

2026 Brand Shares Based on Computer Returns and Television Market Share for Calendar Year 2024

Company Name	Brand Name	Return Weight	Computer		Return Share by Weight	Television		Total Weight
			Unadjusted Return Share	Adjusted Return Share		Market Share	Market Share by Weight	
Acer America Corporation	Acer	348	3.67%	4.42%	15,159	0.00%	0	15,159
Acer America Corporation	Emachines	162	1.71%	2.06%	7,057	0.00%	0	7,057
Acer America Corporation	Gateway	236	2.49%	3.00%	10,280	0.00%	0	10,280
ANTEC	ANTEC	116	1.22%	1.47%	5,053	0.00%	0	5,053
Apple	Apple	1,110	11.72%	14.10%	48,351	0.00%	0	48,351
ASUS Computer International	ASUS	199	2.10%	2.53%	8,668	0.00%	0	8,668
Best Buy	Insignia	0	0.00%	0.00%	0	9.17%	248,969	248,969
Best Buy	Pioneer	0	0.00%	0.00%	0	1.09%	29,635	29,635
Dell Inc.	Dell	3,197	33.74%	40.61%	139,258	0.00%	0	139,258
Element TV Company, LP	Element	0	0.00%	0.00%	0	0.49%	13,176	13,176
Funai Corporation, Inc.	Phillips	0	0.00%	0.00%	0	2.50%	67,960	67,960
Hewlett-Packard	Compaq	540	5.70%	6.86%	23,522	0.00%	0	23,522
Hewlett-Packard	Hewlett-Packard	1,243	13.12%	15.79%	54,144	0.00%	0	54,144
Hisense	Hisense	0	0.00%	0.00%	0	14.31%	388,713	388,713
IBM	IBM	181	1.91%	2.30%	7,884	0.00%	0	7,884
Lenovo (United States) Inc.	Lenovo	213	2.25%	2.71%	9,278	0.00%	0	9,278
LG Electronics USA, Inc.	LG	0	0.00%	0.00%	0	12.86%	349,393	349,393
NEC	NEC	106	1.12%	1.35%	4,617	0.00%	0	4,617
Orion TV	Sansui	0	0.00%	0.00%	0	0.14%	3,767	3,767
Roku	Roku	0	0.00%	0.00%	0	2.61%	70,951	70,951
Samsung Electronics America	Samsung	0	0.00%	0.00%	0	25.99%	705,769	705,769
Sony Electronics Inc.	Sony	0	0.00%	0.00%	0	3.26%	88,405	88,405
Toshiba	Toshiba	118	1.25%	1.50%	5,140	0.00%	0	5,140
TTE Technology Inc.	TCL	0	0.00%	0.00%	0	16.47%	447,430	447,430
Viewsonic Corporation	Viewsonic	103	1.09%	1.31%	4,487	0.00%	0	4,487
Vizio	Vizio	0	0.00%	0.00%	0	10.06%	273,197	273,197
Westinghouse	Westinghouse	0	0.00%	0.00%	0	1.05%	28,585	28,585
Orphan	Orphan	1,602	16.91%	NA	NA	NA	NA	NA
Total		9,474	100.00%	100.00%	342,897		2,715,950	3,058,847