

Based on sales data tracking and consumer surveys conducted by CEA

	Jul-06	Jan-07	Jul-07	Jan-08	Jul-08	Jan-09	Jul-09	Jan-10
<b>In-Home</b>								
<b>Displays</b>	<b>All Television</b>							
	98%	98%	98%	98%	98%	98%	99%	99%
	Color TV							
	98%	98%	98%	98%	98%	98%	99%	99%
	Projection TV							
	23%	24%	25%	18%	18%	17%	17%	15%
	TV Combinations							
	36%	36%	36%	36%	36%	36%	36%	35%
<b>Digital TV Sets and Displays</b>								
	DTV							
	26%	33%	43%	50%	56%	62%	66%	77%
	HDTV							
	21%	26%	32%	41%	47%	50%	52%	63%
	LCD TV							
	13%	17%	21%	26%	35%	41%	42%	57%
	Plasma							
	3%	5%	6%	8%	9%	10%	11%	12%
<b>Video Components</b>								
	Cable Set Top Boxes							
	32%	33%	33%	35%	36%	37%	38%	39%
	DVD Home Component							
	82%	83%	84%	84%	88%	92%	93%	94%
	Digital Video Recorder (DVR)							
	14%	19%	25%	35%	38%	40%	42%	42%
	Direct to Home Satellite Set Top Box							
	25%	25%	29%	29%	30%	31%	31%	31%
	VCR Decks							
	87%	85%	82%	70%	64%	58%	56%	52%
<b>Audio Separates</b>								
	Home Radios							
	98%	98%	98%	98%	98%	98%	98%	98%
	Home CD Players							
	55%	54%	50%	48%	47%	42%	41%	41%
<b>Audio Systems</b>								
	Rack or Compact Audio Systems							
	38%	37%	35%	37%	36%	35%	35%	34%
	Home Theater System/Surround							
	26%	26%	27%	28%	31%	32%	33%	33%
<b>Home Information Technology/Security</b>								
	All Home PCs							
	75%	76%	76%	82%	82%	83%	84%	87%
	Computer Printers							
	71%	72%	73%	74%	74%	75%	76%	77%
	Desktops							
	70%	68%	66%	72%	72%	71%	72%	75%
	Laptops							
	34%	35%	37%	47%	49%	50%	52%	59%
<b>Home Communication</b>								
	Telephone Answering Devices							
	74%	74%	71%	76%	76%	76%	75%	74%
	Broadband Modems							
	47%	49%	51%	58%	58%	61%	67%	69%
	Internet Telephones							
	7%	9%	12%	16%	17%	18%	16%	17%
	Home Network (Wireless or Wired)							
	27%	29%	30%	30%	33%	34%	39%	40%
	Landline Telephone							
	88%	88%	87%	85%	85%	83%	81%	80%
	Home Internet Access							
	66%	68%	69%	75%	76%	78%	78%	78%
<b>Anywhere</b>								
<b>Imaging</b>								
	Digital Cameras							
	57%	59%	62%	73%	74%	76%	77%	81%
	Camcorders							
	46%	48%	48%	48%	49%	51%	52%	54%
<b>Portable Media</b>								
	MP3 Players							
	27%	33%	39%	43%	44%	46%	47%	51%
	Speaker Docks							
	10%	12%	15%	23%	28%	30%	32%	35%
	Portable DVD Players							
	28%	30%	32%	35%	38%	39%	35%	35%
	Portable CD Players							
	56%	53%	50%	50%	49%	47%	45%	43%
<b>Portable Communication</b>								
	Wireless Telephones							
	75%	76%	77%	87%	90%	90%	90%	91%
	Smartphones							
	6%	7%	8%	18%	20%	23%	27%	33%
<b>Video Gaming</b>								
	Portable							
	30%	30%	31%	30%	32%	33%	34%	34%
	Console							
	39%	39%	40%	42%	44%	44%	45%	47%
<b>In-Vehicle</b>								
<b>Entertainment</b>								
	Car CD Players							
	65%	68%	68%	70%	71%	72%	74%	76%
	Satellite Radios							
	11%	12%	13%	20%	23%	23%	23%	25%
	Video Entertainment Systems							
	13%	14%	15%	18%	20%	20%	20%	20%
<b>Information/Security</b>								
	Electronic Car Alarms							
	39%	39%	39%	43%	45%	46%	46%	46%
	Portable Navigation							
	6%	8%	11%	12%	13%	20%	25%	31%
	In-Dash Navigation							
	3%	4%	6%	9%	12%	12%	12%	15%