

Based on sales data tracking and consumer surveys conducted by CEA

	Jan-09	Jan-10	Jan-11	Jan-12	Jan-13	Jan-14
<b>In-Home</b>						
<b>Displays All Television</b>	<b>98%</b>	<b>99%</b>	<b>96%</b>	<b>96%</b>	<b>99%</b>	<b>99%</b>
Projection TV	17%	15%	13%	11%	13%	13%
TV Combinations	36%	35%	34%	33%	32%	32%
<b>Digital TV Sets and Displays</b>						
DTV	62%	77%	85%	88%	89%	89%
HDTV	50%	63%	78%	87%	88%	89%
LCD TV	41%	57%	66%	72%	74%	61%
Plasma	18%	24%	26%	32%	34%	32%
<b>Video Components</b>						
Cable Set Top Boxes	37%	39%	42%	42%	41%	42%
DVD Home Component	92%	94%	95%	92%	88%	87%
Blu-ray Player	3%	9%	14%	26%	29%	31%
Digital Video Recorder (DVR)	40%	42%	46%	47%	47%	47%
Direct to Home Satellite Set Top Box	31%	31%	31%	32%	33%	33%
<b>Audio Separates</b>						
Home Radios	98%	98%	98%	98%	98%	96%
Home CD Players	42%	41%	40%	40%	39%	38%
<b>Audio Systems</b>						
Rack or Compact Audio Systems	35%	34%	32%	28%	26%	25%
Home Theater System/Surround	32%	33%	36%	39%	40%	41%
<b>Home Information Technology/Security</b>						
All Home PCs	83%	87%	89%	90%	90%	90%
Computer Printers	75%	77%	80%	78%	77%	65%
Desktops	71%	75%	79%	72%	68%	63%
Laptops	50%	59%	68%	69%	71%	65%
Tablets	-	-	8%	22%	32%	39%
<b>Home Communication</b>						
Telephone Answering Devices	76%	74%	69%	65%	61%	58%
Broadband Modems	61%	69%	70%	74%	75%	75%
Internet Telephones	18%	17%	16%	14%	13%	12%
Home Network (Wireless or Wired)	34%	40%	48%	54%	61%	62%
Landline Telephone	83%	80%	76%	75%	66%	65%
Home Internet Access	78%	78%	78%	78%	78%	78%
<b>Anywhere</b>						
<b>Imaging</b>						
Digital Cameras	76%	81%	84%	84%	85%	84%
Camcorders	51%	54%	55%	52%	42%	38%
<b>Portable Media</b>						
MP3 Players	46%	51%	51%	54%	53%	52%
Speaker Docks	30%	35%	43%	44%	44%	42%
Speakers for an MP3 Player or iPod					35%	35%
Portable wireless speakers for music (Bluetooth/Airplay)					19%	25%
Portable DVD Players	39%	35%	39%	39%	43%	42%
Portable CD Players	47%	43%	39%	35%	33%	31%
<b>Portable Communication</b>						
Wireless Telephones	90%	91%	91%	91%	91%	91%
Smartphones	23%	33%	39%	46%	55%	58%
<b>Video Gaming</b>						
Portable	33%	34%	37%	33%	31%	27%
Console	44%	47%	52%	50%	49%	51%
<b>In-Vehicle</b>						
<b>Entertainment</b>						
Car CD Players	72%	76%	78%	77%	74%	75%
Satellite Radios	23%	25%	27%	25%	23%	21%
Video Entertainment Systems	16%	19%	16%	17%	17%	19%
<b>Information/Security</b>						
Electronic Car Alarms	46%	46%	45%	45%	46%	46%
Portable Navigation	20%	31%	39%	45%	46%	45%
In-Dash Navigation	12%	13%	14%	16%	17%	16%

Note: the calculation of household penetration is based on the assumption of 119 million households based on the U.S. Census Bureau's 2011 American Community Survey.