 31/12/2017	National
SAM.112.001.0035	Digital Display	2/07/2017 - 31/12/2017	National
SAM.112.001.0036	Digital Display	2/07/2017 - 31/12/2017	National
SAM.112.001.0037	Digital Display	2/07/2017 - 31/12/2017	National
SAM.112.001.0207	Digital Display	27/04/2017 - 31/07/2017	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.112.001.0212	Digital Display	22/09/2017 - 31/12/2017	National
SAM.112.001.0216	Out of Home	22/02/2016 - 19/09/2018	5 Metros
SAM.112.001.0218	Out of Home	1/08/2016 - 25/09/2016	5 Metros
SAM.112.001.0219	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0225	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.112.001.0226	Online Video	2/07/2017 - 31/12/2017	National
SAM.112.001.0227	Out of Home	27/04/2017 - 31/07/2017	5 Metros
SAM.113.001.0001	Electronic Direct Mail (EDM)	Sent 16/08/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/crown/po2nloyal/n4/
SAM.113.001.0005	Electronic Direct Mail (EDM)	2/03/2017 - 7/02/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/cbrand/decw1/
SAM.113.001.0008	Electronic Direct Mail (EDM)	Sent 2/03/2017	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/aseriespplc/pplc1/aseries/
SAM.113.001.0010	Electronic Direct Mail (EDM)	Sent 26/06/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/a8/up1a/
SAM.113.001.0012	Electronic Direct Mail (EDM)	Sent 17/11/2017, 20/12/2017, 16/01/2018, 22/01/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/dreamupgrade/decw2/
SAM.113.001.0015	Electronic Direct Mail (EDM)	Sent 27/05/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/s9up/aprw2s6e/

Document ID	Medium	Date Posted / Date Range	Location
SAM.113.001.0018	Electronic Direct Mail (EDM)	Sent 17/11/2017, 20/12/2017, 16/01/2018, 22/01/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/imswitch/novw2/
SAM.113.001.0022	Electronic Direct Mail (EDM)	Sent 15/12/2017, 7/02/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/cbrand/febw1/
SAM.113.001.0025	Electronic Direct Mail (EDM)	Sent 27/05/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/s9up/aprw2s6/
SAM.113.001.0028	Electronic Direct Mail (EDM)	Sent 17/11/2017, 20/12/2017, 16/01/2018, 22/01/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/dreamupgrade/janw1/
SAM.113.001.0031	Electronic Direct Mail (EDM)	Sent 26/06/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/a8/up1b/
SAM.113.001.0033	Electronic Direct Mail (EDM)	Sent 16/08/2018	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/crown/po2nloyal/n5/
SAM.113.001.0037	Electronic Direct Mail (EDM)	Sent 2/03/2017	Directly to consumers via EDM distribution list - GCDM: https://www.samsung.com/au/email/aseriespplc/pplc1/eng/
SAM.113.001.0039	Samsung Website	11/2016	https://www.samsung.com/au/mobile/s/all-smartphones/
SAM.113.001.0043	Samsung Website	Over one year ago	https://www.samsung.com/au/galaxy-a/
SAM.113.001.0054	Samsung Website	25/01/2017	https://www.samsung.com/au/mobile/s/galaxy-a5-a520f/SM-A520FZKAXSA/
SAM.113.001.0069	Samsung Website	19/03/2018	https://www.samsung.com/au/mobile/s/galaxy-a8-a530/SM-A530FZKAXSA/
SAM.113.001.0096	Samsung Website	Unknown	https://shop.samsung.com/au/mobile/galaxy-s8

