

2027 Brand Shares Based on Computer Returns and Television Market Share for Calendar Year 2025

Company Name	Brand Name	Return Weight	Computer			Television		Total Weight
			Unadjusted Return Share	Adjusted Return Share	Return Share by Weight	Market Share	Market Share by	
Acer America Corporation	Acer	364	3.99%	4.62%	16,500	0.00%	0	16,500
Acer America Corporation	Emachines	142	1.56%	1.80%	6,437	0.00%	0	6,437
Acer America Corporation	Gateway	235	2.58%	2.98%	10,653	0.00%	0	10,653
Amazon	Fire	0	0.00%	0.00%	0	0.76%	19,300	19,300
Apple	Apple	596	6.54%	7.56%	27,017	0.00%	0	27,017
ASUS Computer International	ASUS	108	1.18%	1.37%	4,896	0.00%	0	4,896
Best Buy	Insignia	0	0.00%	0.00%	0	10.00%	254,106	254,106
Best Buy	Pioneer	0	0.00%	0.00%	0	0.87%	22,096	22,096
Dell Inc.	Dell	3,540	38.83%	44.91%	160,469	0.00%	0	160,469
Element TV Company, LP	Element	0	0.00%	0.00%	0	0.37%	9,302	9,302
Funai Corporation, Inc.	Phillips	0	0.00%	0.00%	0	1.24%	31,562	31,562
Hewlett-Packard	Compaq	138	1.51%	1.75%	6,256	0.00%	0	6,256
Hewlett-Packard	Hewlett-Packard	1,805	19.80%	22.90%	81,821	0.00%	0	81,821
Hisense	Hisense	0	0.00%	0.00%	0	11.65%	295,929	295,929
IBM	IBM	97	1.06%	1.23%	4,397	0.00%	0	4,397
Lenovo (United States) Inc.	Lenovo	204	2.24%	2.59%	9,247	0.00%	0	9,247
LG Electronics USA, Inc.	LG	99	1.09%	1.26%	4,488	11.00%	279,537	284,025
Roku	Roku	0	0.00%	0.00%	0	2.33%	59,130	59,130
Samsung Electronics America	Samsung	342	3.75%	4.34%	15,503	25.44%	646,385	661,888
Sony Electronics Inc.	Sony	0	0.00%	0.00%	0	2.39%	60,599	60,599
Toshiba	Toshiba	119	1.31%	1.51%	5,394	0.00%	0	5,394
TTE Technology Inc.	TCL	0	0.00%	0.00%	0	14.26%	362,231	362,231
Viewsonic Corporation	Viewsonic	93	1.02%	1.18%	4,216	0.00%	0	4,216
Vizio	Vizio	0	0.00%	0.00%	0	11.16%	283,544	283,544
Walmart	Onn	0	0.00%	0.00%	0	8.10%	205,755	205,755
Westinghouse	Westinghouse	0	0.00%	0.00%	0	0.43%	10,985	10,985
Orphan	Orphan	1,235	13.55%	NA	NA	NA	NA	NA
Total		9,117	100.00%	100.00%	357,293	100.00%	2,540,461	2,897,755