

2025 Brand Shares Based on Computer Returns and Television Market Share for the Calendar Year 2023

Company Name	Brand Name	Computer				Television		Total Weight
		Return Weight	Unadjusted Return Share	Adjusted Return Share	Return Share by Weight	Market Share	Market Share by Weight	
Acer America Corporation	Acer	340	3.13%	3.54%	17,970	0.00%	-	17,970
Acer America Corporation	Emachines	177	1.63%	1.84%	9,355	0.00%	-	9,355
Acer America Corporation	Gateway	150	1.38%	1.56%	7,928	0.00%	-	7,928
Apple Inc.	Apple	1,284	11.83%	13.35%	67,863	0.00%	-	67,863
ASUS Computer International	ASUS	246	2.27%	2.56%	13,002	0.00%	-	13,002
Best Buy	Insignia - Best Buy	0	0.00%	0.00%	-	6.84%	264,913	264,913
Best Buy	Pioneer	0	0.00%	0.00%	-	0.67%	26,098	26,098
Dell Inc.	Dell	3,894	35.88%	40.49%	205,810	0.00%	-	205,810
Dynabook	Toshiba - Computer	192	1.77%	2.00%	10,148	0.00%	-	10,148
Funai Corporation, Inc.	philips	0	0.00%	0.00%	-	3.85%	149,018	149,018
Hewlett-Packard	Compaq	263	2.42%	2.73%	13,900	0.00%	-	13,900
Hewlett-Packard	Hewlett-Packard	2,213	20.39%	23.01%	116,964	0.00%	-	116,964
Hisense	Hisense	0	0.00%	0.00%	-	13.97%	541,560	541,560
JVC Americas Corp.	JVC	0	0.00%	0.00%	-	0.10%	3,868	3,868
Lenovo (United States) Inc.	Lenovo	133	1.23%	1.38%	7,029	0.00%	-	7,029
LG Electronics USA, Inc.	LG	136	1.25%	1.41%	7,188	14.84%	575,032	582,220
Roku	Roku	0	0.00%	0.00%	-	0.70%	27,055	27,055
Samsung Electronics America	Samsung	192	1.77%	2.00%	10,148	27.72%	1,074,460	1,084,607
Sony Electronics Inc.	Sony	217	2.00%	2.26%	11,469	4.28%	165,891	177,360
TTE Technology, Inc.	TCL	0	0.00%	0.00%	-	15.95%	618,106	618,106
Element TV Company, LP	Element	0	0.00%	0.00%	-	0.27%	10,580	10,580
Viewsonic Corporation	Viewsonic	180	1.66%	1.87%	9,514	0.00%	-	9,514
Vizio	vizio	0	0.00%	0.00%	-	9.75%	377,965	377,965
Westinghouse	Westinghouse - Television	0	0.00%	0.00%	-	1.06%	41,016	41,016
ORPHAN BRANDS	Orphan	1,237	11.40%	0.00%	-	0.00%	-	-
Total		10,854	100%	100%	508,287	100.00%	3,875,561	4,383,848