



CEA

Consumer Electronics Association

www.CE.org

PBS Technology Conference

Las Vegas, Nevada
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Gary Shapiro
President & CEO
Consumer Electronics Association
www.CE.org



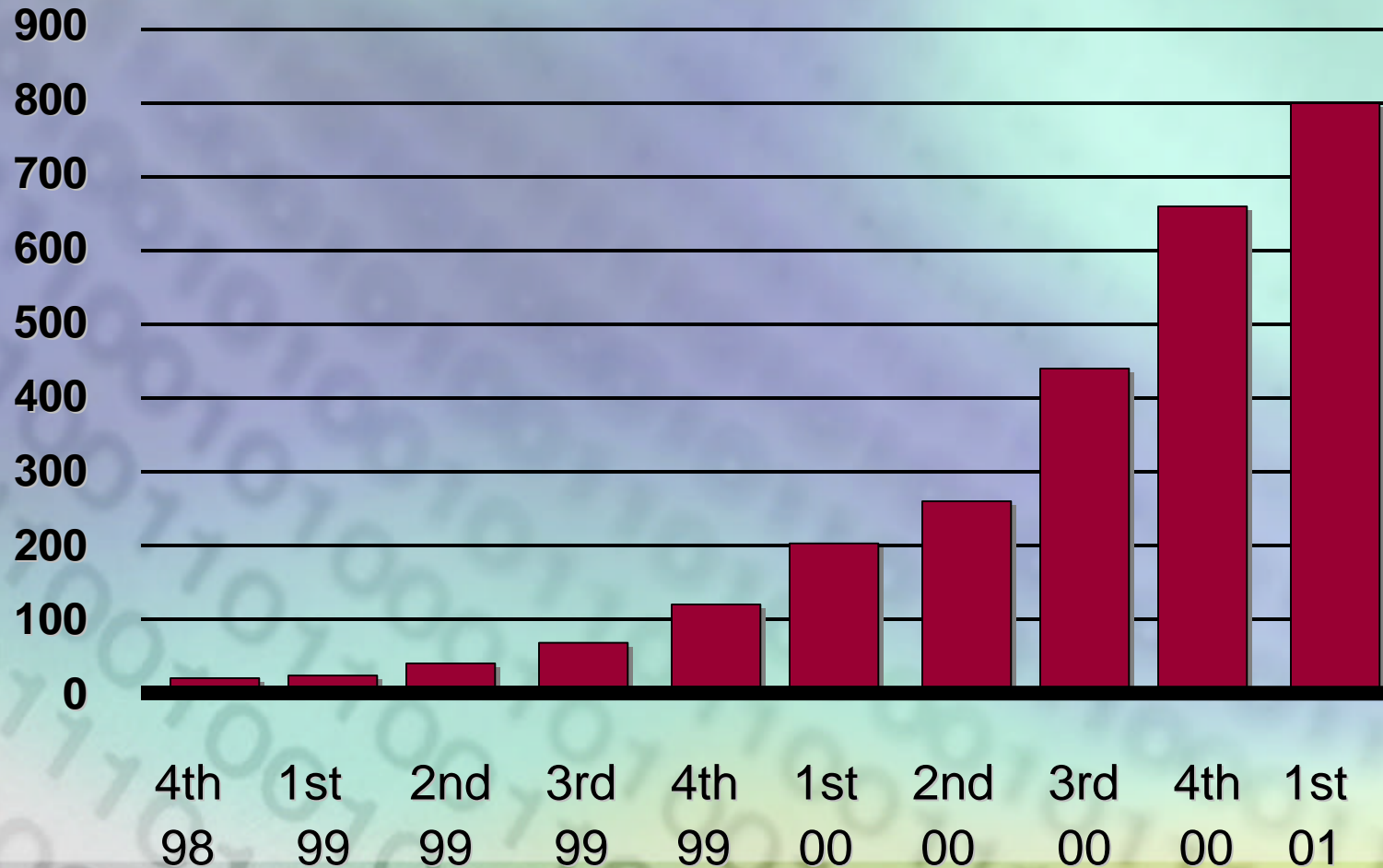
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DTV is Doing Well