Document ID	Medium	Date Posted / Date Range	Location
SAM.113.001.0111	Samsung Website	28/03/2017	http://www.samsung.com/au/smartphones/galaxy-s8-g950/SM-G950FZKAXSA/
SAM.113.001.0125	Samsung Website	29/03/2017	https://www.samsung.com/au/mobiles/galaxy-s8-g955/SM-G955FZKAXSA/
SAM.113.001.0139	Samsung Website	27/02/2017	https://www.samsung.com/au/mobiles/galaxy-s8/performance/
SAM.113.001.0163	Samsung website	03/2018	https://www.samsung.com/au/mobiles/galaxy-s9/performance/
SAM.113.001.0180	Samsung website	Over one year ago	https://www.samsung.com/au/smartphones/galaxy-note8/
SAM.113.001.0193	Press release	1/03/2016 - 5/10/2018	https://www.samsung.com/au/news/local/samsung-resigns-surfing-superstar-sally-fitzgibbons-as-australian-ambassador/ and distributed to relevant Australian media on 1 March 2016
SAM.113.001.0196	Sponsored content	23/12/2017	http://www.techguide.com.au/news/samsung-devices-built-handle-australian-summer-activities/
SAM.116.001.0006	Online Video	7/07/2017 - 6/08/2017	Facebook, Twitter, Instagram
SAM.116.005.0003	Facebook	Posted 2/04/2016	https://www.facebook.com/SamsungAustralia/videos/1035781499820404/
SAM.116.005.0004	Facebook	Posted 12/05/2016	https://www.facebook.com/SamsungAustralia/videos/1061934557205098/
SAM.117.004.0001 SAM.117.004.0002 SAM.117.004.0003 SAM.117.004.0004	Animated Banner	25/07/2016 - 25/08/2016	National
SAM.117.004.0005 SAM.117.004.0006 SAM.117.004.0007 SAM.117.004.0008	Animated Banner	2/08/2016 - 2/09/2016	National

Document ID	Medium	Date Posted / Date Range	Location
SAM.117.004.0009	Animated Banner	2/08/2016 - 2/09/2016	National
SAM.117.004.0010			
SAM.117.004.0011			
SAM.117.004.0012			
SAM.117.004.0013	Animated Banner	4/04/2016 - 31/10/2016	National
SAM.117.004.0014			
SAM.117.004.0015			
SAM.117.004.0016			
SAM.117.004.0017	Animated Banner	4/04/2016 - 31/10/2016	National
SAM.117.004.0018			
SAM.117.004.0019			
SAM.150.001.0001	Radio	8/08/2017 - 27/08/2017	Metro Australia
SAM.150.001.0002	Radio	2/11/2017 - 30/11/2017	Metro Australia
SAM.150.001.0003	Radio	1/11/2017	Melbourne
SAM.151.001.0030	Booklet	08/2017 - 12/2017	Samsung Branded Stores
SAM.151.001.0042	Booklet	03/2017 - 05/2017	Samsung Branded Stores
SAM.151.001.0047	Booklet	03/2018 - 07/2018	Samsung Branded Stores
SAM.151.001.0080	Booklet	09/2017 - 12/2017	Samsung Branded Stores
SAM.151.001.0083			
SAM.151.001.0097	Booklet	12/2016 - 03/2017	Samsung Branded Stores
SAM.151.001.0127	Booklet	12/2017 - 02/2018	Samsung Branded Stores
SAM.151.001.0130			

Document ID	Medium	Date Posted / Date Range	Location
SAM.151.001.0151 SAM.151.001.0154	Booklet	05/2017 - 08/2017	Samsung Branded Stores
SAM.151.001.0182 SAM.151.001.0184	Booklet	07/2018 - 11/2018	Samsung Branded Stores
SAM.156.001.0001	Booklet	09/2016 - 10/2016	Samsung Branded Stores
SAM.157.001.0001	Facebook	6/04/2016 - 22/02/2019	https://www.facebook.com/SamsungAustralia/photos/a.1040324266032794/1040324599366094
SAM.157.002.0001	Facebook	8/04/2016 - On or around 13/04/2016	N/A
SAM.158.001.0001	Facebook	Posted 16/02/2016	https://www.facebook.com/SamsungAustralia/photos/a.268406403224588/1006000349465186/?type=3&theater
SAM.158.001.0002	Instagram	Posted 22/02/2016	https://www.instagram.com/p/BCEKcsdkymU/
SAM.158.001.0003 SAM.159.001.0002	Instagram	Posted 10/08/2016	https://www.instagram.com/p/BI6RykVB3h_z/
SAM.158.001.0004 SAM.159.001.0003	Twitter	Posted 26/04/2017	https://twitter.com/SamsungAU/status/857432100282056704
SAM.158.001.0005	Twitter	Posted 2/08/2016	https://twitter.com/SamsungAU/status/760392222546071552
SAM.158.001.0006	Twitter	Posted 19/04/2016	https://twitter.com/SamsungAU/status/722349531736731649
SAM.158.001.0007	Twitter	Posted 21/02/2016	https://twitter.com/SamsungAU/status/701491576065753088
SAM.158.001.0008	Twitter	Posted 21/01/2018	https://twitter.com/SamsungAU/status/955282759752155137

