CEA
Consumer Electronics Association

www.CE.org

PBS Technology Conference

Las Vegas, Nevada
April 20, 2001

Gary Shapiro
President & CEO
Consumer Electronics Association
www.CE.org

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DTV is Doing Well

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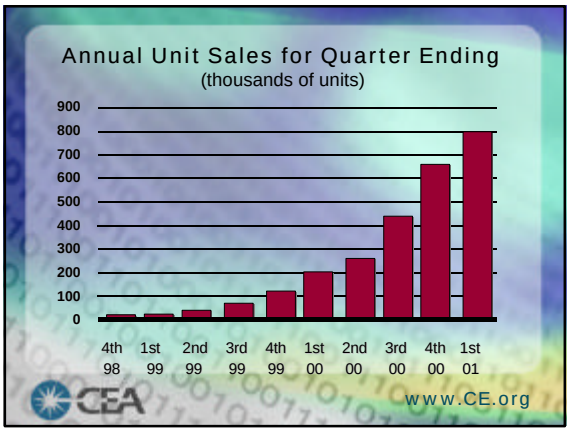
Annual Unit Sales for Quarter Ending
(thousands of units)
900
800
700
600
500
400
300
200
100
0
4th 98
1st 99
2nd 99
3rd 99
4th 99
1st 00
2nd 00
3rd 00
4th 00
1st 01
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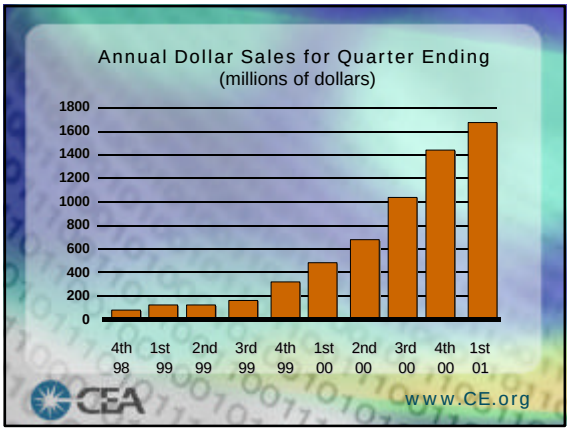
Annual Dollar Sales for Quarter Ending
(millions of dollars)
1800
1600
1400
1200
1000
800
600
400
200
0
4th 98
1st 99
2nd 99
3rd 99
4th 99
1st 00
2nd 00
3rd 00
4th 00
1st 01
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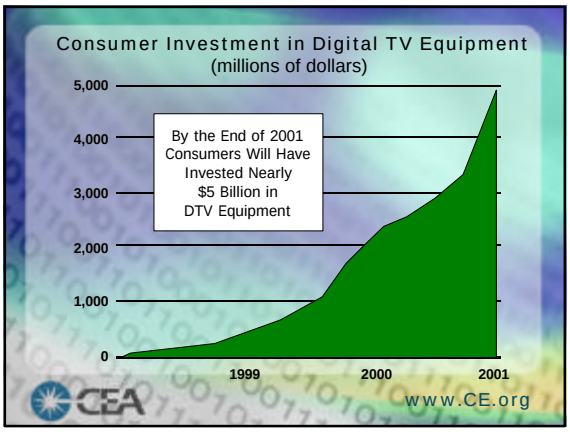
Consumer Investment in Digital TV Equipment
(millions of dollars)
5,000
4,000
3,000
2,000
1,000
0
By the End of 2001 Consumers Will Have Invested Nearly $5 Billion in DTV Equipment
1999
2000
2001
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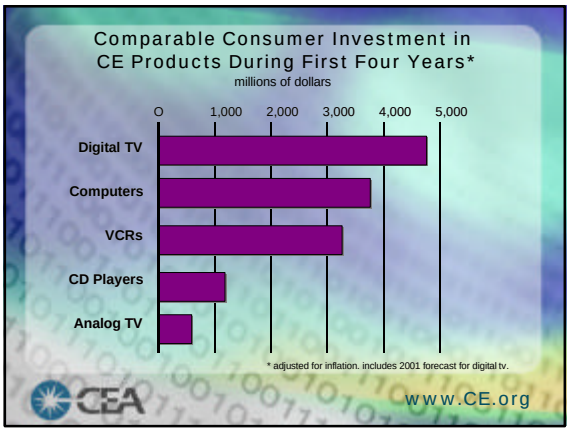
Comparable Consumer Investment in
CE Products During First Four Years*
millions of dollars
O
1,000
2,000
3,000
4,000
5,000
Digital TV
Computers
VCRs
CD Players
Analog TV
* adjusted for inflation. includes 2001 forecast for digital tv.
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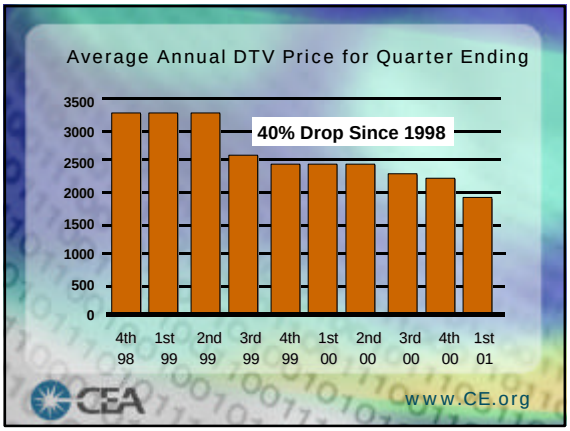
Average Annual DTV Price for Quarter Ending
3500
3000
2500
2000
1500
1000
500
0
40% Drop Since 1998
4th 98
1st 99
2nd 99
3rd 99
4th 99
1st 00
2nd 00
3rd 00
4th 00
1st 01
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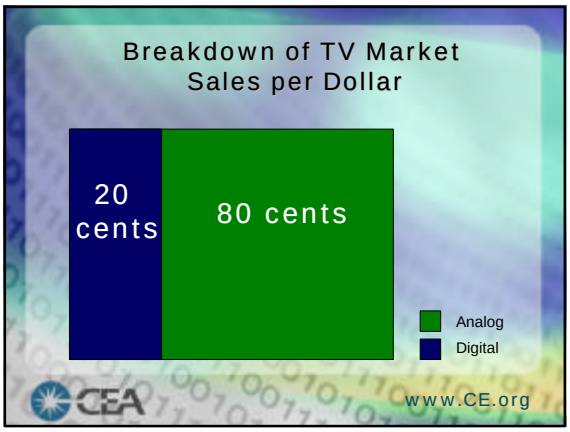
Breakdown of TV Market
Sales per Dollar
20 cents
80 cents
Analog
Digital
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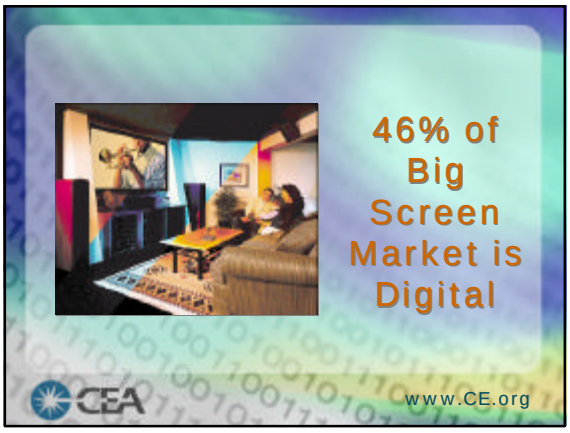
46% of Big Screen Market is Digital
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16 x 9 is Big
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