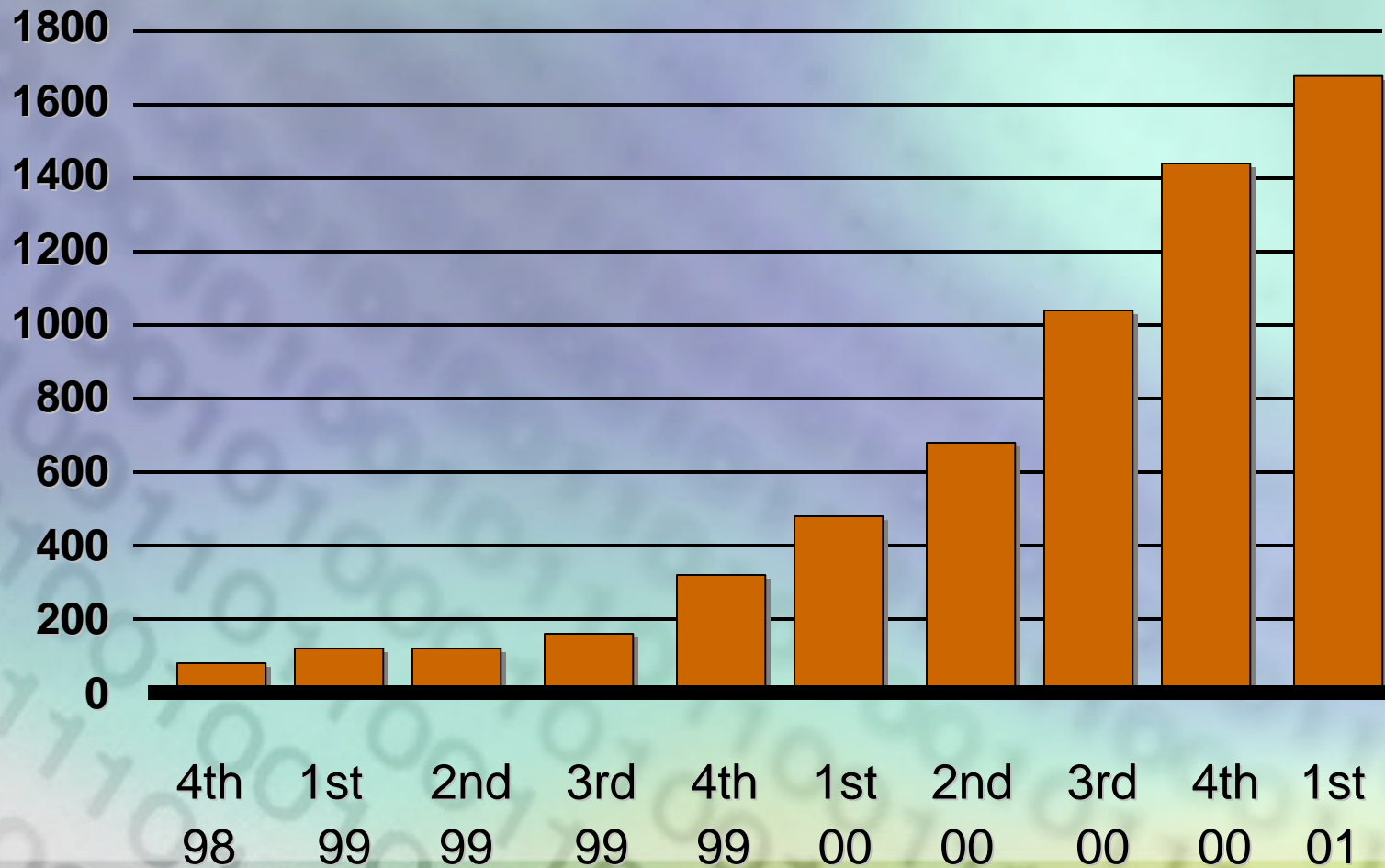
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Annual Unit Sales for Quarter Ending (thousands of units)

