

Based on sales data tracking and consumer surveys conducted by CEA

		Jul-05	Jan-06	Jul-06	Jan-07	Jul-07	Jan-08	Jul-08	Jan-09	
In-Home	Displays									
	All Television	98%	98%	98%	98%	98%	98%	98%	98%	
		Color TV	98%	98%	98%	98%	98%	98%	98%	
		Projection TV	20%	23%	23%	24%	25%	18%	17%	
		TV Combinations	34%	35%	36%	36%	36%	36%	36%	
		Digital TV Sets and Displays								
		DTV	15%	20%	26%	33%	43%	50%	56%	62%
		HDTV	12%	16%	21%	26%	32%	41%	47%	53%
		LCD TV	11%	12%	13%	17%	21%	26%	35%	41%
		Plasma	2%	2%	3%	5%	6%	8%	9%	10%
		Video Components								
		Cable Set Top Box	31%	32%	32%	33%	33%	35%	36%	37%
		DVD Home Component	81%	82%	82%	83%	84%	84%	88%	92%
		Digital Video Recorder (DVR)	10%	11%	14%	19%	25%	35%	38%	40%
		Direct to Home Satellite Set Top Box	25%	25%	25%	25%	29%	29%	30%	31%
		VCR Decks	90%	90%	87%	85%	82%	70%	64%	58%
		Audio Separates								
		Home Radios	98%	98%	98%	98%	98%	98%	98%	98%
		Home CD Players	57%	55%	55%	54%	50%	48%	47%	42%
		Audio Systems								
		Rack or Compact Audio System	40%	38%	38%	37%	35%	37%	36%	35%
		Home Theater System/Surround	25%	25%	26%	26%	27%	28%	31%	32%
		Home Information Technology/Security								
		All Home PCs	73%	74%	75%	76%	76%	82%	82%	83%
		Computer Printers	69%	71%	71%	72%	73%	74%	74%	75%
		Desktop	73%	72%	70%	68%	66%	72%	72%	71%
		Laptop	30%	32%	34%	35%	37%	47%	49%	53%
	Home Communication									
	Telephone Answering Device	78%	76%	74%	74%	71%	76%	76%	76%	
	Broadband	39%	43%	47%	49%	51%	58%	58%	61%	
	Internet Telephone	2%	5%	7%	9%	12%	16%	17%	18%	
	Home Network (Wireless or Wired)	24%	25%	27%	29%	30%	30%	33%	34%	
	Landline Telephone	89%	88%	88%	88%	87%	85%	85%	83%	
	Home Internet Access	64%	65%	66%	68%	69%	75%	76%	78%	
Anywhere	Imaging									
		Digital Camera	49%	55%	57%	59%	62%	73%	74%	77%
		Camcorder	46%	46%	46%	48%	48%	48%	49%	51%
		Portable Media								
		MP3 Players	15%	20%	27%	33%	39%	43%	44%	46%
		Speaker Docks	5%	7%	10%	12%	15%	23%	28%	30%
		Portable DVD Players	23%	26%	28%	30%	32%	35%	38%	39%
		Portable CD Players	57%	56%	56%	53%	50%	50%	49%	47%
		Portable Communication								
		Wireless Telephones	71%	73%	75%	76%	77%	87%	90%	90%
		Smartphones	2%	4%	6%	7%	8%	18%	20%	23%
		Video Gaming								
		Portable	30%	30%	30%	30%	31%	30%	32%	33%
		Console	38%	38%	39%	39%	40%	42%	44%	46%
	In-Vehicle	Entertainment								
		Car CD Players	57%	62%	65%	68%	68%	70%	71%	72%
		Satellite Radio	8%	10%	11%	12%	13%	20%	23%	23%
		Video Entertainment System	11%	12%	13%	14%	15%	18%	20%	20%
		Information/Security								
		Electronic Car Alarm	39%	39%	39%	39%	39%	43%	45%	46%
		Portable Navigation	3%	4%	6%	8%	11%	12%	13%	20%
	In-Dash Navigation	2%	3%	3%	4%	6%	9%	12%	13%	

Note: In 2008, the calculation of household penetration is based on the assumption of 114 million households based on the U.S. Census Bureau's 2006 American Community Survey.