Document ID	Medium	Date Posted / Date Range	Location
SAM.158.001.0009	Twitter	Posted 26/04/2017	https://twitter.com/SamsungAU/status/857431919595737089
SAM.159.001.0004			
SAM.170.001.0026	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0027	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0028			
SAM.170.001.0029			
SAM.170.001.0030			
SAM.170.001.0031	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0032	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0033	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0034	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0035	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0036	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0037	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0038	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0039	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0040	Out of Home	20/03/2016 - 11/06/2016	5 Metros

Document ID	Medium	Date Posted / Date Range	Location
SAM.170.001.0041	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.001.0042	Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.170.002.0001	Samsung Website	20/12/2016	https://www.samsung.com/au/mobiles/galaxy-s7/overview/
SAM.170.002.0002	Samsung Website	20/12/2016	https://www.samsung.com/au/mobiles/galaxy-s7/design/
SAM.170.002.0003	Samsung Website	20/12/2016	https://www.samsung.com/au/mobiles/galaxy-s7/hardware/
SAM.171.001.0001 SAM.173.001.0015	Facebook	27/08/2016	https://www.facebook.com/watch/?v=1130383640360189
SAM.171.001.0002 SAM.173.001.0001	Facebook	19/08/2016	https://www.facebook.com/watch/?v=1125575344174352
SAM.171.001.0004 SAM.173.001.0004	Facebook	2/08/2016	https://www.facebook.com/watch/?v=1110457745686112
SAM.171.001.0006 SAM.173.001.0005	Facebook	15/07/2016	https://www.facebook.com/watch/?v=1101372866594600
SAM.171.001.0008 SAM.173.001.0009	Facebook	26/06/2017	https://www.facebook.com/watch/?v=1440176949380855
SAM.171.001.0009 SAM.173.001.0011	Facebook	12/06/2017	https://www.facebook.com/watch/?v=1422786271119923
SAM.171.001.0010 SAM.173.001.0012	Facebook	27/02/2017	https://www.facebook.com/watch/?v=1319487074783177
SAM.172.001.0025	Twitter	19/04/2016	https://twitter.com/SamsungAU/status/722349531736731649

Document ID	Medium	Date Posted / Date Range	Location
SAM.172.001.0036	Youtube	21/05/2018	https://www.youtube.com/watch?v=-BqT1sB506M
SAM.172.001.0039	Youtube	11/05/2018	https://www.youtube.com/watch?v=cp5WZtlIqPM
SAM.174.001.0009	Digital Out of Home	20/03/2016 - 11/06/2016	5 Metros
SAM.174.001.0017	Digital display	11/03/2016 - 31/07/2016	National
SAM.174.001.0018	Digital display	11/03/2016 - 31/07/2016	National
SAM.174.001.0019	Digital display	11/03/2016 - 31/07/2016	National
SAM.174.001.0020	Digital display	11/03/2016 - 31/07/2016	National
SAM.174.001.0021	Digital display	11/03/2016 - 31/07/2016	National
SAM.174.001.0041	Out of Home	20/03/2016 - 4/06/2016	Victoria – further detail below:- Lonsdale Street, Melbourne Emporium - 40% SOV- Melbourne Emporium, Lonsdale St (60% share)- Melbourne Emporium, Lonsdale St (40% share)- Melbourne Airport, Airport Drive- Melbourne, Bourke St Mall (40% share)- 1 Swanston St - 1 FACE- No.1 Fitzroy St- West Gate Fwy - White St Gantry- Westgate Fwy, South Melbourne (1 of 8 advertisers)
N/A	Samsung Website	21/02/2019 - present	https://www.samsung.com/au/news/global/galaxy-s10/

Document ID	Medium	Date Posted / Date Range	Location
N/A	Samsung Website	21/02/2016 - present	https://www.samsung.com/au/smartphones/galaxy-s10/performance/
N/A	Twitter	Posted 21/02/2016	https://twitter.com/SamsungAU/status/701640672994942976
N/A	Twitter	Posted 28/03/2017	https://twitter.com/SamsungAU/status/846894107272261632
N/A	Twitter	Posted 26/04/2017	https://twitter.com/SamsungAU/status/857432100282056704
N/A	Twitter	Posted 26/04/2017	https://twitter.com/SamsungAU/status/857431919595737089
N/A	In Store Display	N/A	In JB Hifi Stores, as depicted at pages 7-8 of SAM.101.001.0283
N/A	Samsung Website	23/03/2017	https://www.samsung-reimagine.com.au/2017/03/23/accidentally-left-phone-pocket-jumped-pool/