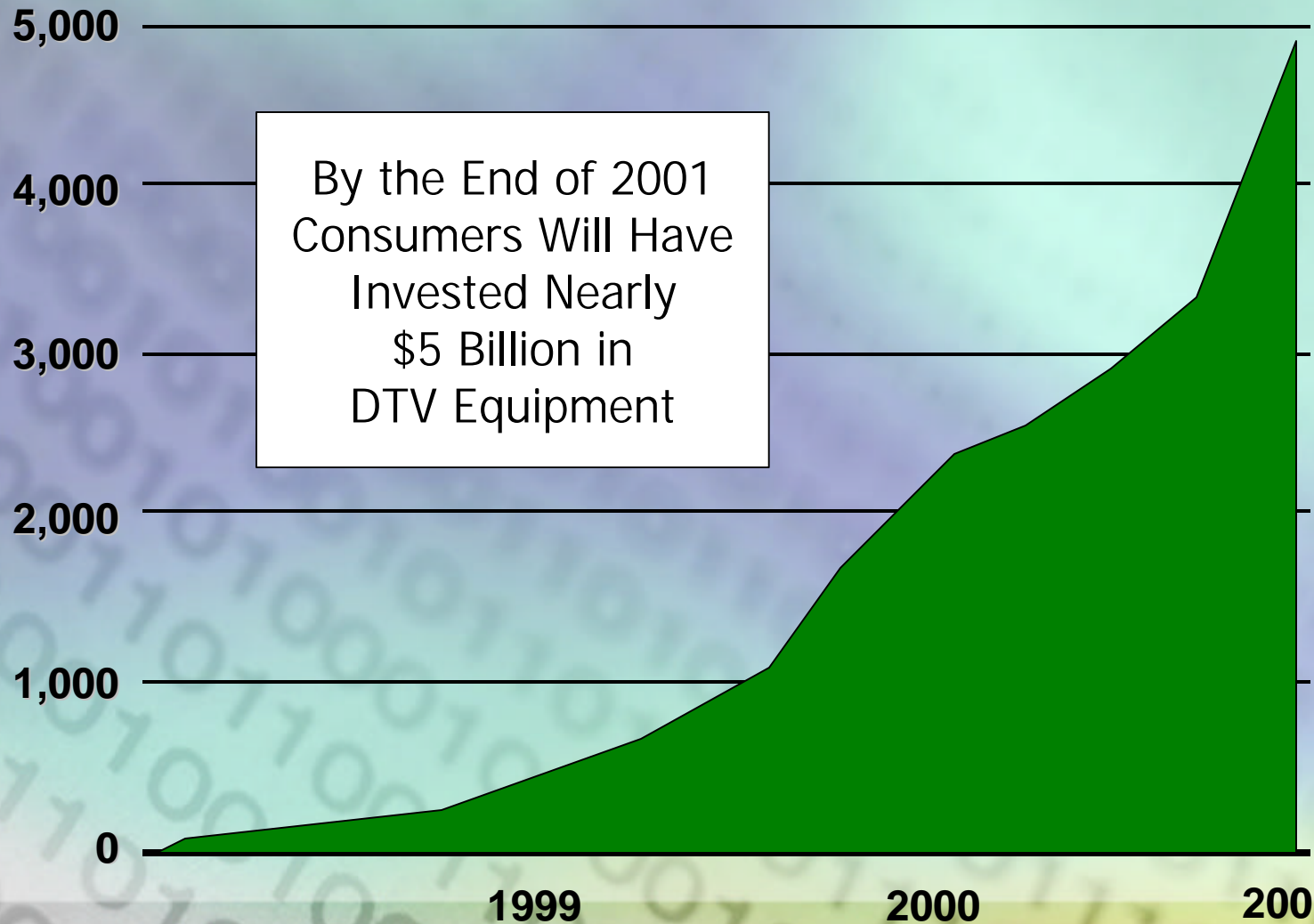


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Annual Dollar Sales for Quarter Ending (millions of dollars)

