

MS-108-W, 2006
CEA Market Research Department
US Factory Sales of Digital Televisions

Participant Code: For Week #:

Line	Description	Production	Sales (Units)	Inventory
1	Direct View Digital Displays 29" & under			
2	Direct View Digital Displays 30" - 34"			
3	Direct View Digital Displays 35" & Over			
4	Total Direct View DTV	0	0	0
5	All Direct View DTVs with no tuner			
6	All Direct View DTVs with NTSC only (no ATSC tuner)			
7	All Direct View DTVs with an integrated or bundled ATSC decoder			
8	All Direct View DTVs with either a display or STB that is Digital Cable Ready			
9	All Direct View DTVs with 4:3 aspect ratio			
10	All Direct View DTVs with 16:9 aspect ratio			
11	Direct View DTVs with up to 480i (SDTV)* Native Resolution			
12	Direct View DTVs with 480p (EDTV) Native Resolution			
13	Direct View DTVs with 720p, 1080i or higher (HDTV) Native Resolution			
14	Direct View DTVs with Flat picture tubes			
15	DTV Projection Displays/Receivers 45" & Under			
16	DTV Projection Displays/Receivers 46-49"			
17	DTV Projection Displays/Receivers 50" - 54"			
18	DTV Projection Displays/Receivers 55" - 59"			
19	DTV Projection Displays/Receivers 60" & Over			

- 20 **Total Rear Projection DTV**
- 21 All Rear Projection DTVs with no tuner
- 22 All Rear Projection DTVs with NTSC only (no ATSC tuner)
- 23 All Rear Projection DTVs with an integrated or bundled ATSC decoder
- 24 All Rear Projection DTVs with either a display or STB that is Digital Cable Ready
- 25 All Rear Projection DTVs that are DLP based
- 26 # of DLP Rear Projection DTVs that are 50" and over
- 27 All Rear Projection DTVs that are LCD based
- 28 # of LCD Rear Projection DTVs that are 50" and over
- 29 All Rear Projection DTVs that are CRT based
- 30 # of CRT Rear Projection DTVs that are 50" and over
- 31 All Rear Projection DTVs that are other technology based (LCoS, DiLA, SXRD)
- 32 # of Other Technology Rear Projection DTVs that are 50" and over
- 33 Rear Projection DTVs with up to 720p or 1080i Native Resolution
- 34 Rear Projection DTVs with 1080p or higher Native Resolution
- 35 **Total Digital TV (Sum of lines 4, 20)**
- 36 Number of DTVs above that meet EnergyStar guidelines

0	0	0
0	0	0

Due at CEA by the 15th of the month following the reporting period. email: wgebreslassie@verisconsulting.com