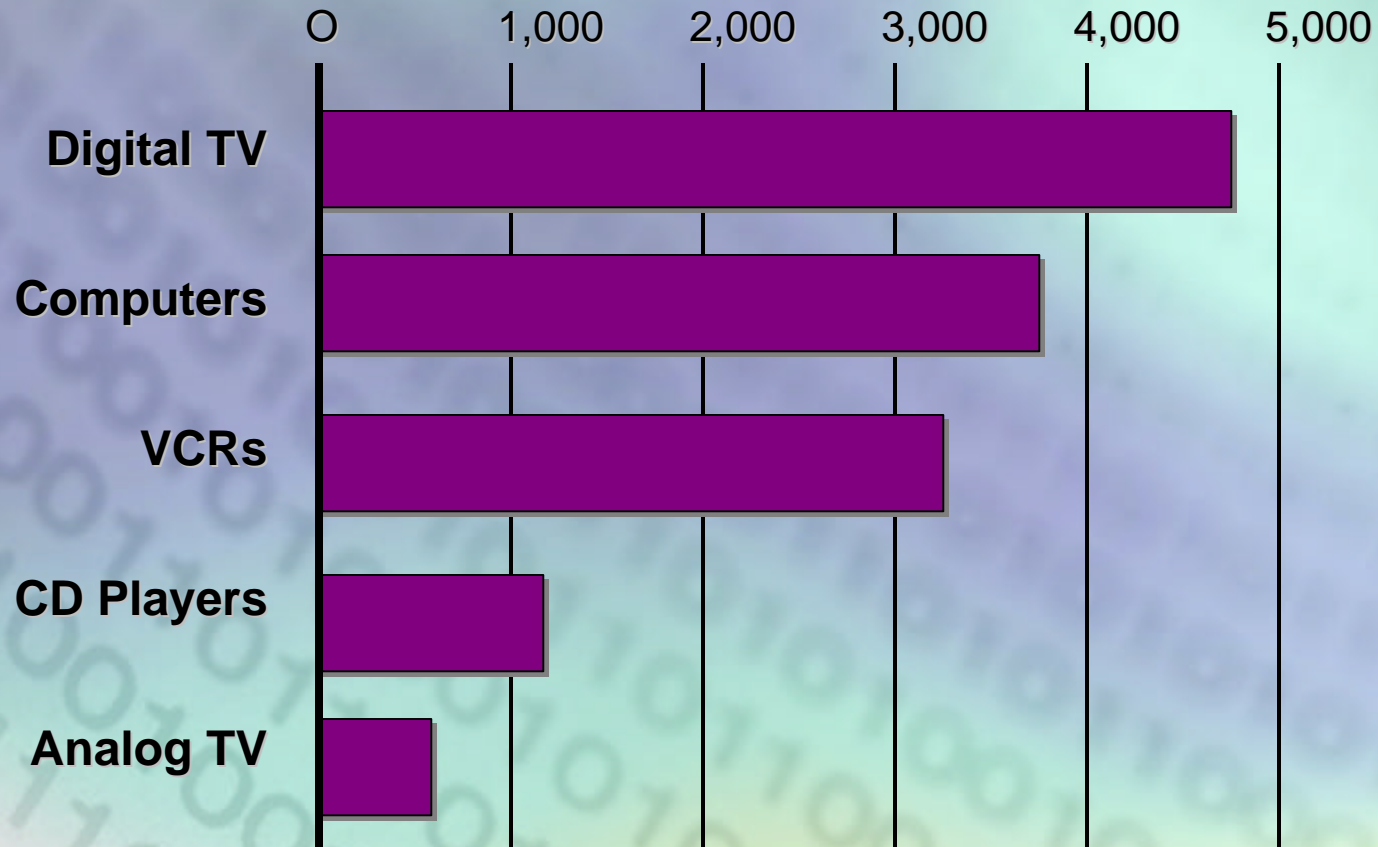


Consumer Investment in Digital TV Equipment (millions of dollars)



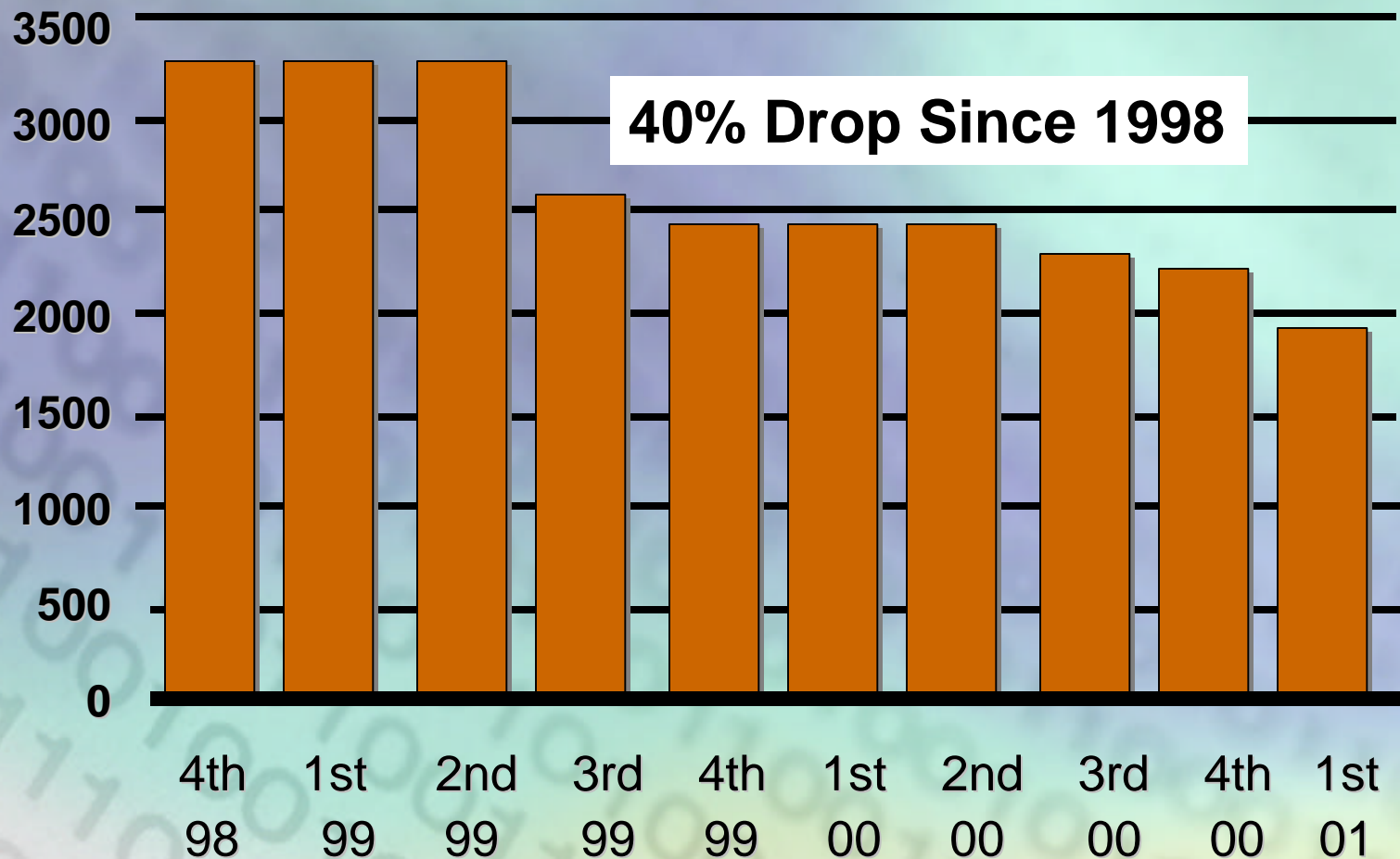
Comparable Consumer Investment in CE Products During First Four Years*

millions of dollars

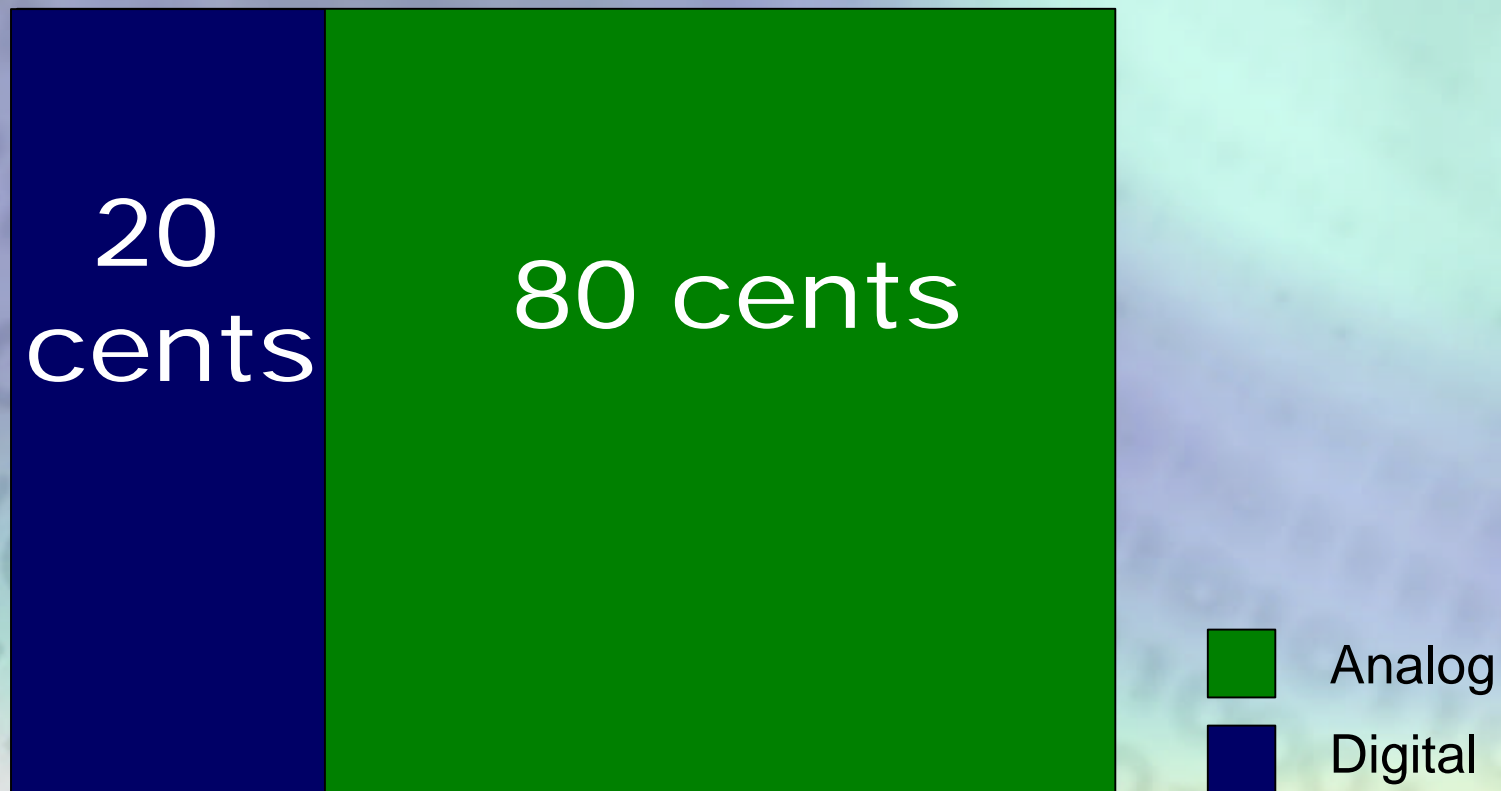


* adjusted for inflation. includes 2001 forecast for digital tv.

Average Annual DTV Price for Quarter Ending



Breakdown of TV Market Sales per Dollar





46% of
Big
Screen
Market is
Digital



16 x 9 is Big



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